

# A Unique Way to Economically Maximize Your Brand Impact

Ariva

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It's no secret that the more exposure a customer has to a brand logo, the easier it becomes to recall that brand at a later date and more importantly, to make a purchase. The rise of technology and digitization has made it possible for companies to brand themselves in a magnitude of ways, one more creative than the next. Billions of dollars are poured into marketing and advertising annually in order for companies to establish their brand image and develop a more impactful message in a market full of competition, but does a higher price always mean it's more effective?

Sometimes going back to the basics and evaluating how you can make the most of what you already have can lead to a wealth of ideas. Oftentimes companies will ship out custom-printed cartons. While this option can certainly make an impact on the receiver and bystanders, carton printing capabilities can be limited and costly. Those same cartons have certainly been sealed with tape but what many companies don't consider let alone take advantage of is custom-printed tape.

Depending on your goals and message, tape can help you communicate more than just a unique way to brand your company. Water-activated kraft tape is made out of paper and is a more sustainable option to plastic pressure sensitive tapes. It can be much more economical to print on water-activated tape than to print on carton and generally has more printing capabilities. Not only this, but it can also be up to 21% more effective and secure than plastic tape.

Many brands that think outside the box, no pun intended, have employed this technique successfully. One example is Amazon, the e-commerce giant that has made a large impact in recent years. Amazon uses water-activated gummed tape with a striking design and use of contrast with their signature blue Prime colour. In addition to this, they use their tape to create an interactive experience for the customer in the hopes that they make a future purchase. When customers scan their tape with their smartphones on the amazon app, it rewards them with a \$5 off coupon.



At Ariva, we recognize the many benefits of using custom printed tape and want our customers to experience them as well so call us or talk to your Ariva sales representative to find out more about our custom water-activated tape offering.