

# Your label: The perfect platform for holiday promotions

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The build-up to the end of the year and the festive season itself is a busy and profitable period for many product owners. This is an ideal time to use special offers and competitions to boost sales and customer engagement.



An **on-pack promotion** is a strategic and impactful way to make your products stand out in the retail environment – which tends to become more cluttered than usual during the holidays. It's also a great avenue for supporting any other marketing campaigns you may be running on other media channels, such as online, social media, print, press or radio.

The benefits of advertising your promotion on-pack include an opportunity to:

- Create a direct and unequivocal link between your promotional message and your product.
- Thank loyal customers by offering them a discounted price or special offer.
- Add value to the brand experience by including a more detailed brand story on-pack or including recipes, tips and other useful content, as well as collectables such as childrens' stickers and tattoos.
- Boost sales by encouraging purchase in the retail environment, where your target market is already actively involved in shopping.

## Choosing the right on-pack promotional solution

A [Fix-a-Form® Promotional Booklet Label from Pyrotec PackMedia](#) is ideal for marketers who need more communication space than is currently available on-pack, yet do not want to completely re-design their packaging for the holiday season.

This innovative on-pack promotional platform can sit in the place of a standard label, yet enables manufacturers and product owners to expand the area used for communication on-pack, in a clear and legible way. You have all the space you need for promotional messages, including competitions, new product launches, serving suggestions, collectables and more – without compromising the overall aesthetics or neat appearance of your product.

Pyrotec PackMedia has an exceptional range of Fix-a-Form® [Booklet Labels](#) available, which can be further customised to suit your unique needs. All Fix-a-Form® Booklet Labels are professionally and expertly constructed to endure your supply chain intact and maintain your professional brand image. We even have moisture-resistant options available for products that are transported and stored in cold, moist environments.

**Make a splash this holiday season. Contact [Pyrotec PackMedia](#) for ideas, advice and promotional solutions that suit your marketing goals.**

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## Pyrotec



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