

Flat Package Marketing and Dimensional Advertising



Flat Package Marketing

Using promotional products to influence brand recognition, promote a product or event, or raise awareness of a cause has been an integral component of traditional marketing and advertising plans for years. Incorporating tangible promotional products or physical advertising into media campaigns has been an effective way to force permanent recognition and increase the predisposition of a consumer to buy has been central element of traditional marketing and advertising plans for years. Combining the two will strengthen recognition, drive, loyalty and increase sales.

What is Flat Package Marketing?



By combining two already-proven effective marketing mechanisms into a flat package delivery conforming with U.S. Postal Service regulations, one even more powerful mechanism is evolving. Flat Package Marketing is an exciting and innovative

way to peak the curiosity of a consumer. A direct mail message uniquely packaged with a little something extra can increase the open rate and response rate of a consumer.

The printed tool offers the significant

details of the campaign while the little something extra (promotional product) provides permanent recognition costumed in an edgy, customized, fun item forcing a lifetime of repeated exposure and reinforcement of a message.

Including a promotional product in the direct mail component of a marketing and advertising campaign is quickly finding its place as an effective way to increase the absorption by consumers of the flat direct mail message. Peeking curiosity by flat package marketing is the next step in direct marketing to the consumer.

An example: A National Distributor Trade Association Award Conference is approaching. An annual event, the conference is well-recognized and well-attended, but this year the association has a new logo and also a

new website service for distributors to research national trends in promotional products purchases and development of new products. By incorporating physical advertising in the already conceived direct mail piece, the association will increase brand awareness immediately while announcing their established conference. Adding the new website to the item presents a permanent reference for years to come. Hence, flat package marketing has been used. Find more examples within.

Why Should I Use a Flat Package Marketing Approach?

Combining two highly effective approaches to marketing, chances of a successful campaign are increased. Reaching the consumer with a uniquely packaged message is an innovative avenue to raise sales or penetrate a market with a new branding or awareness message. The decision to use this approach established within the inception of the campaign, resources such as creative, management, production, fulfillment and budget are unaffected. Development of the design and implementation of the flat package marketing component are absorbed immediately into the complete marketing and advertising campaign.

Promotional Products Alone Influence Consumers

Studies reported by Promotional Products Association International (PPAI) indicate that 55% of survey participants kept their promotional product for over one year¹, forcing repeated exposure. Even more important, over 76% report they recall the advertiser's name resulting in a high tendency to do future business with them¹. In this same recall study, the recall rate for physical advertising is 22.6% higher than for magazines or newspapers¹. Additionally, usefulness of a promotional product is imperative; 73% of those surveyed stated that they used it at least once a week and 45.2% used it at least once a day¹. As

reported, reinforcement and recall of a message is delivered through promotional products with more permanence and at a lower cost than most other media channels.

Integrating Promotional Products Influential

Studies reported by PPAI indicate integrating promotional products into a media mix results in enhanced perception of a product or brand by consumers. Up to 44% of participants in a study responded a more favorable attitude toward a product or brand when touched with a combined media mix including print, television and a promotional product – a 15% increase over television and print marketing only³. 60 percent of those surveyed accepted the credibility of the message and 43% reported a positive attitude towards the advertisement after receipt of a combined print and promotional product message³. Furthermore, studies show response rates are 75% higher for a packaged mailer of sales literature that includes a promotional item as opposed to a packaged mailer of sales literature alone². As reported, perception and favorable acceptance of a product or brand and increased response rates are achieved when executing a media campaign including a promotional product.

Sample Applications for Flat Package Marketing

Market: Corporate

Promotional Product: Sof-Touch™

Vinyl Key Tag

The New Product Launch

Company A is rolling out a new product to its field team at a national sales training conference. A series of information is being mailed to each field team member consisting of technical,



training, and collateral materials. In addition to supplying the team with product specific materials, management intends to prepare and excite them about the new product by arming them with materials to create a buzz among their clients. A Sof-Touch™ Vinyl Key Tag could be a fantastic part of this marketing mix.

Including this durable, Sof-Touch™ Vinyl Key Tag in a vibrant color using a customized die-cut replica of the new product in a direct mail piece directly to the field representative could provide them with a small item as a daily reminder of the approaching launch. Attaching it to the inside of an eye-popping printed direct mail piece which details the key sales messages of the new product allows for a more entertaining read. As the field representative collects their mail, curiosity about the lumpy shape leads them to open and read the piece while the Sof-Touch™ Vinyl Key Tag reinforces the message daily to them and clients.

Market: Non-profit

Promotional Product: sirHoldzalot™

The Donor Recruiting Campaign



Organization B board of directors is evaluating ways to increase donor support for the annual donation campaign. Expecting to increase the donor base by 10%, ideas are being tabled for creative suggestions to attract the attention of prominent business people in the community. Knowing all efforts will culminate at a formal event, an invitation is scheduled to mail.

Adding a physical advertising piece to the invitation will serve a dual-purpose – invite prospects to the event and provide a compelling yet permanent message about the organization. A sirHoldzalot™ can do just that. It provides a secure place for cell phones, iPods, business cards and other

desktop items allowing for a memorable branding or call-to-action imprint. Its ability to fit neatly into an envelope decreases postage costs, but because of the odd shape, the sirHoldzalot™ raises curiosity increasing open rates.

