

## Special occasions: ideas for your on-pack promotion

Special occasions like Valentine's Day, Mother's Day, Father's Day, Halloween and even Braai Day (South Africa's Heritage Day) are key events on most brands' marketing calendars. Many members of the public welcome these days as a break from the day-to-day routine, as well as a chance to treat and celebrate with the ones they love.

These eagerly anticipated days present companies and their marketing teams with an excellent opportunity to increase brand awareness and drive sales – even if they are not selling goods that are traditionally sought-after as gifts, or food and beverages that are consumed during these events.

Because marketing around special occasions can be a competitive and noisy landscape, it's important to choose a strategic platform for your marketing message. One of the best channels for capturing your customers' attention is to run an on-pack promotion. This way, your marketing campaign is not only directly linked to your product, but it is also right there at the point of purchase, incentivising customers to take immediate action.

Many product owners shy away from running on-pack promotions because they're concerned about the long lead times and the inconvenience of disrupting their packaging lines. They're also often concerned that placing new artwork on their packaging could obscure their branding and prevent loyal customers from recognising their products in-store.

[Fix-a-Form® Promotional Booklet Labels](#) are the solution to all these challenges. This innovative and versatile on-pack communication device combines a printed booklet or leaflet with a product label. This multiplies the space available for communication on-pack several times over, without impacting the legibility of your label text or interfering with your brand identity.

Best of all, Pyrotec PackMedia can produce these high-quality Booklet Labels quickly and efficiently, tailored to your specifications, so you don't have to miss out on the opportunity of running your promotion during the build-up to a special occasion.

Some ideas you could explore:

- Competitions with all the information required carried on pack
- New product launches with plenty of space to tell your brand story
- Coupons for special offers and discounts
- Recipes, tips, hints and ideas
- Collectables such as stickers, tattoos, sachets etc

Fix-a-Form® Booklet Labels can be die cut to fit beautifully on your product and printed in various sizes, from 40mm in diameter upwards. These labels are supplied on-reel for automatic application by standard labelling equipment.

For more information, advice on the best application methods, label application machinery to hire and more, contact [Pyrotec PackMedia](#) today.