

# Fix-a-Form case study: Wall's rolls out a successful competition

Issued by [Pyrotec](#)

8 Mar 2017

Wall's is a range of great-tasting savoury pastries that are free from artificial colourings and flavourings; and perfect for any meal or occasion. The brand is owned by the Addo Food Group in the UK.

With the goal of creating brand awareness and boosting sales, Wall's launched a promotion that focused on its chilled packets of sausage rolls during the summer holiday period. This is a time when people tend to entertain more and are on the lookout for easy-to-prepare food that appeals to the whole family.

The theme of the promotion was 'Win a Wall's Weekender' – a competition offering the target market a chance to win a family adventure break or experience, as well as a range of amazing barbecue sets and picnic kits. As an entry mechanism, customers were asked to send a text message for a chance to be entered into one of the six weekly prize draws.



[click to enlarge](#)

In order to appeal to shoppers at the point of purchase, Wall's chose to use an on-pack promotional device to advertise the competition. Working in partnership with Denny Bros UK, Wall's produced a Fix-a-Form® Booklet Label. This four-page on-pack communication device was beautifully designed to grab shoppers' attention. It also provided all the extra space that Wall's needed to share important information about the competition, the prizes, the terms and conditions for entry, and of course – the products themselves.



[click to enlarge](#)

Denny Bros UK and Wall's produced 196,000 40mm x 40mm concertina style Fix-a-Form® Booklet Labels, with a perforation in the tab to enable access to the leaflet. Two different orientations of these promotional devices were produced – one was designed to open in landscape and the other in portrait.

## Your local licensee

Pyrotec PackMedia is proud to be the exclusive Fix-a-Form® Licensee in Southern Africa, specialising in developing, manufacturing and supplying both promotional and informational Fix-a-Form® Booklet Labels. These enable our customers to increase product awareness, share more of their brand stories and boost sales.

[Contact](#) Pyrotec PackMedia today if you would like to find out more about Fix-a-Form® and what this innovative on-pack labelling solution could do for your business.

" **Why choose premium labels for the nutraceutical industry? A look at Pyrotec PackMedia's expertise** 15 Feb 2024

" **The perfect coding and labelling solutions for personal care and cosmetic products** 3 Nov 2023

" **Revolutionising retail: Klip Strip and other display merchandising solutions from Pyrotec PackMedia** 13 Oct 2023

" **The end-of-line solution you've been waiting for** 29 Mar 2023

" **Uncluttered labelling for household cleaning products** 28 Mar 2023

## Pyrotec



Pyrotec is a proudly South African company with its focus aimed firmly on the future. Its five brands - Pyrotec PackMark, Pyrotec PackMedia, Pyrotec PackLink, Pyrotec PackWorx and Pyrotec Finance - make this an industry-leading company that specialises in a comprehensive range of coding and labelling equipment, on-pack informational and promotional devices, merchandising solutions, development and manufacturing of automated systems for the packaging and manufacturing industry and making finance options available to customers. Pyrotec's software offering ensures product integrity, optimises coding activities, and helps secure centralised data management systems and label tracking systems.

[Profile](#) | [News](#) | [Contact](#) | [Twitter](#) | [Facebook](#) | [RSS Feed](#)

For more, visit: <https://www.bizcommunity.com>