

Six Innovative
Ways to
Build Your
Business
Using
High Impact
Promotional
Packaging

Increasing the Response of Lead-Generation & Marketing Programs Using Dimensional Marketing Direct Mail



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Six Innovative Ways to Build Your Business Using High Impact Promotional Packaging



It's no secret that each and every day, consumers are bombarded with more and more advertising messages, often from new and innovative sources. The messages come from every direction and they're increasing in number. On the receiver's end they're overloaded and that results in their minds "selectively filtering" every message - People only see and hear what's relevant or of interest to them, and everything else is tuned-out or ignored.

More and more marketers are turning to high-impact promotional packaging direct mail as a method for cutting through the clutter and getting their messages read. The arrival of a cleverly-crafted, three-dimensional printed package in the recipients bundle of mail rarely gets tossed out and is typically the first item opened. Who wouldn't be intrigued, and even excited, to get a colorful, graphics-laden "present" in their mail? It's natural for consumers to gravitate to the single piece of mail that looks most like a gift (hey, is it my birthday?). Promotional packaging, sometimes referred to "dimensional marketing," can be a powerful door-opener into the mind of consumers.

This promotional marketing package for Dupont contained a Magic 8-Ball, the popular toy from the 50's and 60's that always had "the right answer" to a child's question. The headline and teaser-image on the outside of the package lead the recipient inside where Dupont promoted the fact that their Vespel® plastics compounds were "the right answer" to a design engineer's needs.

The Magic 8-Ball was a good choice of premium as it would likely hang around the recipient's office area for months, if not years, as a constant reminder - and play toy!

Promotional packaging can also do things that other mediums simply can't accomplish. A luxurious promotional package laden with an item of high perceived value can quickly elevate the sender's position in the mind of the consumer. It's a fast way to move from "unknown" to "recognized".

But, just as with any medium, there are several design and strategy elements to consider before using this powerful medium.

#1. The Dynamics of Opening the Container

The impression generated when the recipient opens and views the inside of the package is just as important as the first impression they get from the outside. Part science and part art, the connection between the outside of the package and the inside is critical. This relationship has two parts. First, the text and graphics on the outside should obviously relate to the inside and form a continuum. Secondly, the mechanics, or action of the

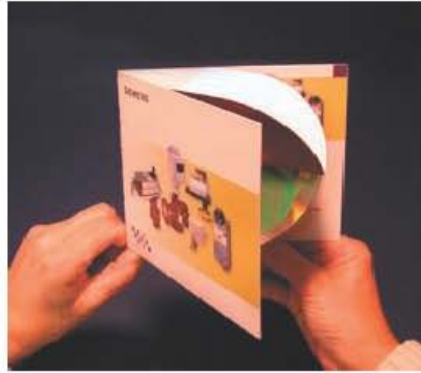
package opening should tie-together the outside with the inside. For example, if the package is a box, the dividing line between the base part of the box and the lid may be designed at an angle so that when the lid is lifted, the contents inside



Creating "Oh Wow"



From the outside, this CD-ROM package looks somewhat typical. But inside, clever packaging waits patiently to surprise the unsuspecting recipient.



As the recipient opens the CD (or DVD), ingeniously-designed but simple, die-cut & glued packaging from Prisma takes effect and...



...flips the CD-ROM disc outward and upward, allowing the viewer to see and read the entire inside spread. This unexpected action creates an "Oh Wow" response.

You may want to consider designing specific movement into the package so that when the box or container is opened, that action creates movement of other parts of the container. A simple card stock CD-ROM or DVD container can be designed to flip the disk outward and upward displaying it more prominently and resulting in an "oh wow that's neat" response from the viewer.

2. Make the Package Tell A Story

The package's graphics and text on the outside start the 'story' and should get the recipient to open it. The message inside, along with the contents (perhaps an item), continue the story. The final chapter (or punch line) of the story is when the recipient takes action or is left with an overwhelming impression of the sender. When planning your dimensional marketing package's story, start with the desired action or impression you want and then work backwards.



Sprint® cellular telephones used off-the-shelf premiums in this highly-successful program. The Thermos™ bottle and stainless travel mug promoted Sprint's go anywhere promise and helped open doors to large corporate customers.

3. The Contents of the Package are a Critical Element

What item will your dimensional marketing container hold? Most often, the item directly ties-into what you're selling, but sometimes it can be a prop used to communicate a much bigger idea. Typical package contents might include product samples, an item the recipient can use along with the actual product that you want them to purchase, CD-ROMs, DVD's or Video Cassettes. The package can even contain extensive printed materials like an employee benefits package or a catalog. The key is to make the items work in conjunction with the graphics, text and actions of the package to tell a complete story. If the story line is compelling, the recipient will, for example, immediately play the enclosed CD-ROM or RSVP to an important event of some type.

