

Is your on-pack communication authentic enough?

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"In this ever-changing society, the most powerful and enduring brands are built from the heart. They are real and sustainable." Howard Schultz, owner of Starbucks

In a retail landscape saturated with marketing messages, many consumers are tuning out communication that is impersonal and sales-focused in favour of brand voices that are open, honest and real.

This is especially true among the Millennial generation, which encompasses those born between the early 1980s and the early 2000s. Forbes recently reported that 43 percent of Millennials value authenticity more than content when they're consuming news.

With the oldest members of this generation now reaching their mid-thirties, it is imperative that brands take this up-and-coming audience segment seriously.

While many brands are interacting well with Millennials in the social media space, it is also advisable to reach them at point of purchase by bringing more authenticity into on-pack communication.



Be real

Instead of only using your own corporate language on your packaging, consider including some user-generated content in your label design – whether it's a consumer testimonial, product usage tips, or recipes that have been submitted by your loyal fans.

This gives your customers the space to define your brand in their own words; an approach that stands to resonate well with an audience who is looking for something genuine in a sea of advertising speak.

According to a recent article on Hubspot, Generation Y trusts authentic opinions from real product users with 73% saying that it's important to read others' opinions before making a purchase.

Be transparent

Instead of telling consumers why they should buy your product, rather let the true value of your product shine through by being open and honest about your ingredients on your packaging. This could include where and how your ingredients have been sourced.

If this is not relevant, share a true story about how your company is positively contributing to your community – whether you're making a difference to one individual, a family, a village or an organisation.

Environmentally and socially conscious Millennials will appreciate your transparency, or your willingness to share your success; and hopefully come to regard your brand as one they value and trust.

Be innovative

If your label space is limited, consider using a Fix-a-Form® booklet label from Pyrotec PackMedia. This innovative device multiplies the space available for communication several times over, giving you a multi-dimensional label that fits snugly onto your existing packaging without affecting its aesthetic appeal.

With almost unlimited space for text and graphics, you'll be able to share your authentic brand story much more easily at the point of purchase.

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