

Looking for ROI?

Use Packaging, not Advertising.

Packaging is silent salesman on shelf and brand ambassador in people's homes. In addition to being able to create value by itself, through added or improved functionalities, the quality impression that it delivers is also (subconsciously) transferred onto the product.

Consumers who do not know a product yet might have a quality preconception, but they will include the packaging to make their final assessment – at shelf or upon delivery. A strong material and solid feeling to the whole pack e.g. communicates high quality. Elegant use of finishing effects can lift a product into a whole new price tier.

Packaging is the superior Marketing tool compared to public one-way Advertising. It complements Internet Marketing and E-Commerce to get a beautiful purchase experience.

