

Using on-pack trends to drive marketing campaigns

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With more than 3500 wine producers fighting for consumers' attention in South Africa, it is imperative that wine labels should stand out from the crowd, however, packaging is an often-overlooked or neglected product differentiator.



It is not just an informational tool, it has evolved into an experience tool, able to grab consumers' attention, relate to their identities and create connections on an emotive level. Right now, the top three trends for on-pack information are value-add information, consumer engagement and on-pack publishing.

1. Value-add information

The bulk of available space on wine labels is taken up by the product name and logo, tasting notes etc leaving limited space for other information. By using innovative on-pack devices such as the Fix-a-Form leaflet label, wine brands can include information that can ensure a deeper understanding of the brand, its history, ethos or projects.

As an example, a Cape wine farm included historical information about the brand, specifically for its international market. The leaflet label also included recipe ideas for meals that pair well with the wine. All the information was packaged neatly and the on-pack device did not compromise the aesthetics of the bottle.

2. Consumer engagement

On-pack devices also open the door to enhanced consumer brand engagement. We have seen the adoption of SMS-based competitions grow rapidly over the past year. Brands are using their packaging to get consumers involved with the product they are purchasing, allowing for a more personal engagement that builds strong connections with consumers.

A local wine farm added a Protag neck tag to one of its ranges, which included a 'scratch-and-win' card for instant prizes. This type of direct consumer engagement not only builds brand equity but also opens the door to further engagement on future campaigns by the brand.

3. **On-pack publishing**

This is a trend we have seen internationally and only recently spotted in the local market. The idea of on-pack publishing was born in Australia, when a company added a removable 32-page glossy booklet magazine to a bottled water brand. Coca-Cola then became the first soft drink manufacturer to use this tool, when it added a removable fashion and beauty mini-magazine to bottles of Coke Light.

Locally, Virgin Active used the technology for its bottled water brand, which included a 24-page removable booklet with fitness and nutrition tips, fun facts and easy-to-do exercises. With the rising popularity of custom publishing, we see great potential in this on-pack technology.

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