

## 10+ Packaging & Presentation Ideas to Add Impact to Your CD/Tape Ministry

Week after week, the Word of God is preached in churches throughout Australia.

Some churches make the most of the opportunity to provide the resources for their people, so the message can be listened to again during the coming week. Many do it well and their CD/Tape Ministry has an impact. Unfortunately, some churches don't do so well.

Those who think through how best to ensure that the preached word has on-going benefit after it is spoken, know the immense value of putting something tactile - something tangible - into the hands of their people.

Something that is attractively packaged and presented, so that everyone is reminded - after the service is ended - 'Oh, yeah, I must get a CD!'

Something that impacts on the eyes and touch, and includes the promise of something worthwhile

Something that stimulates faith and desire to hear again .... to delve further into what the Lord is saying!

Here are some ideas to help you attract users for your CDs, Tapes and DVDs - ways that are being used by CD/Tape Ministries throughout the country to encourage their people to want to use the resources they offer;

- 1) Prepare impressive artwork for on-disc print on your CD/DVDs. Don't use cheap looking labels; generic on-disc print can look good but not be costly. Then you over-print the session details and speaker's name onto the disc, using a \$120 inkjet printer, after duplication
- 2) Then, if you're going to all the trouble of producing an impressive CD or DVD, why present them 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! 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.

- 3) 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

4) 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, or a Model 1517 folder? Not only do these packages look better - with their clean design, non-stick double pockets, and wrap-around sleeves - but they stand well on a bookshelf, and are great for car storage.



**Model 1110**

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

5) If you regularly mail out CDs (e.g. for missionaries or shut-ins), CD soft mailer cases 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

6) In addition, consider using slimline soft mailer CD cases or slimline 7mm DVD cases when mailing out, as they ensure you pay the minimum postage



**DVD-005**

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

7) 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. Include a workbook with a study DVD; or a coloring book with a children's DVD



**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

8) 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 couple of extra \$\$\$s, and you can differentiate markedly from what everyone else is doing.



**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

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 presented in an A4-DVD or A4-CD folder.

9) 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

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, eg a giveaway, or a children's enclosure?

Don't dumb down your concept because nothing seems easily available – contact us at Sound Pack Solutions on 1800 818 166 or [jeff.baldock@soundpack.com.au](mailto: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, [jeff.baldock@soundpack.com.au](mailto:jeff.baldock@soundpack.com.au).