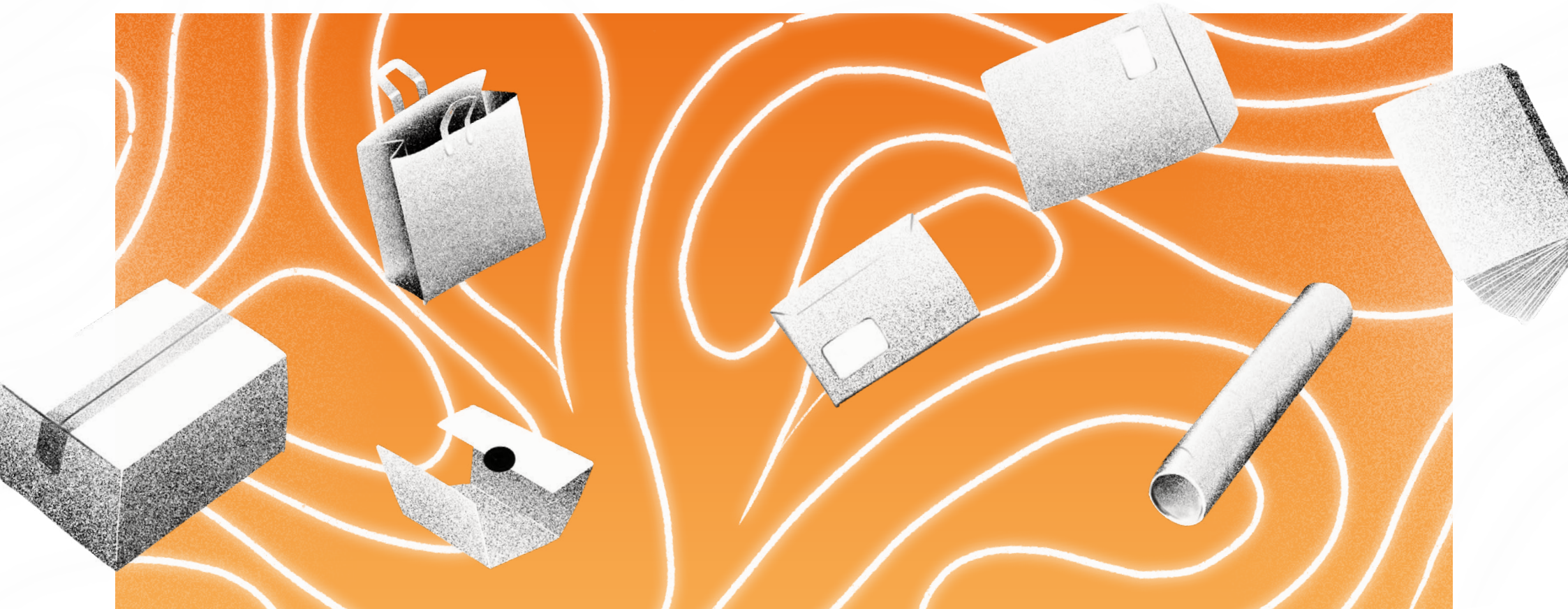




BEYOND THE BOX

UNWRAPPING SUCCESS WITH PERSONALIZED PACKAGING

INTRODUCTION



The packaging industry is growing and constantly coming up with new innovations year after year. Envelopes, packaging and labels are also valuable marketing tools and offer plenty of space you can use to advantage. Besides protection and transport

of the product, it can generate attention, give information and massively influence buying decisions. The entire product appears more valuable and customers feel more drawn to it. The range of innovative solutions and materials is constantly increasing.

In this ebook you will learn about different options for personalized packaging and envelopes that are guaranteed to stand out and lead to more efficient marketing campaigns.

GOOD REASONS



Unboxing videos blew up on social media and quickly became their own category over the last few years. Opening the packaging of a product, touching and looking at the material gains countless views and is a pleasant experience on its own. Visually appealing packaging can have a significantly bigger impact on our buying decisions than the functionality of the product.¹

Packaging can be designed to match the brand and product, and be personalized in many ways. A product with personalized packaging becomes unique and something exclusively made for the individual customer. Almost 40% of consumers would share a picture of an interesting piece of packaging on social media.²

Additionally, the endowment effect comes into play: by owning an item, or even holding it in our hands, we automatically find it more valuable, would like to keep it and rather not give it back. Products that come in personalized packaging support this feeling of ownership and build a stronger emotional connection with the recipient,³ resulting in even more marketing success.

ENVELOPES



Envelopes and shipping material offers many cost-efficient, effective options for personalization. This leads to a positive first impression of the whole product and brand, even before the recipient opened the envelope or unwrapped the product. This first moment makes the difference:

The connection with the customer is made, and they get excited about the contents of the packaging. They are more likely to have a look and keep it inside the household. Using the outer packaging or envelopes for marketing purposes also frees space inside the packaging for additional marketing material.

