

ElastiTag helps make powerful consumer connections

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The South African cosmetic and personal care industry is a dynamic and vibrant one, on the one hand; however, on the other, it is a market that is cluttered and competitive with multiple product offerings. For this reason, brand owners are looking for ways to grab the attention of the consumer and spark engagement which, in turn, will boost sales for the brand.

To meet the needs of the brand, on-pack devices are an essential part of planning a successful below-the-line marketing campaign in these industries. Brand owners look to these devices to amplify or convey a current promotion, discount or special offer. Without having to change the product packaging, these devices can be used as a brand enhancement tool that creates powerful consumer connections and, ultimately, influences the purchasing decision.

Pyrotec PackMedia's ElastiTag® range of products aims to do exactly that. The ElastiTag® is a unique hang tag that can be used for labelling, branding and marketing a wide variety of products, from personal care products to cosmetics. The tag is custom-manufactured to suit the brand's needs and objectives, and the unique elastomer loop is designed to fit easily around any product.

"On-pack devices have to communicate the brand authentically in order for people to conceptualise what that brand represents. On-pack devices need not merely lay out a specific offer or promotion, they can do so much more for a brand - such as increasing customer loyalty and sales," says Timothy Beattie, General Manager of Pyrotec PackMedia.



Why is ElastiTag® the ideal on-pack solution for the personal care and cosmetic industry?

- ElastiTag® acts as an effective communication tool. It can be used to communicate the brand's key messages, convey value-added incentives such as discounts and special tips, in addition to providing essential information about the product such as composition or user instructions.
- ElastiTag® offers real-to-the-touch option as part of its range of products. There is an option to add tactile varnish to the ElastiTag®, which creates a unique visual impact and adds texture to the tag.
- ElastiTag® allows a scent option as part of its range of products. By incorporating scent onto an ElastiTag®, consumers will be able to test the scent of the product without having to open the package, boosting the product's appeal by engaging the emotions through the stimulation of the senses.
- The elastomer loop is available in a wide variety of colours that can match or contrast the product packaging, enhancing the look of the product.

Beattie believes that this tool will aid the evolution of on-pack. "ElastiTag® goes beyond being a promotional device to acting as a brand enhancement agent," he explains. "It's a quick, affordable and appealing way to communicate with your audience by catching and retaining their interest, which adds a deeper dimension to any promotional campaign," concludes Beattie.

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