

10+ Packaging & Presentation Ideas To Add Impact To Your Product & Message

With the increasing popularity and usage of the internet, many people think CDs and DVDs are dated and doomed. However, savvy marketers and business operators know the immense value of something tactile - something tangible - in the hands of their clients and prospects.

Something that is bringing you intuitively to the attention of the one you're wanting to create or develop a business relationship with.

Something that not only impacts on the eyes and touch, but also gives an audible message.
Something that exudes thoughtfulness, class, importance - that says "This is above the ordinary!"

Something that stimulates desire to investigate and know more!

Here are some ideas to help you to use CDs and DVDs to maximize the impact on those you want to impress - ways that are being used by those who are cutting through the noise and clamour of the seemingly endless barrage of marketing and product messages

1) If you're going to all the trouble of producing a CD or DVD, preparing impressive artwork for on-disc print and, perhaps, printed inserts, then why present your CD or DVD in a standard CD or DVD case?

Your message has immediately been dragged down to the level of every other average message or product that's out there. You want your product to stand out! So, the presentation and package is your 'front line' - it's your 'headline'! Make sure it says what you want it to! Look for ways to make your presentation impressive and powerful.

2) For a small extra cost, you can increase the perceived value of your product exponentially. For a single disc, use a Model 1348 folder with a brilliant wrap-around insert for stunning results



Model 1348

Stores 1 x CD or DVD without as case with the option of printed material (text). Has a clear outer sleeve to hold printed slick

3) For multi-disc sets, why use a triple or quad CD or DVD case, when you can package your discs in the new Model 1110 folder? Not only does the 1110 folder look better - with its clean, design, non-stick double pockets, and wrap-around sleeve - but it stands on a book shelf or desk, displaying - for all the world to see - that your product 'stands on its own two feet' and 'stands out from the crowd'.



Model 1110

Stores up to 6 discs in a 3 double sided pockets. Has a clear outer sleeve to hold printed slick

4) If you regularly mail out CDs (e.g. for software upgrades, new product catalogues or any personalized message), CD soft mailer cases (CD-007) are ideal as they still give excellent presentation, but don't break and snap in the post like standard CD jewel cases



CD-007

CD soft mailer case; clear – with or without clear insert sleeve to hold a printed slick

5) Use slimline soft mailer CD cases (CD-008) or slimline 7mm DVD cases (DVD-005) when mailing out, as they ensure you pay the minimum postage



DVD-005

DVD slimline case is polypropylene; black – 7mm or 9mm depth available.

6) With the advent of DVD, many thought there would never be the need for a book or printed notes to accompany a DVD. However, because of amazing demand, we've recently produced a new folder – Model A4-DVD, which holds A4 book/text/notes and a DVD in a DVD case. A single, double or triple DVD case can be used to accommodate the number of DVDs in your package. Using both notes and DVDs can add perceived value, and the A4 folder is an impressive package



A4-DVD

Stores 1 x DVD in a single DVD case. Can also use a double or triple DVD case to store 2 or 4 DVD's respectively

7) If you're packaging A4 notes with CDs or DVDs, don't use a boring standard 'Office Works' ring binder with some hole-punched notes, and the disc contained in a cheap looking adhesive vinyl sleeve stuck in the back of the ring binder. Sure, we sell heaps of these adhesive vinyl sleeves but that's the point – it's so commonplace! Spend some more time, and a few extra \$\$\$s, and you can differentiate markedly from what everyone else is doing. Have the notes bound (not expensive) and package the CDs or DVDs in a case with a printed insert/slick that matches the insert/slick on the front of the A4-DVD or A4-CD presentation folder. This means both the notes and disc are self-contained, and impressive in their own right! But beautifully stored and presented in an A4-DVD or A4-CD folder



A4-CD

Stores 1 CD in a single CD case. Can also use a double or triple CD case to store 2 or 4 CDs respectively

8) Ensure artwork for on-disc print and printed inserts/slicks are of the best quality, and that the on-disc print matches and/or compliments your printed insert in design, colour, context and feel

9) Or an alternative – rather than repeating exactly the same design on the CD or DVD, pick out a feature of the insert artwork design, and enhance that for on-disc print, eg zooming up a feature, highlighting a specific colour from the insert

10) Do you have a specific requirement that's a bit unusual in concept, size or configuration of discs, printed material, and, maybe, even includes other things, e.g. a giveaway, a toy or a novelty enclosure? Don't dumb down your concept because nothing seems easily available – contact us on 1800 818 166 or jeff.baldock@soundpack.com.au to discuss your requirements, and the feasibility of a custom designed package to present your unique product to its maximum effect

10+) Why 10+ ideas? Well, because the possibilities are endless!! To brainstorm some ideas, check options or to obtain a sample, contact Jeff Baldock on 1800 818 166 or jeff.baldock@soundpack.com.au.