

Econopac Newsletter – Fall 2015

Cross marketing

Using the popularity of one product to sell another to the same target audience isn't new. But there are some new, and highly effective ways to accomplish this.

Traditional cross-marketing involves putting a sample – or a coupon – of a product inside another product. Now when it's a coupon, this can vary greatly, because coupons can be inserted, stuck on, printed on, or several other alternatives. Product samples – especially food – usually need to be over-wrapped, and inserted.



One of the newer wrinkles in cross-marketing is the Elasti-tag. These heavy duty, versatile rubber pieces can attach a sample, shape or coupon to the neck of any bottle or jar, with a high degree of visibility. Last summer, you might have seen the refillable water bottles, with samples of these are so sturdy, we've bottles to the tag, which goes a new flavour? Sample it with



drink crystals. Because attached 1 oz. liquor on a full sized bottle. Got your best-seller.

Sometimes, the lack of real estate available on the outside of a package, precludes attaching a coupon. And yet you might not want it buried deep inside, especially if it's a timed offer. We faced this with vitamin bottles, and were able to attach the coupons to the inside of the lid.



The product with the giveaway can have interesting challenges – ever try to include a coupon with bacon? The package is too flexible and slippery for most adhesive methods, and inside the package is well... bacon! We have special hermetic seal inserts that can nestle alongside bacon, to promote your sausages.

Cross-marketing has always been one of the most effective strategies for introducing new products to a familiar demographic. The good news is, that almost every conceivable logistical challenge has been solved. And if you've got a new test for us – Econopac is up for the challenge.

When one door closes....

Canada's Anti-Spam Legislation (CASL) has eliminated the ability to send out emails to people who haven't signed up for them.

But at the same time, there has been a resurgence in the effectiveness of direct mail sampling. Both the American and Canadian Marketing Associations report a huge upswing in successful direct mail sampling campaigns.

Better ride out this wave before Canada Post kills home delivery!

At Econopac, Beth Hooper is our resident specialist in DM campaigns – give her a call to learn more.

Speaking of CASL, we want to make certain we don't lose touch with you, but we are very diligent about ensuring we have your consent. Simply confirm your consent by clicking on the link to let your rep know you'd like to opt in. salesteam@econopac.com