

Can You Profit From Pink Product Packaging?

By JoAnn R. Hines, Packaging Diva



I just took a stroll down the aisles at my local warehouse club BJs' this week and was amazed by the number of pink packages I saw. Definitely a considerable increase over the number of pink products in recent years. And a whole new range of products too, not just those associated with women.

I know that October is National Breast Cancer Awareness month but I found myself wondering do these marketing campaigns really work? Packaging a product for a cause or 'cause marketing' has been used by CPG companies for a while. As brand marketers struggle for line extensions and market share its logical too look at 'cause marketing' for additional opportunities.

Personally I look good in pink so I'm naturally attracted to any product in that colour especially if its clothes for an adult woman (me). We all recognise the pink ribbon that has become the standard associated with Race For The Cure. Right now breast cancer is the most popular female issue used in 'cause' marketing and consequently product packaging. It is closely identified with M2W, the 80+% purchaser and decision maker of all consumer goods categories, so naturally companies think pink products is a no-brainer for female audiences. But does pink packaging really work?

Yoplait started one of the first pink ribbon campaigns with the purchasing and retuning the yogurt lids with the pink ribbon on it. I'm sure its working for them because the campaign has lasted several years (of course spending major advertising dollars has helped too). One reason its been so successful is because of its simplicity. It appeals to the right target demographic, Its a popular product and its a simple consumer commitment to wash off a few lids and mail them in an envelope.

But what if you have an ordinary product? Can you capitalise of pink product packaging in the month of October? Let's step back for a minute and ask are you packaging pink because you think its a gimmick for more sales? What does supporting breast cancer research mean to you and your brand? Is their a way to incorporate and align your branding statement with breast cancer?

The connection has to make sense if you expect your consumer to make the 'connection.' Are you spelling out in clear and simple terms how the campaign works? Are you asking your consumer to do too much to make it happen? Lastly are you making it understood how much you will be donating to the cause if someone purchases your product?

With the economic slow down people are really scrutinising what they are buying so it better be clear that you are offering value for their purchase. If supporting a cause is factored into the purchasing equation so much the better. Consumers may be tempted to purchase your product as a less expensive way to make a charitable donation too in lieu of writing a check to their favourite charity. So make it clear how your incentive works to benefit them.

Whether consumers are induced to make a purchase of your pink packaged product to support a cause, packaging for cause marketing is here to stay. The question is can you make it profitable for your company to support this endeavour. Will your customer, the ultimate decision maker, look at your company in a favourable light or be turned off because they think you are out there to make a quick buck just because it's a popular initiative at the moment? So think pink packaging or not, be sure and understand how to utilise pink product packaging and why pink product packaging might be a profitable move to impact your bottom line.

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I'm JoAnn Hines The Packaging Diva. I'm tapped in to the latest packaging news. I can help you assess why or not you should consider changing your product packaging. At the very least I can tell you what your competition is doing.

If you are just chumming the 'packaging' waters then be sure and visit and one of my web sites for lots of information and advice or to get your free packaging report 'Why Packaging Fails'.

Considering that the cost of designing an average retail package is \$7,000, what's a few dollars to get it right the first time (or risk spending thousands more to fix it later)! It pays to do your homework!

So if you are seeking packaging expertise, consultation, assistance, design or RFPs, or just plain help, I can assist you with your ideas, goals, questions, issues and challenges. I promise I *will* find your packaging solution!

Visit <http://packagingdiva.com/> your one stop packaging solution site.

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