

Aquafresh® Toothbrushes | Case Study

On-Pack coupon opens door of opportunity for small package

Clear over-laminate text sheet delivers an instant redeemable coupon

CHALLENGE:

Packaging with a small footprint is at a distinct disadvantage for capturing awareness; communicating brand positioning, product features and benefits; and inducing trial. Such is the case for toothbrushes.

With space at such a premium for a small package, GlaxoSmithKline still wanted to use a separate wraparound label to promote product attributes of its Aquafresh® Gel-Flex and Aquafresh® Deep-Action toothbrushes. While the limited amount of landscape was one hurdle, the contoured shape of the clamshell created an even bigger challenge because it was causing the label to wrinkle during trials, regardless of the shape or size of the label.

GlaxoSmithKline needed to find a way to deliver an on-pack coupon that didn't wrinkle or cover up any copy.



Instant Redeemable Coupon ▲

Leveraging a plain label into a strong promotional opportunity creates a host of possibilities, like using on-pack coupons to cross-merchandise.

SOLUTION:

WS Packaging Group believed the original design, specified as a pressure-sensitive label with deadened adhesive just in the center as a way to accommodate the taper of the clamshell and to keep the label from wrinkling, would be difficult to apply and still lead to wrinkling.

To overcome the application hurdle, WS Packaging designed a clear over-laminate text sheet with pressure-sensitive wings that allowed the label to adhere to the back of the package instead of the clamshell. The solution solved the immediate problem of keeping the label wrinkle-free, but it also created an opportunity for GlaxoSmithKline to do something on a toothbrush pack it was never able to do before—deliver an instant redeemable coupon.

The result? The first IRC for toothbrushes, configured so the coupon remains wrinkle-free and cleanly separates from the over-laminate without any damage to the barcode.

For a free consultation

call 800-340-3424 x6231

e-mail info@wspackaging.com

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Put the power of our innovation to work for you...

George Killian's® Irish Red™ Lager | Case Study

Hangtag with ingredient sample helps engage and educate beer consumers

An ever-growing assortment of brands fuels the need to stand out in the beer cooler

CHALLENGE:

Getting a local, regional or national brand to stand out has never been tougher. In this kind of environment, the basic tenets of brand building involve blocking and tackling to protect your market share, while simultaneously going after new converts.

MillerCoors was looking for a way to engage consumers in-store, at the shelf, and at the same time educate them about the high-quality slow-roasted caramelized malts used to brew its George Killian's® Irish Red™ lager.

The brewer had used ingredient samples to talk to retailers/wholesalers about its products, but not in a fashion that could be broadly replicated for consumers. So the goal was to find a way to educate consumers about the unique ingredient that makes Killian's such a great tasting, easy-drinking beer.



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Hangtag with Ingredient Sample ▼

Engaging consumers at the point of sale with an offer other brands weren't matching.



SOLUTION:

The solution proved to be a dimensionally configured hangtag that offered an ingredient sample as a strong point of differentiation within an overly crowded beer market. The tags hung freely from the neck of a bottle in six-packs of Killian's®.

But the brewer wanted to provide something more than just a simple neck-hanger with information. It wanted to provide a unique experience with the brand.

WS Packaging Group produced the hangtag at its printing plant in Oak Creek, Wis., which is certified by the American Institute of Baking to handle food-grade products. The State of Wisconsin Department of Agriculture has also licensed the plant. The tag was printed in four-color process on a Komori sheet fed press and included an aqueous rub-resistant clear coat for extra protection.

The malt packs are held in place with fugitive hot-melt spot glue, which was also used to keep the tag closed until opened by the consumer. The tags are hung by a black elastic string.

The result? An authentic way to promote the brand. Distributors saw the promotion as a tiebreaker—an offering to consumers that other brands weren't making.