

# ***ON-PACK LOOKBOOK***



**INSIGNIA**<sup>™</sup>

# TABLE OF CONTENTS

4 **ON-PACK USAGE**

10 **GENERATING INTEREST AT SHELF**

12 **TACTIC TYPES**

Box Talks  
Neckhangers  
IRC's  
Danglers

26 **IN-STORE PHOTOS**

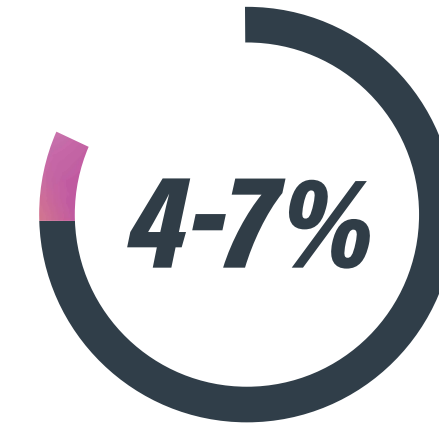
28 **APPENDIX**

Sample Specs  
Program Cost Factors  
Program Deadline Calendars

# WHY ON-PACK?



**OF BUYING DECISIONS ARE STILL MADE AT THE SHELF, SO STAND-OUT.**



**SALES LIFT AVERAGE FOR TACTICS AT SHELF.**



**SAY THAT PRICE IS THE DECIDING FACTOR. DRIVE TRIAL BY INCENTIVIZING YOUR CONSUMER.**

\*<http://www.nielsen.com/us/en/isights/news/2016/its-not-just-about-the-shelf-creating-the-ideal-in-store-experience.html>

\*\*<https://spendmenot.com/blog/coupon-statistics/#:~:text=Approximately%2031%20billion%20digital%20coupons,than%20intened%20when%20redeeming%20coupons>



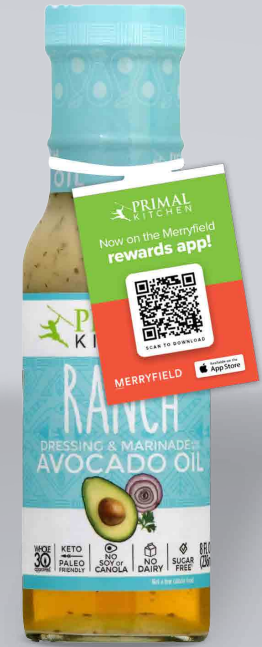
REBATE OFFER



REBATE OFFER



QR CODE



QR CODE

# ON-PACK USAGE

**SIMPLE TACTIC. ENDLESS USES.**  
 WE HAVE ON-PACK SOLUTIONS FOR A WIDE VARIETY OF OBJECTIVES AND CAN HELP BRANDS SELL MORE.





PRODUCT INFORMATION



PRODUCT INFORMATION



NEW ITEM



NEW ITEM



# ON-PACK USAGE



SAVE  
\$1  
NOW

ADHESIVE STRIP

Make Every Day Special!

COUPON



## COUPON REDEMPTION FACTS



IRC's represent **LESS THAN 1%** of all CPG coupons distributed.  
However they are **NEARLY 18%** of all CPG coupons redeemed.



Dry Grocery:  
**#1 RANKED SECTOR FOR IRC DISTRIBUTION AND REDEMPTION VOLUME**



Best Practices Recommendations:  
**STICK TO 'BUY ONE' CALL OUTS**

- In the Food Segment, FSI coupons that require two product purchases redeem 60% lower and move 22% less product
- In the Non-Food Segment, FSI coupons that require two product purchases redeem 76% lower and move 55% less product

# ON-PACK USAGE

# GENERATING INTEREST AT SHELF

## SET YOURSELF APART WITH THESE ELEVATED, IN AISLE EXPERIENCES



### LIQUID INK

Applying liquid ink to simulate a wet texture of the product.

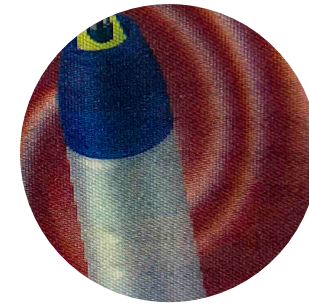
### TEXTURE

Adding texture to the exfoliating beads to mimic the product texture.



