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Store Brands

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Connect with Consumers through Store Brand Packaging

Consumers around the world are becoming increasingly connected through the Internet and social media. And retailers need to make sure their store brand packaging plays a significant role in keeping consumers connected to their brands, said Jim George, director of education for the Institute of Packaging Professionals, at the Private Label Manufacturers Association's 2011 Private Label Trade Show in Rosemont, Ill.

During a Sunday session moderated by George, Mike Ferrari, president of Cincinnati-based Ferrari Innovative Solutions, spoke of the “zero moment of truth” — the point when consumers begin to understand a brand through the Internet and social media. Several national brands have done an excellent job using the Internet and social media to help consumers reach this moment, Ferrari noted — and retailers could learn a thing or two from them.

Ferrari said Frito-Lay is doing a good job connecting consumers with its Doritos Late Night brand by printing quick-response (QR) codes on bags of the brand's chips. By scanning the code with a smartphone, consumers will be directed to exclusive music videos, which further positions Doritos Late Night as the “late night snack brand.”



QR codes help provide consumers with additional text, audio and video that create a brand experience “you just can't get ... when printing on a package,” Ferrari explained. Only a handful of retailers have begun dipping their toes in the QR code waters with their private label packaging, with one notable example being Sunflower Farmers Market of Boulder, Colo.



Kimberly-Clark also is doing a great job connecting consumers to its Kleenex brand via the Internet and social media, Ferrari said. The national brand manufacturer created a website, MyKleenexTissue.com, which allows visitors to create their own tissue-paper package design. The website — which sports the slogan, “Live It, Create It, Share It!” — allows consumers to also preview their design and share it with friends.



But however retailers choose to bring consumers to the “zero moment of truth,” they'll want to make sure they take a serious look at their supply chain — and determine how up-to-date it is.

“It's an opportunity to ask yourselves ... is your supply chain really capable of handling the future?” Ferrari said.