

Trends driving on-pack promotions

Issued by [Pyrotec](#)

30 Jan 2019

In October 2018, Mintel revealed six key consumer trends that will impact global markets in 2019 and beyond. In its report, Mintel states that the global consumer landscape will evolve as never before, driven by themes of privacy, individuality, wellness, convenience and connectivity.

Total wellbeing

Consumers are treating their bodies like an ecosystem and seeking solutions that complement their personal health and evolving needs.

Challenge accepted

There's a growing momentum to take on new challenges, which is driving consumers to reach new heights and uncover new passions.

Rethink plastic

While not inherently bad, the throw-away use of plastics is driving consumers to review their own behaviours to prevent plastics pollution.

On display

Consumers and brand owners are becoming more aware that they have a digital persona to nurture and grow, creating tension as everyone fights for attention and nobody is safe from scrutiny.

Social isolation

Constant digital connectivity, where physical interactions are replaced with digital updates, can increase feelings of loneliness, social isolation and depression, creating a demand for products and services that help consumers learn to disconnect.

Redefining adulthood

The concept of what it means to be an adult has changed beyond recognition and consumers are adapting to lives that don't fit the mould.

So, how can you tailor on-pack promotions with these consumer trends in mind?

Fix-a-Form® booklet labels are a popular, cost-effective and engaging way to incorporate marketing promotions and initiatives that could, as Mintel suggests, include:



- Communicating holistic, personalised approaches to wellness.
- Offering experiences that push consumers to explore their appetites for adventure.
- Tapping into social media for consumers to compete with and offer inspiration to their peers.
- A search to enhance the recyclability of product packaging, such as plastics, and cultivating a better waste management system.
- Sharing positive stories that align with consumers' values.
- Facilitating connections and creating unique spaces where communities can be built to cultivate customer loyalty.
- Focussing on opportunities that make life more memorable and for consumers looking for resources to jump hurdles and make responsibilities feel more manageable and even fun.

How to use on-pack devices to enhance brand promotions:

The more you engage with consumers the more likely they are to remain loyal to your brand. Fix-a-Form® booklet labels communicate more information to consumers about products across your range, they support marketing and promotional initiatives, and provide space to tell a story that communicates the values of your brand. Another powerful way to build your brand and demonstrate that you care is to utilise this extra labelling space to ask for feedback, crowdsourcing, social media campaigns or comments.

This engagement helps to build a connection between the consumer and the brand, increasing the chance of repeat sales next time a purchasing decision is being made.

Visit [Pyrotec PackMedia](#) today to find out how Fix-a-Form® booklet labels make cost-effective on-pack promotions possible.

" **Why choose premium labels for the nutraceutical industry? A look at Pyrotec PackMedia's expertise** 15 Feb 2024

" **The perfect coding and labelling solutions for personal care and cosmetic products** 3 Nov 2023

" **Revolutionising retail: Klip Strip and other display merchandising solutions from Pyrotec PackMedia** 13 Oct 2023

" **The end-of-line solution you've been waiting for** 29 Mar 2023

" **Uncluttered labelling for household cleaning products** 28 Mar 2023

Pyrotec



Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>