

How To Create a Memorable and Shareable Unboxing Experience for Your Brand

A Detailed Guide From PPOVA

Why You Should

- For ecommerce businesses, the shipped packaging represents the most direct touch point and connection with the customer, it also happens to be one of the most under-utilized marketing opportunities for merchants.
- When was the last time you really thought about your packaging and unboxing experience? For many online retailers, the answer is usually never. Packaging in ecommerce came of our necessity for protecting the most important thing, the product that the customer ordered. However, as ecommerce evolves and as consumer habits shift, delivering a complete brand experience extends beyond the product itself and transcends into the whole experience. Next slide is the how!
- **Recent Survey found 52% of consumers will make repeat purchases from an online merchant with unique packaging.**

What Is a Branded Packaging Experience?

- It's simple, a branded packaging experience is a thoughtful selection of packaging and shipping material as well as the deliberate presentation of your products. Its purpose is to provide additional value for your customer as well as your business by creating a memorable and sharable experience.
- In ecommerce versus physical retail, merchants have less touch points to impress and wow customers with so it's important to utilize every touch point you do have to create a branded experience that sets you apart from competitors as well as one that creates a memorable experience for your customers.

Trunk Club Example



The Experience

- The value of premium packaging extends far beyond the customer experience into a residual marketing effect. The experience goes beyond the online order to when the customer actually opens the beautifully wrapped package and the share that experience across social networks.
- In the same survey they found that nearly 4 in 10 consumers would share an image of a delivery via social media if it came in a unique package.
- **52% of consumers are likely to make repeat purchases from an online merchant with unique packaging.**

Packaging Components To Consider

- **Box** – The biggest element to consider is the main shipping box. Traditionally, white and brown corrugated boxes were the sturdy options. Working with an experienced packaging expert such as PPOVA can help you create that wow experience with your budget in mind.
- **Tissue Paper** – Wrapping your products in branded tissue paper adds an extra level of mystery and excitement to unboxing and PPOVA offers custom printed paper at low minimums.
- **Stickers** – Stickers can be used many ways and places and gives your customer that custom touch.

Components Continued

- **Promotional Material – Custom Note -**
Remember the touch factor the experience? A note and personal promotional material adds a personal feel with handwritten notes of thank you and please consider us again and tell your friends about your experience.
- **Tape –** Custom printed tape is a budget minded component that adds your brands colors and gives the custom packing touch. PPOVA can help you with the tape as well.

Least But Not Last, Maybe Not

- **Gift** – A small gift can be a great way to surprise and delight customers as well as increase the overall experience. Adding candies or gadgets based on custom order margins enhances the experience of your branded unboxing experience.
- **Samples** – Based on a customer profile you may also want to consider including a samples that is likely to cross-sell the customer by introducing them to new products.

Custom Branded Packaging Resource

PPOVA has the experience to take your branded packaging to the next level of your customer unboxing experience.

We supply many materials and a complete line of branded packaging options that will fit your budget.

We make it easy! The first step to contact PPOVA and tell us your vision and the kind of unboxing experience you want your customers to feel and touch.

[Contact \[www.ppova.com\]\(http://www.ppova.com\)](http://www.ppova.com) or Call 804-781-1957 for a personal phone consult to get started today.



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