Personalized maps are perfect for that, as they serve many purposes at once. They instantly attract attention, provide information and speak to the individual recipient directly. Recognizing your own familiar neighborhood on a printed product is something special and will lead to higher identification with the product.

It is also possible to add the nearest business locations and add the quickest route from the customer. Personalized travel time and distance highlight how easy it is to visit your store and respond to your offer. locrMAPS can be found in different campaigns throughout all industries, e.g. for new store openings, event invitations, return stations or partner locations of loyalty programs.



The campaign of the Swiss organization Helvetas by agency Spinax Civil Voices⁴ shows where to find drinking water fountains near the recipients, and how long it would take them by foot. Printed on the front of the envelopes, these will definitely be noticed and get the message heard.

MAGAZINE COVERS



Geo-personalized cover designs bring magazines to a new level and add a lot of interest. Personalized maps and directions make every single magazine special and unique. This can both add value as an advertisement or refer to the contents of the magazine. The readers will definitely be surprised!

The issues 137 and 139 of the German DRUCKMARKT magazine, which is targeted to the German-speaking printing industry, were made in cooperation with different partners and a really creative example of geomarketing usage. The cover of the 137 issue includes different samples for direct mail with personalized maps. The reader finds their own home location and the nearest business locations on these.

On the back there is an invitation for the Print & Digital Convention with a personalized route map to the venue. When we see a visualized route on a map and imagine the way to the shown place, we will very likely visit this location.

MAGAZINE COVERS

The 139 issue went one step further and has the reader's name on every single page, so that the entire magazine is personalized. The back of the cover shows an advertisement with various geomarketing elements. The recipient sees the route from their home location to the nearest train station, as well as the distance and travel time by car and by foot. This would be perfect for event invitations, new openings, upcoming sales and many other purposes.

This issue of the UK Print Solutions Magazine had different cover images matching the region of the recipient. In addition to that there are personalized maps as part of an advertisement on the back of the cover. These magazine issues were a great success and many readers posted pictures of "their" magazines on social media.



CROSS MEDIA



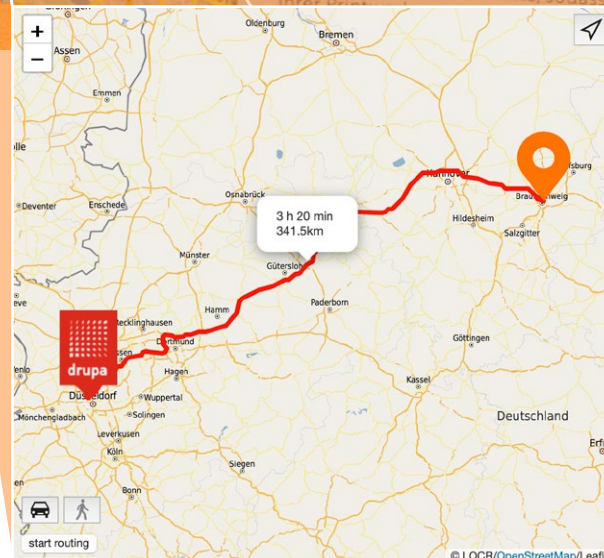
Geo-personalization for cross media campaigns can get even more efficient with the locrFINDER, a cross media location finder. It provides personalized route or location maps on the recipient's mobile device without personalized response elements. That means the same QR code can be used for every printed piece, making it ideal for offset printed campaigns. The locrFINDER also allows you to receive valuable insights into opening rates to measure the success of the campaign.

For drupa 2024 we created this map guide together with HP. It displays all the HP PageWide partners, their booth numbers, solutions they offer and how far they are from the HP area. A map in the typical HP design shows where they are located in the drupa halls. By scanning the QR code, all partner locations are shown on the user's digital device. This is valuable for anyone working with HP or interested in meeting HP partners and shows where to find them at a glance.

CROSS MEDIA



QR codes are easy to use and encourage us to try them out to see the content behind them. It has never been easier to engage with cross media content and find additional information. This solution is also perfect for labels or sleeves to highlight local production or the way to the nearest store. This magazine advertisement was also created for drupa 2024. The QR code leads to the locrFINDER and shows the personalized route from the reader to the



venue in Düsseldorf, Germany. In this case only the one location is displayed, but it is also possible to show multiple locations and routes. Different business locations can also be assorted in categories and assigned to the individual customers. As for all locr products we offer different map styles and designs tailored to your projects, to make sure it matches your corporate design.

INFORMATION & CONTACT

locr GEOservices & MAPS is a leading provider of geomarketing solutions. Our headquarters are in Braunschweig, Germany, and our US location is in New York. We work internationally with marketers, print service providers, and companies in virtually every industry. Marketers use our personalized maps and geo-data-based analytics to make better marketing decisions and more efficient campaigns. Our services are also used in photo books and cartographic projects.

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SOURCES

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⁴ <https://maps.locr.com/en/blog/blog-post/locrmaps-on-envelopes-raise-awareness-right-away.html>