4. Use Promotional Packaging to Open Doors

If executed properly, a promotional package direct mail piece will not only



Sometimes the actual package design can be created around the theme of the promotion or message. The package above was designed as a house included promotional literature along with some product premiums from a cleaning company. Below, a classic doctor's bag package is used to promote this company's health-related products.



compel the receiver to act immediately, but will remain on his/her desk long after it's been opened. These two elements combine to provide an excellent method for securing appointments with important people.

One famous example of this concept involves the company that sent a list of CEO's a pair baseballs autographed by two famous players. The package also contained a beautifully stained and finished hardwood stand for displaying, not just two balls, but three. The accompanying printed materials explained to the CEO that in order to get the third ball (signed by Willie Mays), he'd have to grant the sender an appointment. The stand and two balls would always look incomplete unless the CEO procured the missing third ball by agreeing to a meeting. The response rate was reportedly 100%, a very believable number.

This same idea has been successfully executed with a single, high quality chess piece sent in the initial package. The recipient then receives the rest of the chess set and a chess board upon agreeing to a presentation meeting.

What can you send your prospects that will hook them into granting you a face-to-face meeting?

5. Make the Package Shape Part of the Strategy

The more unique you make the promotional package's physical shape, the greater the impact. You might think of using a conventional, rectangular-shaped package at first, but step outside the lines for a moment. Consider a package for presenting a new pharmaceutical product shaped like a doctor's old fashioned medical bag. A real estate company's promotional package shaped like a peaked-roof home. Fact is, there are few boundaries to one's imagination when it comes to designing the shape of the promotional package.

6. Think About Adding a Fourth Dimension

Sending a list of prospects a three-dimensional package with a unique promotional item inside is a strong concept. Now add a fourth dimension – sound and/or light. Using readily available microprocessor-driven devices, you can easily and affordably add light or sound to your packaging that is activated upon opening. The effect of this additional element can be spectacular. Imagine flashing LED lights, like the strobe lights on an airport landing strip, drawing your attention to a specific item or word. Or, the sound of an animal's roar triggered when the box is opened. Each of these added dimensions will amplify the impact of your mailer when it arrives.

The combination of printed promotional materials along with a DVD, a CD-ROM or video tape can be an extremely powerful solution for cutting through the clutter. The recipient can't help but become involved with this engaging interactive approach.



Some Additional Design Considerations:

If you're considering a dimensional marketing direct mail piece, make sure to consider the following:

- a) As stated earlier, start with the end objective and work backwards.
- b) Have the package designed and a prototype created by a qualified and experienced packaging house BEFORE you create graphics and text elements. You've got to have the "mechanics" of the package design established along with cost factors determined before you turn it all over to the designers and copywriters. Experienced packaging houses understand what it will take to print, manufacture and assemble your promotional piece in time to meet your delivery deadline. Unlike sending a promotional piece to the printers to be printed, dimensional marketing takes a bit more thought and time to execute.
- c) Create the graphic design elements before you have the text copy-written. In other words, get the copywriters to fit the text to the overall visual and mechanical design. The text will be read quickly by the recipient while they're soaking in the luscious graphic design and marveling at the uniqueness of the package design they're holding in their hands.
- d) Build in time to brainstorm ideas and examine productions costs before you cast your budget in stone. Develop the most powerful packaging idea you can first, then look at your budget.
- e) Don't forget about fulfillment logistics and costs as well as the premium item (if any) included with your package. Also, plan for your packages distribution either by hand, at a tradeshow or through the mail.

As with any direct marketing program, you'll have to "run the numbers" for your dimensional marketing direct mail program and build a projected response/return model. If designed properly, you can expect far greater response from a dimensional marketing piece than regular "flat mail," so plan accordingly. The real question to ask yourself is: How much is it worth for us to be able to meet with the CEO of a prospective company? What's the value to us of getting a prospect to immediately play our DVD and learn about our new service? What are we willing to pay to get a prospect to call us on the phone and place an order?"

Dimensional Marketing may be just the high-impact tool you need to penetrate the mind of your customer.

Questions? Looking for Ideas? Contract Dimensional Packaging at 262.255.4646 or view their online library examples at www.dimensionalpkg.com



About Dimensional Packaging

Dimensional Packaging is one of the nation's leading promotional packaging companies that specializes in the fabrication, fulfillment, and distribution of turn-key dimensional marketing programs. We provide comprehensive creative construction ideas, multiple rounds of prototypes, final manufacturing and complete national distribution, if needed. Working behind the scenes with many major advertising agencies and by providing one-stop services, the team at Dimensional Packaging has helped execute scores of promotional packaging campaigns over the past 15 years, including the campaign described above.

When it comes to helping agencies build and execute creative and innovative marketing programs, turn to Dimensional Packaging for answers. We can put the Power of Promotional Packaging to work for your clients.

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