### GLITTER

For creating a 'sparkle' effect



### LENTICULAR

For creating 3D images and depth



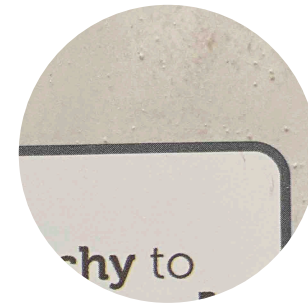
### GLOSS

For creating a shiny finish



### FOIL

For creating a metallic and shiny finish



### TEXTURE

For creating a rough or soft finish







# BOX TALKS®









# NECKHANGERS



# NECKHANGERS

**HEY SHOPPER, HANG OUT A WHILE.**  
 INCREASE PRESENCE AND INTEREST AT SHELF.





**IRC'S**



**TRIED AND TRUE.**  
GIVE A LITTLE, SELL A LOT WITH IRC'S.

**IRC'S**





***EVEN THE BEST MARKETING PLANS FALL APART IF YOU FORGET TO WIN THE SHELF.***

***OUR ON-PACK SOLUTIONS KEEP YOUR BRAND TOP OF MIND, ALL THE WAY HOME.***

***DANGLERS***

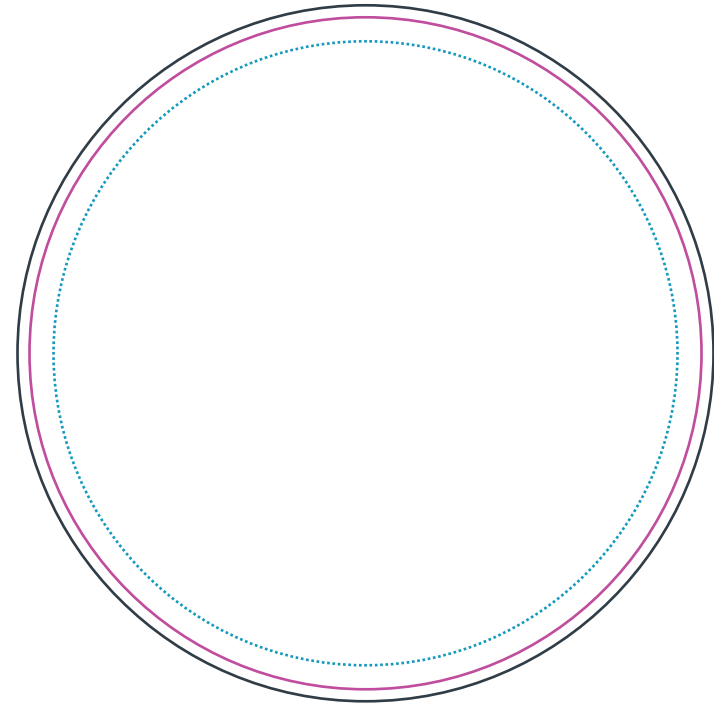




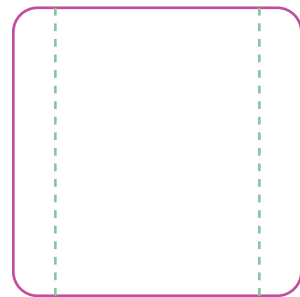
# IN-STORE PHOTOS



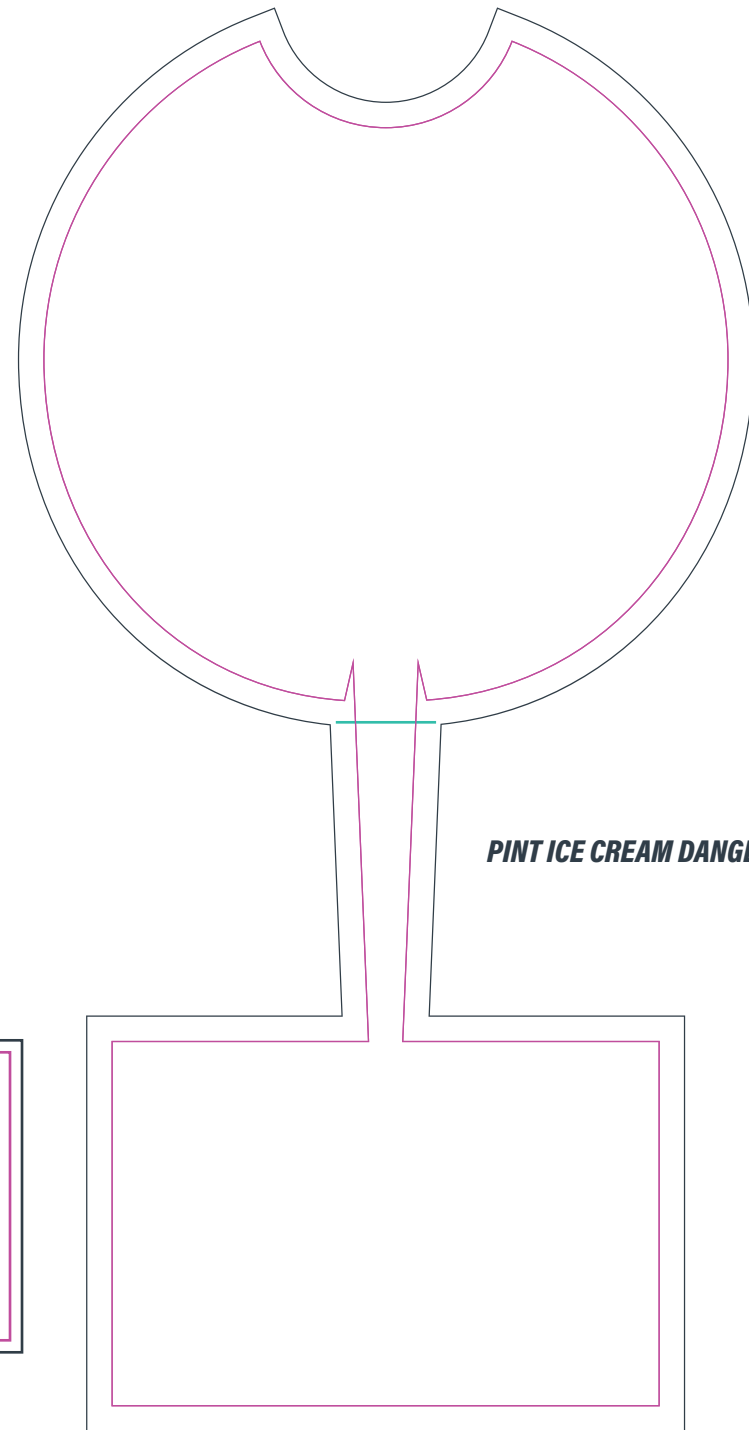
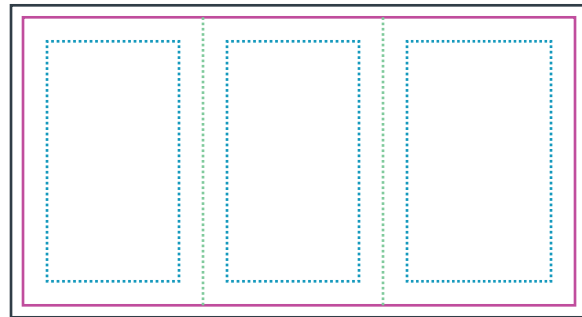
# SAMPLE SIZES



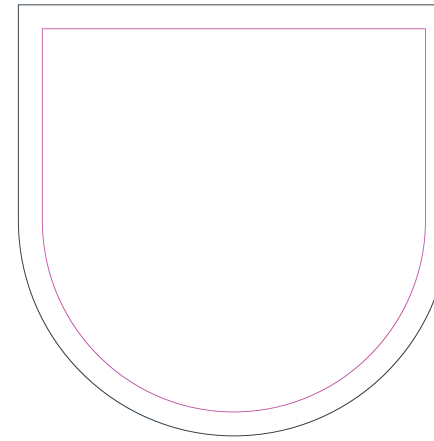
**3" X 3" DRY RELEASE IRC**  
Also available in wide range of sizes.



