

MARKETINSIGHTS | SEPTEMBER 2014



READY TO RETAIL

Shelf-Ready Packaging (SRP) has traditionally been a bit of an after-thought for brand owners and package designers. Today SRP appears poised for a growth spurt due to retailer pressure to lower shelf-stocking costs, shrinking package sizes due to environmental concerns, and advancing corrugated and paperboard printing technologies that allow more effective brand communication.¹



SPEED TO SHELF

Leading retailers understand that SRP means the product can get on the shelf much faster, leaving store staff to spend more time with the customers on the floor. The Cabrio case is a great example in that while it protects product during storage and shipping, it can turn into a retail-ready display with a simple single opening motion.² The Cabrio solution is a win-win as it not only benefits the retailer, but can also save brands up to 20% in corrugated material compared to the standard tear-away Regular-Slotted Container (RSC).

A WIN-WIN

Jack Link's Beef Jerky recently revamped its retail-ready club store packaging.³ The objectives of the redesign were to improve the sustainability of the packaging while lowering the cost structure. The new carton, made from recycled paper fiber with a PET window, replaced the PVC canisters with LDPP lids, improving the environmental footprint of the product while reducing its cost. The added benefits were a more premium appearance and improved ability to merchandise in store.



HARD WORKING Labels

Consumers may not give packaging labels much thought, but for many brands and products, labels play a crucial role conveying pertinent information. Now with the advent of new technology solutions, labels can do more, and better.

MAGIC ON A BOTTLE

AquaBall, a naturally flavored, zero-calorie water drink for kids, is free of flavors and sweeteners and comes with a re-closeable lid for on-the-go convenience.⁴ While all of that ought to make mom happy, the true appeal of AquaBall lies with its unique round shape and its eye-popping graphics featuring beloved Disney and Marvel characters. The full-body shrink sleeve label that brings the characters to life was made possible with a printing technology called Variable Sleeve Offset Printing (VSOP) press, using high quality PETG shrink film ideal for full-color print. The globe shape of the package challenged the manufacturing team in terms of distortion, but the special film used was able to shrink in a way to allow the label to reach all the way from the bottle's neck to its base without any pulling at the edges.



a unique 3D label. Special 3D glasses are provided in the glass doors of coolers where the wines are displayed to enable shoppers to view the images. The winery's tasting room continues the visual experience for guests with a variety of three-dimensional artwork, displays, and souvenirs.

SEEING TRIPLE

Okanagan Villa Estate Winery wants to offer its fans a taste sensation that is complemented with a unique visual experience achieved via the use of specialty labels.⁵ The award-winning bottles, sourced from **TricorBraun WinePak**, feature



GOOD HOT OR COLD

Hammer Packaging is introducing a new type of label called HammerSHIELD for use in food and beverage applications.⁶ The unique co-extruded foam substrate label protects consumers from excessive heat on microwaveable products, and keeps cold products colder, longer. The labels feature 360-degree branding with a high print quality on a smooth surface, and can easily conform to various package shapes and sizes.

The SOCI@L MEDIA Buzz

From chocolates to TV Shows, today's brands are finding new and unique ways to use social media vehicles to engage and excite their fan base.

UN-FRIENDING FACEBOOK?

It appears as though not all social media platforms are equal. Digitally savvy brands, such as Coca-Cola, Red Bull, Heineken and MAC, have discovered that despite its huge reach with a one-billion plus user base, Facebook falls short on delivering user interactions that can be achieved for free on platforms such as Twitter, YouTube, and Instagram.⁷

The **BBC** recently celebrated the return of **Doctor Who**, and the arrival of its new lead actor, via an exciting interactive game on **YouTube**.⁸ The fans were invited to fly the Tardis through the time vortex with the goal of landing at London's Parliament Square where a mock-up of the crash-landed version of the ship awaits. Successful gamers can also gain access to exclusive content.

This year **Dunkin' Donuts** helped the **Discovery Channel** celebrate its annual Shark Week with a special edition donut resembling a life preserver. The channel's integrated programming also included a Twitter and Instagram selfie contest featuring fans biting into their favorite breakfast item, topped with nightly announcements of winners and their photos on the show 'Shark After Dark'.⁹



PRODUCING SWEET RESULTS

Not everyone's giving up on Facebook, however. Chocolate candy giant **Cadbury** has partnered with the social media behemoth to create The Joy Generator vending machine in an exciting stunt in Australia.¹⁰ The machine allows fans to log in to their Facebook profile, and then selects and dispenses a free bar of chocolate matching their profile. An array of flavors are available ranging from Peppermint, Rocky Road, to Turkish Delight.



CRACKING Mobile

Mobile shopping is becoming increasingly commonplace, and with that mobile marketing, technology, and metrics.

THE PURSE STRINGS

For many retailers still trying to figure out the best way to reach mobile users, one of the primary challenges resides in who owns the mobile marketing budget.¹¹ In a survey of 81 retailers conducted by **Forrester Research**, retailers were fairly evenly divided between e-commerce/web team (50%) versus marketing (46%). Interestingly, the two teams seem to differ greatly when it comes to growing their mobile marketing spend in 2014. While 43% of marketing teams plan to grow their smartphone spend by 26% or more compared to 2013, only 24% of e-commerce/web teams do. While 30% of marketers are looking at a similar bump in tablet marketing spend, only 11% of ecommerce teams do.