Market: Education

Promotional Product: Arm Bandit™

The Community Buzz

A local school levy has failed the last two times and is on the ballot for the third and final attempt. Committee members are finding themselves out of creative options to reach the voters. A well-connected businessman on the board has secured a donated budget from a local corporation to use in one last attempt to get the key levy messages out to the parents and community members.

Direct mailers have been used in the past, but it seems have been unsuccessful. Confident that the message is relevant and convincing, getting the voters to open and read the material is imperative! Finding an unusually shaped direct mail piece in their mailbox should entice them to open it. And finding a fun Arm Bandit™ to share the message with others is even better.

The durable Arm Bandit™, available in a variety of vibrant colors, is inexpensive yet attention-grabbing, and will fit perfectly inside an eye-catching direct mailer, possibly designed by the graphic arts students. A sure conversation-starter, it can be hooked to briefcases, diaper bags, purses and more. Subsequently, a group of advocates showing visible support throughout the community has been created.

Market: Community

Promotional Product:

Customized Magnet

The Music Camp

A local music center is offering a week-long day camp for its students and other music students in surrounding communities. As a member of a national music association, the host of this camp has secured addresses for students who have taken music lessons in the last three years.



Incorporating a custom-cut violin-shaped magnet into the design of the direct mailer will urge parents and students to learn more. Details of the camp including dates, deadlines and the website and phone number to obtain detailed camp course offerings and student involvement imprinted on the magnet will serve as a permanent reminder. The distinctive packaging of the magnet within the printed mailer detailing the key message of the music camp reinforced by the physical advertising item establishes a sense of credibility with the reader, encouraging a more attentive read. The creative campaign generates an immediate positive impression to the student and family

Market: Realtors/Association

Promotional Product: Sof-Touch™ Vinyl Luggage Tag

The Branding Campaign

A National Real Estate Trade Association Award conference to recognize regional top sales professionals nationwide is approaching. This year, the association has a new logo and also a new website service for realtors to research real estate law and questions. A Sof-Touch™ Vinyl Luggage Tag is ideal for creating brand awareness and perfect for realtors with a trip to the conference pending. Its durability and vibrant color selection will attract the attention of those handling and/or seeing their luggage over their travels, as well as offer an engaging way to introduce a message to the realtors.

By wrapping physical advertising in the already conceived direct mail piece, the association will increase brand awareness immediately while announcing their established conference. Adding the new website presents a permanent reference for years to come. And fitting the Sof-Touch™ Vinyl Luggage Tag neatly into the direct mailer, the interest of the recipient is peaked by the lumpy packaging which encourages more attentive reading.

Market: Entertainment

Promotional Product: Sof-Touch™ Vinyl Quik-Zip™

The Email List

A local rising rock band is launching their first regional tour, and their excitement to take the show on the road is overwhelming. But, as they review their ticket sales for their already scheduled venues, they realize that some seats are not filled. Lack of budget a concern, the bandmates decide to use their website as a way to spread the word to their followers. Unfortunately, they do not have a large database of e-mail addresses.

Using a simple direct mailer urging readers to go to their website to join a Members Only Club and get a free download of their first big hit is key to optimizing the e-mail list. Adding a custom-cut and designed guitar-shaped vinyl Sof-Touch Vinyl Quik-Zip™ to the flat mail piece will increase curiosity to open the mailer with minimal postage increase. Offering entrance into a contest to win the band's wearables including zipper hoodies and backpacks on which to use the Sof-Touch Vinyl Quik-Zip™ and special privileges like downloads and behind the scenes antics will generate substantial interest to collect the e-mails desired. And a complete and relatively inexpensive direct mail campaign has been successfully implemented reaping the expected results.

Summary

Studies reported by Promotional Products Association International^{1,2,3} indicate strengthened product or brand recognition, increased probability to refer, improved consumer perception and of the product or brand, and increased response rates by wrapping packaged marketing into a media mix.

About Quikey

Derived the name from one of its earlier inventions, a key holder, Quikey Manufacturing, Inc. is a third generation family business located in Akron, Ohio established in 1946. After working with B.F. Goodrich to develop the original PVC formulations and the unique printing technique which provides a permanent imprint in the material, Ben Stiller founded the company to manufacture vinyl promotional items to carry unique imprints.

Quikey now offers an extensive and diverse product portfolio including its patented Original Quikoin™ coin holders, Sof-Touch™ Vinyl and Clear-Vu™ acrylic key tags; full color refrigerator magnets, including Picture Me Coloring™ picture frames ; ID and luggage tags; Quik-Zip™ zipper pulls;

Towel Hound™ towel holder; Golf Ball Sleeve; Quik-Vu® pocket mirrors; Suspend-a-Pen™ pen holders; sirHoldzalot™ desktop cradle; Arm Bandit™ awareness wristbands; laminated Memoboards, Bookmarks and Info cards. Physical advertising is exceptional for use in direct mail campaigns, branding, new product launches, company promotions, events and more.

For more information on Quikey Manufacturing, Inc. and flat package marketing, please visit us at www.physicaladvertising.com.

SOURCES:

¹PPAI Research, www.ppai.org, RS798, RS7996

²PPAI Research, www.ppai.org, 1999, RS8002

³PPAI Research, www.ppai.org, 2006, RS8036

