# Promotional Solutions

Promotional solutions not only increase brand awareness but also is an incredibly powerful marketing tool…

Promotional labels can be used to attract and engage with consumers. These labels are designed and meant to alert consumers that something new or different has appeared on the brand packaging. Adding a promotional label to your brand packaging is a great marketing strategy to make your brand more memorable, increase sales, and creating brand loyalty.

Coupon Printing | Games and Sweepstakes Printing | QR Codes
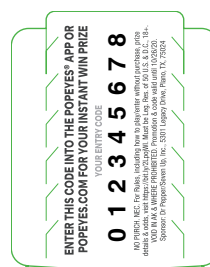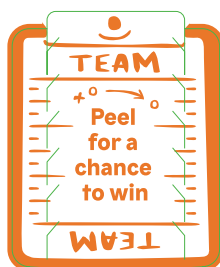
QR CODES

Quick Response, or QR, codes can be used to personalize your label and packaging. It is a great way to interact with your customers and connect with them. Adding a QR to your packaging content can provide customers with special offers, downloadable content, and direct them to a web-link or social media for more information about your product.

QR Codes can help brands measure engagement such as when and where the code was scanned, duration of time spent on the brand's site, and unique user usage.

Coupons

Coupons are known for helping increase sales, sell products faster, satisfy loyal customers, gain new customers, and drown out competitors advertisings. Coupons encourage consumers to make a repeat purchase and grow brand loyalty.

Different Layout designs for coupon options include:

Peel & Reveal   **Single Fold**   **Booklet**   **Double Fold**   **Triple Fold**
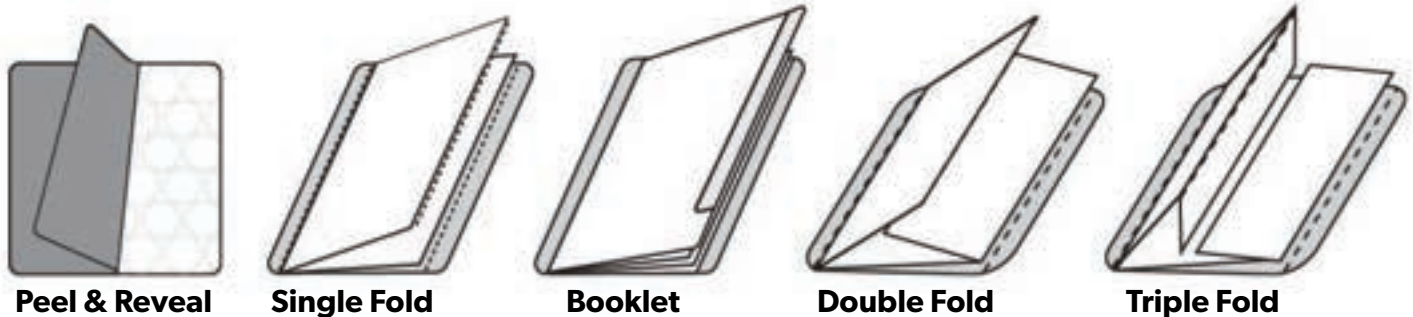
Piggy back labels are multi-ply labels that adhere directly to products. When the top layer (redeemable portion) is peeled off, no adhesive residue remains. Piggy back labels give you extra space on the back to add additional information such as terms and conditions barcode information and more.

Games & Sweepstakes

Build brand loyalty with games and sweepstakes programs, and consumers will keep coming back while bringing you immediate and measurable ROI. Games and sweep stakes are a great way to encourage repeat purchases, create brand awareness, stand out from competition, and brand loyalty. Some solutions can include peel & reveal, scratch-offs, pull & win, and on cup labels.

Games and sweepstakes can include static information or variable content. Variable content can consist of barcodes, random or consecutive numbering, and variable imaging. Printed content can go along with digital content where the printed piece will direct customers to a web page or social media platform to play more online games or enter their code to win.