

BULLETIN

The value of personalisation...



Product personalisation has been truly embraced by brands from across the FMCG sector. Coca Cola's 'Share a Coke' campaign and Absolut's 'Absolut Unique' campaigns provided personalisation via mass randomisation applied through the application of innovative technologies; demonstrating digital printing and algorithm based design respectively. These campaigns also proved irresistible to customers who flocked to stores in search of products plastered with their names (boosting global sales by 2%) or their uniquely designed print. However, as mass consumer excitement around

personalisation fades, brands should instead look to personalisation as a platform to provide a consumer centric experience in order to continue providing added value to their customers.

E-commerce companies, without a physical store presence, often struggle to connect and engage with their customers in the same way as in-store brands. A number of brands have utilised the additional transit packaging required at point of delivery as the opportunity for brand to consumer (B2C) communication, whilst providing a physical touchpoint with their clients. But there is a

caution....making the contents of a box look "sexy" or "high value" potentially encourages theft! Kylie Jenner's impactful shippers have been widely reported as been delivered empty.

Creating the connected consumer impression through a personalised unboxing experience further adds to the value



Kylie Jenner's impactful shipper cases

proposition of a brand. Once printed, a simple transit box becomes much more than a protective packaging component, forming an additional late stage personalised printing opportunity which can be used to reflect the brand story and to portray brand quality, further enhancing value and aid customer-brand recognition.

Adopting late stage printed content can also help to address legislation requirements; late stage formulation customisation means that there are important ingredient changes that can be captured at this stage cost effectively, an approach commonly applied in the

Health & Beauty market. Late stage packaging print application with JIT artwork creation via Artwork Management Systems allows brands to apply unlimited label variation, all with control.

From the consumer perspective, personalisation of printed content is a cost effective method to draw attention, creating a one-to-one dialogue and engaging consumers in a meaningful way. Consumer engagement improves perception and exposure of the brand; engagement with the customer developing the connection as being a valued individual, who also happens to be a customer.

Ultimately, customers who have great brand experiences become repeat customers, sharing their experiences, perhaps through unboxing videos or experiential endorsement developing brand awareness via social media. Positive brand marketing free-of-charge!

Personalisation provides significant added value to a number of markets that aren't typically feted for their packaging innovation. The pharma market as an example can, through the provision of personalised printed items, encourage improved patient outcomes through enhanced and personalised communication. Applications of late stage printing can provide patients with customised drug regimen leaflets, combined dosage requirements for all drugs the patient has been prescribed.

Alternatively, Smart packaging, specifically those delivered via mobile apps provide a direct communication channel with patients, personalised information means better outcome, a real win:win.

Whilst personalisation continues to add value to both brand and consumers, the application of personalisation strategies often poses challenges for the traditional supply chain

model. Application of customised print capability to components may result in smaller production runs, in some cases down to a batch size of one. To effectively provide a personalised product offering, the supply chain and production model must equally be made more flexible, to manage ever increasing SKU variations whilst requiring little or no production changeover time. With personalisation this requirement is often managed on or at-line, Direct container print, print and apply labels and substrates and so forth returns control of unprinted components, managing and reducing production lead times.

If you would like to understand how personalisation and customisation capability growth can help your business, or to start to build your individual brand personalisation strategy speak to us at iDi Pac via tellmemore@idipac.com or +44 (0)1420 538055.

iDi Pac welcomes Joel!



We are pleased to announce that Joel Hill has joined us as Senior Packaging Consultant. Joel joins from Greencore where he was Group Packaging Technologist, and has a good background in food manufacturing including Cranswick and Morrisons manufacturing sites.

You will be able to reach Joel at joel.h@idipac.com

Watch our next webinar 'Applying Digital in the wider industrial context' on the 15th May 2018 at 13:00 GMT

iDi **pac** "Solving your product and supply chain challenges through effective design and pragmatically engineered packaging solutions."

We are able to achieve this through a great team, with high levels of technical expertise and broad industrial experience. This wider experience allowing us to look at issues innovatively and from more diverse perspectives.

Our belief is that by innovating around your brief we are able to deliver excellence in thinking; our contributions to a number of patents bear testimony to that ability. As Packaging and Supply Chain experts we understand the diverse needs, and as a consequence see opportunity when others may not; driving efficiency, reducing costs and creating business benefit for you.

Our client base demonstrates that the combination of in-house expertise, our wider industry knowledge and the service we deliver is valued and that our clients can rely upon us to look after their reputations through great solutions that we can all take pride in.