



"I want to run a promotion for my brand."

Saying this in front of your label supplier opens the door to a wealth of possibilities for you to bump sales, educate customers, increase engagement and encourage brand loyalty.

This guide will help you make sense of this sea of opportunity by:

- Showing you what's possible with promotional labels
- Narrowing in on a few real-world promotions we've brought to market for clients
- Walking through the consultative process your label supplier should go through when selecting the best promotional label product for your brand's goals and budget
- Helping you to leverage changing consumer behavior with your next promotion

Let's jump in.





Today, almost anything is possible with promotional labels

When you think about promotions, probably the first thing that comes to mind is instant redeemable coupons (IRCs).

And, yes, IRCs are the tried-and-true, gold-standard solution for moving product off the shelf quickly. We print millions of them every year.

But when it comes to promotions, there are so many more options:

Informational & educational promotions

- Simply update your label graphics to call out a partnership with a non-profit, run a seasonal variation of a popular product or highlight a limited time offer
- Incorporate AR or QR codes into your graphics which consumers can scan to access information about your brand or incorporate <u>smart NFC technology</u> to drive engagement

Coupons for immediate and future redemption

 Create in-pack coupons for future redemption and, yes, IRCs for instant savings at the cash register

Promotional games & sweepstakes

 <u>Scratch-off labels and pull-away game pieces</u> for sweepstakes promotions are great ways to drive demand for your product





Personalized promotions

 Use digital label printing to vary your graphics label by label (as with the famous Share-a-Coke campaign)

Attention-grabbing promotional opportunities

- Bottle neck tags to increase the branding real estate on your packaging
- Scratch-and-sniff labels to promote a new scent or product flavor you're releasing
- Leveraging unique label materials (e.g., materials made out of wood, materials that can be written on with chalk, etc.) to further differentiate your product promotion
- Incorporating texture as a key feature of your label like pairing a smooth and a stubbly label with your razor packaging

Anything is possible

It's difficult to categorize promotional labels because the possibilities are infinite. We could fill a whole book by listing out different types of promotional labels. Basically, if you can dream up a promotional concept, your converter should be able to engineer a completely new solution.

With the rest of the guide, we'll focus on showing you examples of unique promotions to get your wheels turning. And we'll give you a list of questions your converter should ask during any consultation to ensure you get the right solution for your goals, budget and vision.

But if you don't see an example of the label you'd like — don't get discouraged. A big part of promotional labels is trying things no brand has ever done before. And if you have such a concept, we'll do the legwork required to bring it to life.



Bringing one-of-a-kind promotions to life

Has your team developed a concept so different from what's been done before — so out there — that you're having trouble finding a label partner that can pull it off?

If so, game on. We love bringing wild ideas to life. Ideas that make us go to the white board, draw up potential solutions until we land on one that makes us say, "That's it."

To help you see what's possible, here are a couple examples of unique promotions we've brought to market:

"Can you package seeds in a label?"

We have a patent for biodegradable seed label packets. Why? Well, because one time a magazine client came to us and asked, "Do you think we can send out seeds in our magazine?"

We'd never done it before, and that's exactly what excited us about the project.

We white-boarded our concept — packing small carrot seeds on the adhesive side of a dry release compostable label — but the client wanted to see physical samples. So we got out our utility knives, put together some handmade mockups and sent them to the client. When the samples arrived, the client stuck the seeds in the dirt and, sure enough, carrots grew.



Breaking ground on new smart label applications daily

Most smart phones have built-in NFC readers, <u>unlocking smart labels</u> as a hugely powerful promotional tool for your brand. Your customer can simply tap their phone to the NFC label and they'll be led to unique content (landing page, video, product use information, etc.).



You can fine-tune what content is shown — by location, time of day, product, season — and, because it's all hosted in the cloud, you can update the campaign so that each time a customer taps the label, you could engage them differently.

There are limitless permutations of how your brand can leverage this technology. Here are a few ways we've done it in the past.

- Building a conversation-starter into your wine bottle When a winery wanted to run a campaign to celebrate women's suffrage, we developed unique NFC-enabled labels for 12 different suffragettes. When a customer tapped the label, they learned the story of one of the women.
- Educating your customers while promoting your products —
 A lawn and garden company wanted to educate its customers about when to use its grass seed and other lawn care products.
 We incorporated NFC labels at the store display level, allowing customers to opt in to regular, educational notifications.
- Embedding NFC chips into a temporary tattoo For a major movie premiere, we incorporated NFC technology into temporary tattoos. When a moviegoer tapped their tattoo, the main character would pop up in their selfie camera and they could take a picture with them.





