

The power of promotions

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On-pack promotions are one of the most frequently used methods of differentiating products at retail to boost sales. More than ever, brands are looking to be bigger, bolder and more outstanding, not just in terms of shape and form but also in terms of giveaways and prizes.

Fix-a-Form® booklet labels, available from Pyrotec PackMedia, have helped customers all over the world to communicate large amounts of text on pack, including brand benefits, cross-range promotions and multilingual information. Incentives such as competitions, inserts, vouchers, scratch-off panels, SMS text promotions, and collectables, all help to win the hearts and minds of those with spending power.

An example of a highly effective promotional campaign was the release of *Ice Age 3: Dawn of the Dinosaurs* on DVD and Blue-Ray.



In conjunction with 20th Century Fox, PAGO Germany produced 450,000 special leaflet labels to promote the release of the DVD and Blue-Ray. Each label included one of six collectible window stickers and a unique random code, enabling consumers to enter into a competition to win an array of prizes, including a refrigerator, tablet PCs, Wii games consoles, and much more. The 10-page over-laminated concertina-style booklet label also included a removable €5 discount voucher off of the entrance price to see *Ice Age Live*.

The six window stickers were placed onto a base label using a removable glue. The labels were mixed on the reel to ensure random laydown. A random code was printed on the leaflet and affixed to a 60µm clear PP film base label. The label was then finished and die-cut to a final size of 45mm x 40mm and applied onto the DVDs and Blue-Rays using automatic application equipment. A laminate tab was provided to open the label.

With so many products vying for attention on shelf, packaging needs to be strategic and is one of the essential mediums for communicating promotions in a space that matters the most, in store. While above-the-line marketing can raise awareness about promotions and drive people to the store, packaging is the final cog in marketing's collateral that converts awareness into sales. Adding an on-pack device, such as Pyrotec PackMedia's Fix-a-Form® promotional booklet label, ensures products stand out in the minds of consumers and is a guaranteed way to increase sales.

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