ADS SEEN, NOT CLICKED

According to research 70% of smartphone and tablet users have seen a mobile ad in the past month.¹² Unfortunately only 43% of smartphone owners, and 37% of tablet users actually clicked on one, suggesting ineffective targeting and/or irrelevant offers.

APP ENGAGEMENTS

One of the new ways to measure the effectiveness of mobile spending is to monitor app engagement, which is the frequency with which shoppers who have downloaded an app use it.¹³ While many retailers offer a mobile shopping app nowadays, they are not all created equal. The newly published *2015 Internet Retailer Mobile 500* found that mobile apps for Neiman Marcus (64.3%), Kohl's (63.6%), and Victoria's Secret (61.7%) garnered the highest engagement levels. The study

also shows that 42% of all 2014 mobile sales from the leading 500 merchants will come via their mobile apps signifying the importance of effective app design.



BEACON ME UP

Mobile shopping is growing in popularity. According to research 30% of Millennials plan to research and then purchase on their smartphones, along with 20% of adults over the age of 35.¹⁴ A new technology called **Beacons** is poised to merge mobile and brick-and-mortar shopping in a new way. Small, inexpensive transmitters that work by using Bluetooth technology, Beacons placed throughout stores will enable relevant promotions to be delivered directly to mobile devices based on the users' location.



Getting OMNI-CHANNEL Ready



Today's retail environment is vastly different than even just a mere five years ago. Consumers have expectations of 24/7, global seamlessness from retailers as they research and shop via mobile, online, and in-store. The question is whether retail supply chains can deliver on the demands of today's shoppers.

ORDER LIFECYCLE MANAGEMENT



IT WON'T AFFECT US

In a global survey of over 400 retail industry CEOs conducted by PwC, 83% believe their retail supply chains are presently 'not optimal' for today's dynamic retail environment.¹⁵ Interestingly, only one in five CEOs (22%) believes that the rise of omni-channel will have a direct impact on their organization. Based on that, it is perhaps not surprising that only 23% reported considering supply chain management as a 'top priority.'

IT'S IMPORTANT, BUT....

In a recent survey of 450 supply chain professionals titled *Innovations That Drive Supply Chains*, MHI and Deloitte discovered that 'omni-channel fulfillment' is very/moderately important to 61% of the respondents.¹⁶ While the supply chain professionals seem to recognize the omni-channel challenges more intimately, compared to the CEOs of the PwC survey, still only 46% reported plans to increase investment on it over the next three years.

OTHERS WILL LEAD

LACOSTE



While many retailers are still trying to come to grips with the reality of omni-channel, the global fashion brand Lacoste is already moving forward with a new Enterprise Order Management solution to manage its omni-channel retail operations.¹⁷ The new technology will provide Lacoste with a single view of consumer transactions and network wide inventory while giving consumers what they want, and control of when, where and how they receive the goods.

WHAT TO DO With It All

The 'waste' problem seems to be laying heavily on the global collective consciousness these days. Even China, long the recipient of the world's plastic waste, has now put its foot down due to growing concerns about environmental degradation, according to research from **IHS**.¹⁸ As a consequence inherent in every consumption and production activity, it may appear that 'waste' is an intractable and insurmountable problem. Yet, it's worth noting the variety of efforts and approaches that are taking place to overcome this 21st century challenge.

DESIGN TO MINIMIZE IT

Procter & Gamble's new super-concentrated **Mr. Clean** is a shining example of design to minimize waste.¹⁹ The formula itself reduces waste by requiring 43% less packaging material per bottle, not to mention the accompanying reductions in shipping and storage costs. The brand went one step further, however, and also redesigned the dosing cap to rule out any possibility that consumers unaccustomed to the new formula might pour too much. The smart liquid-dosing apparatus uses a timer mechanism activated by one squeeze of the bottle. The system dispenses the product and shuts off product flow as soon as the prescribed dose has been dispensed.



COLLECT IT

Thousands of runners and cyclists race against time on a daily basis without a second thought to the energy bar and drink packaging waste they leave laying in their wake.²⁰ The post-race collection and separation of the waste is a monumental task that often stumps race organizers and volunteers. One association, called **The Council For Responsible Sport**, is helping to improve

things by evaluating the efforts of the events to become eco-friendly, and grading them on their effectiveness.

UPCYCLE IT

TerraCycle, the company that recycles and upcycles traditionally non-recyclable waste into a variety of consumer products, has joined forces with **Clif Bar & Company** to collect and repurpose the company's waste material from energy bars, shots, and packets into products such as messenger bags.

TURN IT INTO ENERGY

In partnership with **Biffa**, the largest waste recycling company in the UK, **Sainsbury's** is taking a bold step towards sustainability by using its own food waste to generate power for its stores.²¹ In the project, food waste suitable for charitable use or as animal feed is given away, and the remainder is taken to Biffa's anaerobic digestion plants. There the food is broken down into biomethane gas which is used to generate electricity that is directly supplied to the supermarket via a new cable. Any excess electricity goes back into the National Grid.



Credits

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