

## Bag Analysis

- **Promote your corporate image with carrier bags!**

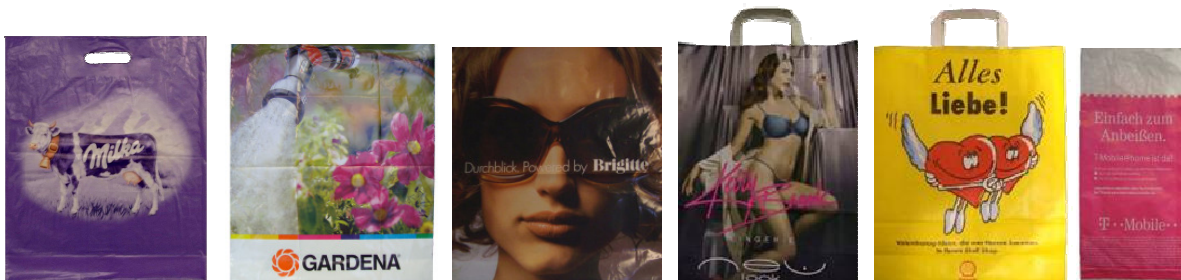
In the past year Karstadt has proved it with their special anniversary bag. **Europe`s biggest department store** company has brought the carrier bag **into the limelight** and used it as a central event accompanist.



Dr. Erich Kühle, University Cologne, confirms that service packaging has reached a **contact-quality and –quantity like no other advertising medium**. This statement together with the advertising success of Karstadt was the reason that the IPV<sup>1</sup> commissioned an independent study about the advertising efficiency of service packaging.

### Study

The study was carried out by Media Analyzer Software & Research GmbH in Hamburg (Germany). Six forms of corporate packaging (5 carrier bags, 1 paper bag) were evaluated:



627 people were observed via the method of Attention Tracking<sup>2</sup> and subsequently interviewed.

### Results

The results of the survey together with the huge success of the Karstadt advertising campaign endorsed Dr. Erich Kühle's statement. The following results were documented:

<sup>1</sup> Industrieverband Papier- und Folienverpackung e. V., german foil and paper packaging association

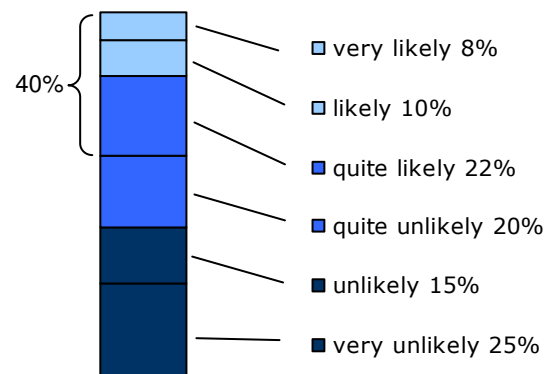
<sup>2</sup> Attention Tracking: a new efficient method of measuring the impact of advertising.

**- Carrier bags are eye-catching**

Very often the impact of advertising in many forms of media is lost. Carrier bags attract a tremendous amount of attention and are very well perceived. 85% of shoppers glance at an attractive carrier bag!

**- Carrier bags are captivating and arouse a great deal of buying interest!**

A carrier bag is a sales promotional tool. 40% of shoppers felt encouraged to buy the product advertised on the bag or to seek out the shop promoted.



**- Carrier bags demonstrate a positive advertising effect!**

Just under half of the shoppers - 47% - find carrier bag advertising more appealing than TV advertising. This is because a carrier bag is not perceived as a serious form of advertising and their practical use as a "carrier/and form of transportation" is very convincing.

**- Carrier bags encourage a sense of brand awareness!**

Carrier bags promote the brand and are a worthwhile form of investment for the brand image. Over half of the shoppers – 54% – agree with the statement that an attractive bag makes the brand / shop more appealing.

**Design your carrier bag to enhance your market presence**

Bags can be used for a wide range of promotional avenues: For example, they can be used to advertise special promotions or events. The Corporate Identity is brought into the high street to key target customers minimizing loss of advertising impact. If you look at the total investment, the cost per thousand impressions (CPM) is far below any other form of traditional advertising medium (i.e. print advertising, posters, internet advertising etc.).

Should you wish to use carrier bags of exclusive print and quality, or use recycled carrier bags or even promote an image “being green” Papier Mettler - the “**one stop supplier**” - provides customers with an extensive product range to promote brand image and corporate identity. With 50 years experience we can provide a solution to assist you in attaining maximum promotional success. By skilfully publicizing your carrier bags in the media, you can maximize profit!

The study is a great source of information and guidance for designing your carrier bag. The detailed results of the study are available upon request.

**Reap the benefits of our ability!**