

# INCENTIVE MARKETING

## DRIVE SALES *BEAUTIFULLY*

*Did you know...*

# 88%

Of incentive-inclined consumers have made a first-time purchase because of a discount or coupon\*

\*PrizeLogic Data Study "Incentivizing Engagement" 2018

Serigraph produces innovative, incentive solutions for brands to drive discretionary purchases at the time of sale.

With a wide range of sizes, applications, and constructions, Serigraph delivers your incentive every time.

### CAPTURE ATTENTION

#### ON PACK



#### ON SHELF



#### ON STAND



#### IN BAG



### CUSTOM PRODUCTS

- BOX TALKER
- BOTTLE NECKER
- SHELF SIGNS

- INSTANT REDEEMABLE COUPONS
  - COUPON POCKETS
  - CUSTOM DISPLAYS
  - POP-UP DISPLAY

- BAG STUFFERS
- TEAR PADS
- ON-PACK OFFER

# Serigraph

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# INCENTIVE MARKETING

## DRIVES SALES BEAUTIFULLY

### FULL-SERVICE



Program Management, Account Service



Design, R&D, Prototyping



Printing: Offset, Digital, Screen



Finishing, Inventory



Kitting, Picking



Shipping

# 83%

Of consumers said that coupons change their shopping behavior

(Inmar, 2018 Shopper Behavior Study)

### OUR WORK



Shelf Sign with Tear Pad (coupons)



On-Pack Offer



Box-Talker with Coupon

### WHAT WE DO

We translate your brand into the physical world through print.

### OUR EXPERIENCE

70 Years producing Visual Marketing for Brands, Retailers, and Restaurants with Printing, Finishing, Design, Data Management, Inventory & Fulfillment under one roof.

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