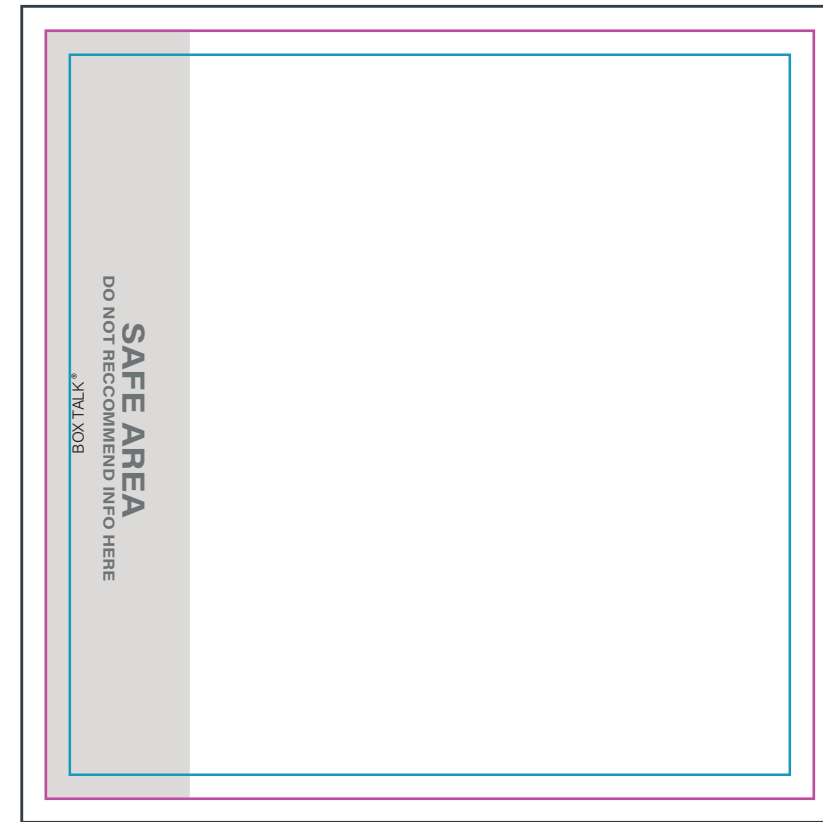
**1.5" X 1.5" PLOW FOLD IRC**  
Also available in wide range of sizes.



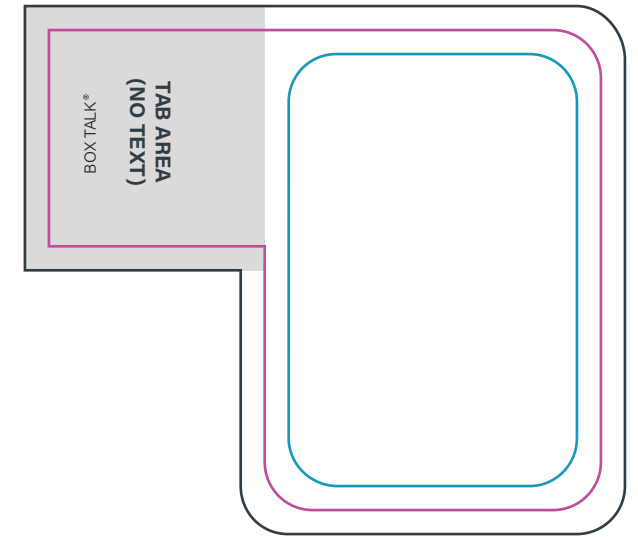
**PINT ICE CREAM DANGLER**



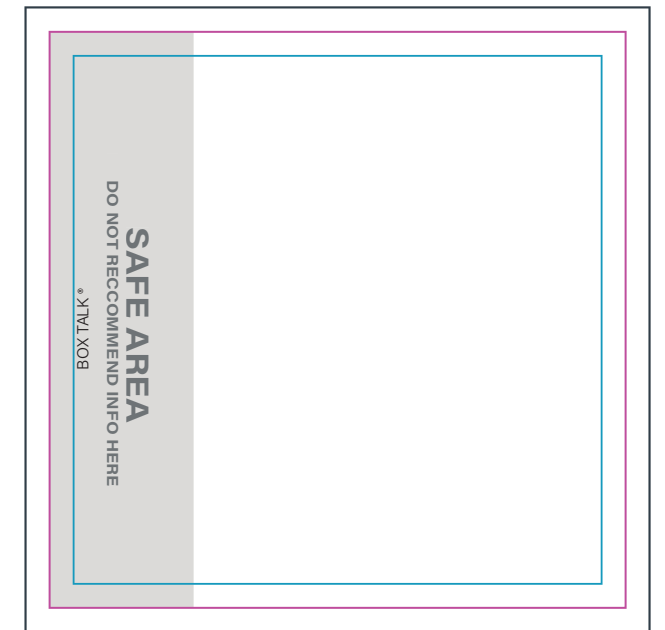
**2" X 2" FROZEN BOX TALK®**  
Also available in 3" x 3"



