

# SEIZING THE MOMENT

Digital disruption driving brand-owners to reassess branding and package design strategies to own the coveted Moment of Sale

Aidan Tracey, chief executive officer of sgsc, delivering a presentation on the Moment of Sale at a recent L2 Omnichannel event.



Scan for highlight reel featuring key insights



BY MICHAEL GRADY

**H**ow do you define a package? The package is now more than a carton, flexible pouch, bottle, can or other product container with a printed label found on a shelf in a retail store.

Think about it again in the context of an omnichannel shopper.

What is a package? The package is media. It is working hard to communicate your brand's value and promise to shoppers.

In many ways, the package sits at the center of the evolving marketing mix.

It's working around the clock to tell your brand story and convert sales whether on shelf in a store, featured on a billboard, in a product listing on a dotcom, in an *Instagram* post viewed on your phone, in the spotlight for three seconds at the end of an ad that interrupts a *Hulu* or *Netflix* binge, or available by food delivery app—just before the end of the big game being broadcasted live on *YouTube TV*.

It's clear that our world is becoming increasingly digital.

The path to purchase has changed and many prominent brands are finding out the hard way that continuing to produce state-of-the-art packaging to help their flagship products fly off store shelves is no longer enough.

Brands must now also devote resources for the digital world, where in the context of online shopping, physical store shelves are no longer the point of sale.

Digital disruption is rapidly shifting the narrative from brands winning 'Where?' the consumer makes their purchase decisions (Point of Sale), to 'How?' consumers are making their purchase decisions (Moment of Sale).

In this new world, the 'package' and its associated digital art files take on an

even greater level of importance to help companies deliver better, faster and leaner omnichannel solutions into the marketplace.

According to **sgsc** chief executive officer Aidan Tracey, "This shift from the point of sale to the Moment of Sale is all about addressing today's reality of where people are making their purchase, which is with smart phones, anytime, anywhere, with 24/7 availability.

"How consumers are shopping for their goods, researching, procuring and receiving their goods has undergone a dramatic shift which will rapidly continue in the future."

Today's omnichannel consumer expects that their needs will be put first. If a product is purchased, it is by the terms of the individual consumer rather than those of the retailer.

Accordingly, brands and retailers are changing to account for consumer expectations.

Putting the consumer first is key to winning in the omnichannel world. Successfully navigating retailer and e-commerce platforms is another important achievement. Consider the following omnichannel challenges:

- **Differentiated E-commerce Experiences.** Retailers are creating differentiated experiences on their proprietary platforms. Brands must not only know the nuances of each, but they must efficiently create, manage and distribute the right content to each.
- **Listing vs Selling.** Online sales are increasing in nearly every category. It used to be a good start to create a product listing. Brands need to be keenly aware of whether they are actually driving sales for their product or merely

## Consumer Expectations & Omnichannel Best Practices



### Anytime, Anywhere Shopping

Smart phones and devices.  
Easy, seamless, convenient shopping.

Best practice:

**Optimize for mobile**

*Young adults 18-34 spend 43% of their time consuming media on digital platforms. Almost a third of their time spent with media (29%) comes from apps/web on a smart phone which is the most of any measured generation.*

Nielsen Report



### Visual Engagement

Interactive, visual experiences.  
From social media to eCommerce.

Best practice:

**Scalable production of high quality branded content**

*Adding more images to Amazon product pages lifted sales by an average of +23%.  
Adding video increased sales by an average of +55%.*

Profitero Amazon Study



### Product Transparency

Details on ingredients (BE / "GMO"),  
allergens, chemicals, origin, etc.

Best practice:

**Provide access to product data**

*Nearly 4 in 10 consumers say they would switch to a new brand from a current preferred brand in favor of increased product transparency.  
73% of consumers would be willing to pay more for a product that offers complete transparency.*

Label Insight Report



### Product Personalization

Better, enjoyable,  
relevant experiences.