Handling high-value sweepstakes games

We've executed many a sweepstakes project for major brands, with grand prizes ranging from \$10,000 all the way up to \$250,000, for many years in a row.

And we have a wealth of options to make your game one-of-a-kind. We can create game pieces that your customers peel off, or ones that they scratch to reveal the winning code. Or, if you'd like, we can make your game pieces scented. If you can dream it, we can bring it to life.

Launching personalized promotional campaigns with digital printing

The groundbreaking Share-a-Coke campaign opened the world's eyes to the promotional possibilities of <u>digital printing</u>. Each label carried a different name or phrase — and consumers took joy in seeing their own names emblazoning the iconic red can.

Following Coca-Cola's lead, countless brands have launched promotions that wouldn't have been possible without digital printing. Consider <u>Planters' 100th birthday promotion</u>, <u>Bud Light's 200,000 completely unique cans</u> and <u>Nutella's own name-based campaign</u>.

What can your brand achieve through digitally printed promotional labels?





Incorporating an IRC without sacrificing branding real estate

A few years ago, a personal care brand enlisted our help in engineering an on-package IRC that wouldn't cannibalize any branding on the package.

But this product came in a small tube — which had limited design space to begin with.

So instead of taking the well-worn approach and placing the IRC on the tube's backing, we increased the product's visual height by adding the IRC to the top.

What was normally an underused area of the product became a billboard that not only served a functional purpose, but also seamlessly accented the product design. You can see the full story here.





Working around your goals, vision and budget

With so many possibilities at your fingertips, your label supplier should have an initial consultation to help you home in on the solutions best suited to meet your specific goals.

They should ask questions like:

- What's your position in the market, and who is your target demographic? What works for a premium organic brand probably won't work for the cost leader in the same product category.
- What, exactly, do you want to accomplish with this promotion?
 Educate the consumer, drive loyalty, boost sales by offering savings? Something else entirely?
- If your goal is savings, do you want to provide the customer savings on this order or future orders? IRCs are great for immediate redemption, but an in-pack coupon or a direct mail postcard would work for future redemption.
- Do you want an on- or off- or in-package promotion? There
 are products that go on your package (labels, bottle neck tags,
 etc.), products that are part of your store display (shelf talkers,
 aisle violators) and products that go in your package (coupons
 placed in FDA-approved overwrap).
- Are you interested in experimenting with smart label technology? And, if so, would you like to do it at the unit level or the display level?
- What's your budget? There are infinite possibilities for what your brand could do, but your label supplier should be able to select the best one that fits within your budget.

To see how these questions guide you in the right direction, let's consider a hypothetical food brand with national reach: Soy To The World (STTW), a purveyor of premium organic snacks.



Finding the right promotion for Soy To The World

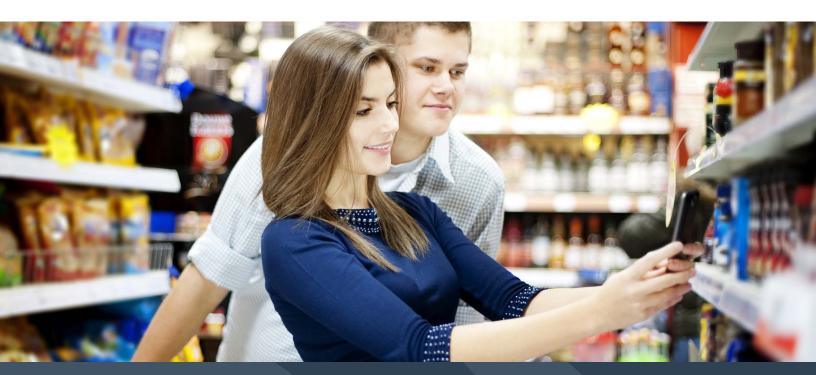
STTW, a hypothetical food brand, loves telling the origin story of its product ingredients, down to the farm and square foot the soy grew in. Their target customers buy into this story and like to feel good about the products they're purchasing and the food they're stocking their family's pantry with.

As we talk to STTW, we realize their goal is to drive loyalty, not move products — and, in fact, coupons would undercut the story at the center of their brand.

Instead, it might make more sense to use a smart label to drive engagement and, ultimately, loyalty.

