



Promotional Solutions

Promotional solutions are an incredibly powerful marketing tool that can help increase brand awareness.

Promotional solutions can be used to attract and engage with consumers. The most common reason that brands turn to promotional solutions is to boost sales. But promotional solutions can also be used to educate consumers, drive brand loyalty, celebrate milestones, and reach specific markets.



When used on brand packaging, they are designed to alert consumers that something new or different has appeared. Using a promotional label is a great marketing strategy that makes your brand more memorable, increases sales, and creates brand loyalty.

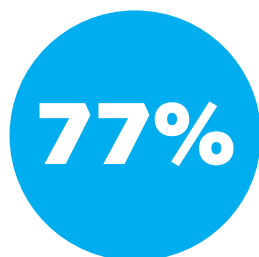
Statistics



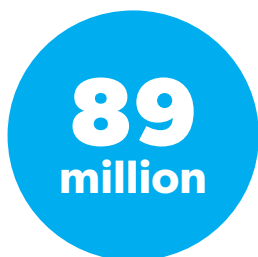
of purchase decisions are made in-store



of shoppers are willing to spend 10% more on personalized products



of consumers spend \$10 to \$50 more than intended when redeeming coupons



smartphone users in the US scanned a QR code on their mobile devices in 2022

Types of Promotional Solutions

Depending on what you're trying to accomplish, the type of promotional solution that you use will differ. Here are some of the most common types.

QR Codes

Quick Response codes, or QR codes, are an easy way to personalize your packaging. They make it simple to interact with your customers by directing them to a website or social media page. There you can provide special offers and additional content. Information like recipes, brand history, or usage instructions can be made easily accessible through QR codes.



QR codes can help brands measure engagement by keeping track of information 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 to increase sales, sell products faster, satisfy loyal customers, gain new customers, and drown out competitor's advertising. Coupons encourage consumers to make repeat purchases which increases brand loyalty. They are often an inexpensive form of marketing compared to other solutions.



Piggyback labels are a popular type of coupon. Piggyback labels are multi-ply labels that adhere directly to products. When the top layer (redeemable portion) is peeled off, no adhesive residue remains. Piggyback labels give you extra space on the back to add additional information such as terms and conditions, barcode information and more. When they are instantly redeemable, they often encourage impulse purchases.

Personalization

Personalizing your packaging is an effective way to target specific age groups, industries, groups of people, interests, or geographic areas. When brands use personalization, they make their targeted audience relate more personally to the brand. This can be accomplished in a variety of ways depending on your budget and what you're trying to achieve.



Updating your label throughout the year to incorporate seasonal elements is one way you can draw more customers to your products and have them engage with your brand. Having that extra uniqueness could be the reason a consumer chooses your product over a competitor's.

Another option could be partnering with a local sports team or organization and adding their logo to your packaging. If your consumer supports the team or organization, they are more likely to want to support your brand than another that has a similar product.

Promotional Products

If your main goal is to gain more brand awareness, promotional products are an easy and effective way to do so. Promotional products are items like stickers, hand sanitizer, lip balm, or pens that are branded with your logo. By giving away or selling products like these, you extend the reach of your brand by increasing the number of times people are exposed to it.



For example, a consumer can attach your logo sticker to their water bottle, cooler, laptop, or other surface where it's going to be frequently seen by themselves and those around them. Statistics back up promotional product's effectiveness as well. According to the Promotional Products Association International's last research study, 85% of consumers have done business with an advertiser as a result of receiving an item.

Games and Sweepstakes

Games and sweepstakes programs will keep consumers coming back while bringing you immediate and measurable ROI. They're a great way to encourage repeat purchases, create brand awareness, stand out from competition, and increase brand loyalty.

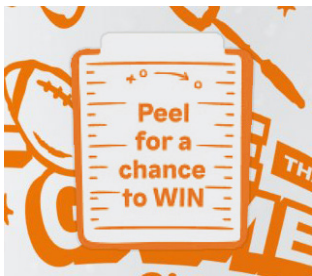
Games and sweepstakes can include static information or variable content. Variable content can consist of barcodes, random or consecutive numbering, and variable imaging. Printed content can go along with digital content where the printed piece will direct customers to a web page or social media platform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

Some examples include:



Peel & Reveal

Peel & reveal labels are great for promotions because they can hide prizes, discounts, and other special offers that customers need to peel back to see. These can either be multiple layers, or a single label front and back.



Pull & Win

Similar to peel & reveal, pull & wins are label solutions where the middle of the label pulls off to reveal the inner contents, such as prize information and discounts. Where the top layer of peel & reveal labels can be reattached, pull & wins cannot.



Scratch-offs

Scratch-offs are an interactive way to connect with your consumer. They often contain prize information and can be made using unique shapes and colors for the scratch-off area. They can be inside your packaging or used as a hand-out piece.



Learn More

Promotional solutions are a great way to engage with your consumers and reach your marketing goals. You can use these solutions individually or combine them to create something unique. Whitlam Group can help you decide what solution is best for you and help make your ideas a reality. Reach out to us today!



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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



24800 SHERWOOD AVE.
CENTER LINE, MI 48015

(586) 757-5100
WHITLAM.COM