Best practice:

**Utilize data to build experiences**

*25% of consumers are open to sharing their data in return for a personalized experience.  
70% of shoppers are willing to pay at least 10%+ more for personalized products.*

Deloitte Report

creating a listing. If you're not selling, your brand may fall victim to algorithms that give your competition advantages during search.

- **Advertising.** Retail dotcoms are now advertising platforms. Not only must brands list and sell their product, but they must also create online billboards that build brand awareness, convert sales and fend off competition.
- **Efficiency Incentives.** Retailers are rolling out incentives for brands to conform to best practices that reduce packaging waste and improve efficiency. The penalty for non-compliance will cost brands in the short term, despite long-term benefits for stakeholders. The greatest opportunity for brands is to use the packaging as a communication tool and brand building platform.
- **Social Commerce.** The largest social platforms have begun incorporating options for brands to sell products directly from social posts. This keeps purchasing simple for the consumer and bypasses retailers altogether.

Disruptive brands have proven to be fierce competitors developing and executing winning sales strategies that are built for today's consumer preferences and digital and social platforms.

Some brands, existing only online, are bestsellers that have toppled long-standing traditional retail category leaders. With hundreds of thousands of followers, these brands are positioned to continue to win as more sales move to digital.

Successful online brands are even making their way into stores and capturing more market share. Brands must take action to protect market share and more importantly to drive sales growth.

To address the big shift from Point of Sale to the Moment of Sale, focus on improving your integrated solution by optimizing for omnichannel package design and digital graphics.

By leveraging the power of the Digital Art File created within a design-to-print workflow, brands can amplify production to efficiently produce physical packaging, print and digital POS/media, as well as branded digital content that is optimized for e-commerce and social media.

Evolving from a design-to-print workflow to a design-to-consumer workflow unlocks the power of the package to drive a synchronized experience across all touchpoints with significant efficiencies necessary to keep pace with the new, ever-faster digital economy.

By expanding an integrated solution to include more than print, brands are able to become better, faster and leaner.

Consider the following:

- **CGI (Computer Generated Imagery).** The Digital Art File is used to create foundational CGI assets. These assets are created as part of the packaging pipeline and are key to consistently producing high-quality, photo-realistic pack shots. A standard product view bundle meets the needs of all partners for e-commerce, retailer marketing and shelf set planograms.
- **Optimized Content.** Optimized content addresses how people are shopping on mobile phones. Both the Digital Art File and CGI are keys to optimized content. Imagery that is created with a screen in mind helps consumers easily understand a product's unique selling proposition.
- **Agile Content.** With the core CGI asset as the foundation for content creation, fuel social engagement by delivering an array of lifestyle and in-situation visuals.
- **Synchronized Data.** Deliver brand visuals and product data to all appropriate retailers. Make sure your data is accessible for retailers, retail service providers, e-commerce, internal use, application developers and others within an increasingly complex digital ecosystem.

As **sgsco's** chief marketing officer and president of digital Rob McCarthy explains, "Consumers expect easy access to detailed product information, such as pack images, infographics, image tiles, mobile images, relative-size imagery and video, to make informed buying decisions."

"We are now starting to see tangible and quantifiable evidence of the impact that optimizing product content and engaging e-commerce experiences have had on brand sales."

Just as consumers today are looking at packaging differently, brands must also look at packaging in a new way.

The package is at the center of the marketing mix and it's important to ensure it is properly leveraged to produce content for an omnichannel world.

Leading brands are evaluating branding and package design strategies and aggressively implementing workflow improvements to synchronize branding and packaging across the physical and digital shelves.

As brands become better, faster and leaner, they are in a position to meet consumer expectations at the Moment of Sale.

Brands are also able to rapidly implement ideas that drive growth and, rather than fending off startups, they are the brands to watch—agile, winning everywhere a purchase can be made; and innovative, capable of marketplace disruption.