



# Personalization

# With the rise of digital printing, there are more and more ways to customize your labels and packaging to be more personal.

Personalization is an increasing trend for a lot of brands. Coca-Cola, Heineken, and Nutella have used personalization campaigns to target niche audiences.

Brands are discovering that personalizing their products is a great marketing strategy to target specific audiences or market such as an age group, industry, group of people or geographic area. When brands use personalization to target a specific audience it can make the audience relate more to the brand and make it more personal or even connect with them on a more emotional level. The brand is creating something that speaks directly to the customer by reflecting their own personal identity in a product making it more relatable and personal to the customer.

When thinking about personalization on packaging many people think about Coca-Cola's "Share a Coke" campaign where they had printed 250 of the most popular names on coke bottles. They also used words to personalize their product to not only individuals but also groups of people as well. Some of those words included "BFF," "Family," and "The Team." However, personalization can be more than just a popular name or words on packaging or labels.



A design on a label or the packaging design of a product can include logos, slogans, or the design, as a whole, to target large groups of people, geographic locations, and interests. Here is a list of some options to add to your product packaging/label to make it more personalized.



**Individual Names**



**Sport Teams**



**Local**



**National**



**Entertainment**



**Movements/Causes**



**Unique One of a Kind Designs**



**Seasonal**



**Era of Time**

Personalization can go beyond just a name, logo, or unique design added to a packaging or label of a product. It can include the material of the packaging and label as well. Other ways to make a product more personalized is by using unique materials and inks or choosing sustainable materials for the label or packaging. 70% shoppers are willing to pay at least 10% more for personalized products and 40% of consumers make purchasing decisions based on how well a brand aligns with their personal beliefs.

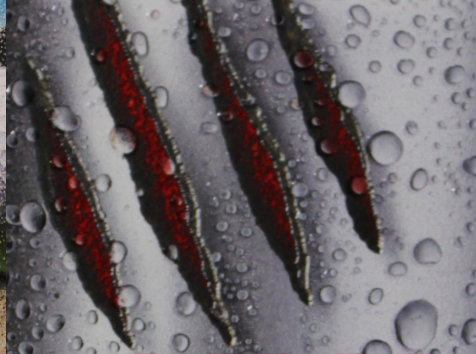


# Inks & Materials

Here is some other unique ways to add personalization to your products packaging and label design to stand out on the shelf and from your competitors.

## Special Inks:

- Silver
- Fluorescents
- Glow in the Dark Inks
- Invisible Inks
- Textured Inks
- Gloss/Matt Varnish
- Sustainable Inks
- Scented Inks
- Extended Gamut



## Materials:



Wood Texture



Silver Material



Textured Paper



Velvet Textured



Cork Textured



Craft Paper



Sustainable Materials



Clear Material

# Marketing Campaign

Here is an example of some ways you can personalize your products packaging/labels for October.

**Example Company Info:** Consumer Goods Company who want to run a fall campaign for their candle products.

**Targeted Audience:** The audience that will be targeted for this campaign are women/men who love the fall season.

**Marketing Campaign:** Launch 5 new fall scents: Pumpkin apple, spiced pumpkin, apple cider, donates, autumn leaves.

**Product Packaging:** Change product packaging to a fall design. Change design of label on candles to incorporate pumpkins, black cats, leaf's, apples, etc.

**Social Media Focus:** Post fun engaging posts about fall and about the fall candle product line.

**Promotional:** October 21<sup>st</sup> launch a promotional campaign releasing a buy one get one 50% off coupon for the fall candle product line.

Here is an example of a Marketing Calendar for this Campaign:

## OCTOBER 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	01	02
					Announce New marketing campaign on SM	Launch a advertisement campaign for fall candles
03	04	05	06	07	08	09
Mystery Series Week. Engage on SM with customers posting about mystery series to get them in the fall mood to promote campaign.						
Send sneak peak of fall candles	Launch video on Youtube for campaign	Launch Fall Campaign	SM:National Pumpkin Seed Day	SM:Share posts by customers showcasing product/campaign	SM:Share posts by customers showcasing product/campaign	SM: Advertise for national Sweetest Day
10	11	12	13	14	15	16
	SM:Showcase products	SM:Share posts by customers showcasing product/campaign	Advertise on social media about National Sweetest Day	SM:Share posts by customers showcasing product/campaign	Share article or blog about or relating to campaign	National Sweetest Day
	SM:Run Advertisement			SM:Run Advertisement		SM:Run Advertisement
17	18	19	20	21	22	23
	SM:International Legging Day. Share a picture with us of your favorite seasonal leggings	SM:Share posts by customers showcasing product/campaign	SM:Showcase products	Launch promotional campaign. Promotion ends Nov. 6th.		
			SM:Run Advertisement		SM:Promote promotional	
24	25	26	27	28	29	30
SM:Run Advertisement	SM:Promote promotional	SM:National Pumpkin Day. Advertise Trick or Treat Day	SM:National Black Cat Day	SM:Showcase products	SM: Reminder of National Trick or Treat Day events.	National Trick or Treat Day. Trick or treat at store location for kids. Give out goodie bags.
			SM:Run Advertisement			
31	01	02	03	04	05	06
SM:Happy Halloween	Last call for candles and promotion. Campaign and selling of candles will end by the end of the week: November 6th.					
SM:Promote promotional	SM:Last Call	SM:Last Call	SM:Last Call	SM:Last Call	SM:Last Call	SM:Last Call
	SM:Run Advertisement	SM:Run Advertisement	SM:Run Advertisement	SM:Run Advertisement	SM:Run Advertisement	Promotion Ends.

When creating a marketing campaign, it can help to look through the national day calendar to see if there is any days or observances that can be utilized in your marketing campaign to help promote your product and engage more with consumers.

You also want to make sure your campaign lines up with the national day calendar for certain events or observances. For example, if you wanted to run a promotion on Mental Health and its October then you may want to hold off on that campaign till May because that is when Mental Health Awareness Month is observed.

**Other topics that are observed during the month of September that may be worth developing a marketing campaign around can include:**

### **Monthly Observances**

- Adopt A Shelter Dog Month
- Breast Cancer Awareness Month
- Emotional Wellness Month
- LBGT History Month
- National Book Month
- National Fire Prevention Month
- National Go On A Field Trip Month
- National Women's Small Business Month

### **Weekly Observances**

- First Week of October: Mental Illness Awareness Week
- Third Week in October: Free Speech Week

The national day calendar can be found on this website: <https://nationaldaycalendar.com/>

### **Memberships and Affiliations**



### **Certifications**



## **About Whitlam Group**

Whitlam Group is a leader of engineered label solutions and functional parts, solving complex label challenges for the world's largest corporations. Serving the automotive, industrial and consumer goods market for over sixty years, as a strategic partner. We understand the needs and processes of our customers and we proactively help them to achieve their objectives.

Learn more at [www.whitlam.com](http://www.whitlam.com)



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