Customers could tap their phone to the NFC-enabled promotional label, opt in to get notifications and then receive a geo-targeted list of organic farms in their area they can visit and support.

By providing educational information about what their customers already care about, STTW is able to establish a more meaningful relationship with them. And although they're a national brand, they're able to connect with consumers on a regional basis.





How to leverage changing consumer behavior with your next promotion

1 in 3 consumers recently bought products online that they'd normally purchase in-store, according to <u>this survey</u>. And, for a good chunk of the customers surveyed, it's their first time buying anything online, suggesting that COVID-19 was an accelerant for e-commerce growth.

With consumers not frequenting brick-and-mortars as often, they won't be viewing your in-store displays or interacting with your sales representatives.

This change in behavior makes promotional packaging more — not less — important. After all, your only chance to communicate with 100% of your customers is through your packaging.

Ask yourself two questions about your label:

- If someone interacted only with your product and no advertisements or in-store displays — how connected would they feel to your brand? How loyal would they feel?
- 2. What story does your label tell? How are you planning to inject empathy and transparency into that story?

Now is the time to start planning for how you're going to leverage your label to tell the right story to this new consumer. And there are a variety of promotional label solutions at your fingertips if you're looking to expand the story you're telling on your packaging.

One such solution? Extended content labels (ECLs).



Leveraging ECLs to craft the perfect promotion

Extended content labels are traditionally thought of as a tool for communicating product use and regulatory information on a container without sacrificing branding real estate.

But they work perfectly in any scenario where you need to communicate a lot of information, or tell a longer story, using only the space on your label.

Here are a few potential informational, promotional and storytelling applications for ECLs in today's marketplace:

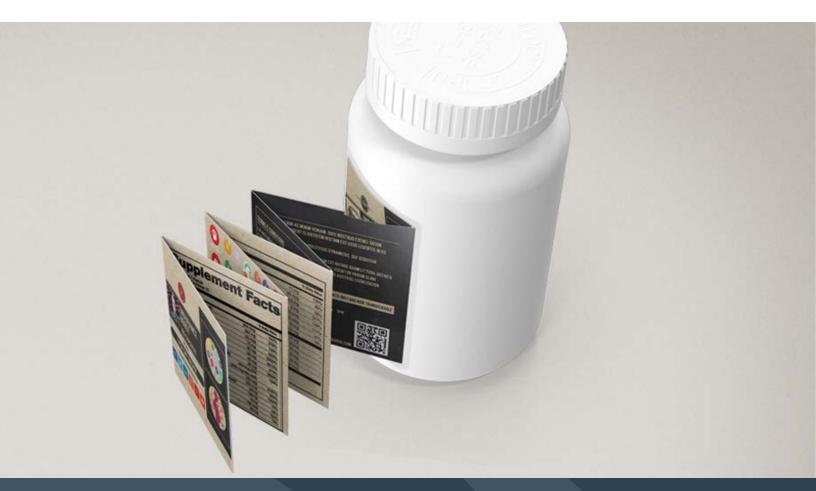
- Cross-promote your other products Create a <u>booklet label</u>
 which serves as a mini catalog of your entire product line,
 almost recreating the experience of looking through an in-store
 product display.
- Create an engaging experience How could you incorporate
 a virtual consumer experience right into your packaging?
 Wineries, for example, can incorporate a web link or QR code
 into their ECL, directing consumers to a digital landing page
 with photos of their vineyards and videos detailing the story of
 the wine's provenance. This would give consumers the winery
 experience from the comfort of their homes.





- Add a coupon Place a peel-off coupon for future redemption on all products distributed through e-commerce channels.
 They can pull out that coupon next time they hop online to place an order.
- Engage your brands with recipes, or other promotional information ECLs have immense promotional potential.
 Incorporate recipes, games or really any promotional activity right into your packaging. This is a great way to ensure your brand stays top-of-mind, even with consumers spending more time at home.

These are just a few ways you could craft a label promotion that meets the changing desires and purchasing behaviors of your consumers. There are limitless possibilities when it comes to how you can leverage ECLs — or any combination of labeling solutions — to better position yourself to today's consumer.





LET'S BRING YOUR PROMOTION CONCEPT TO MARKET

The goals, vision and desired outcomes for your promotion are as unique as your brand. And if you need to develop a market-ready label concept around your brand's needs, we can help.

Talk to our team today, and we'll give you specific, actionable advice fine-tuned to your brand's needs — whether that's bringing your concept to market or figuring out where to start.



