

# NEW PRODUCT LAUNCH KIT



**Challenge:** We were challenged to create an effective, eye-catching promotional kit that would be shipped to store associates to educate them on a new product and get them excited about promoting it to customers once it hit store shelves.

## ProjectENGINEERING:

- **BUTTONS:** 4CP buttons would be provided for the associates to wear during the product promotion period.
- **BROCHURES:** Informational brochures would be included to educate associates about the product so they could effectively promote it and answer consumer questions.
- **SPOT LABEL:** 4CP spot label is applied to the inner lid area showcasing product features and benefits as soon as the kit is opened.
- **LUG-ON GRAPHIC:** This is a visual attention getter for the user and includes a scratch-n-sniff sticker promoting the new scent of the product.

## SuccessPOINTS:

- Items would be expertly packed into a compact suitcase style corrugate carton with an insert to secure them in place during shipment.
- Corrugate kit carton would be flood coated 1-color and secured with a 4CP belly band for more graphic real-estate but not the cost of a full litho label.
- Kits could be shrink wrapped and a drop ship label applied to the back so no master shipper would be needed – saving additional costs.
- Our creative team produced a dimensional graphic rendering to showcase the proposed features and benefits.