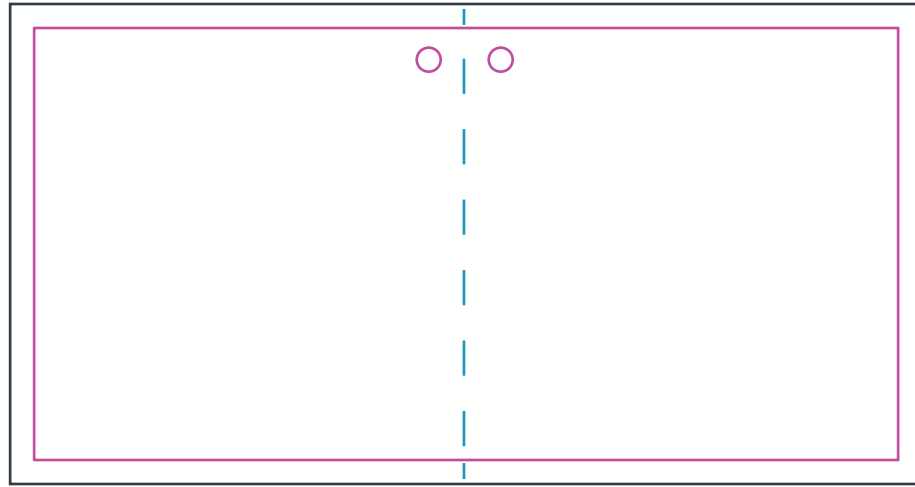
**4" X 4" BOX TALK®**



**2.875" X 2.5" BOX TALK®**  
Also available with score



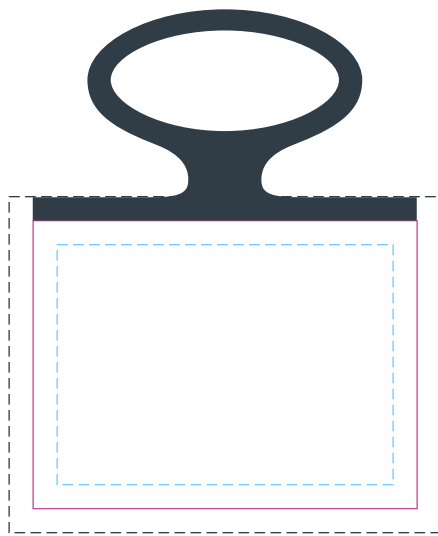
**3" X 3" BOX TALK®**  
Also available in 2.5" x 2.5"



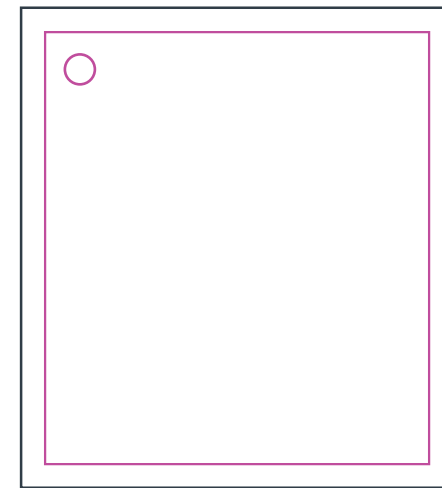
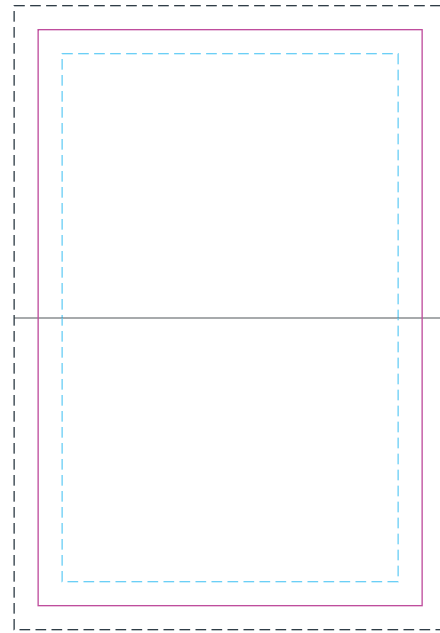
**2.25" X 2.25" BI FOLD STRING NECKHANGER**  
Also available in wide range of sizes.

## PROGRAM COST FACTORS

- RETAILER
- STORE COUNT
- QUANTITY PER STORE
- TACTIC/SIZE



**1.5" X 2" BI FOLD NECKHANGER**  
Also available in wide range of sizes.



**2" X 2.25" STRING NECKHANGER**  
Also available in wide range of sizes.



INSIGNIA™