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# Successful And Innovative Thinking

A product label sits there, day after day, waiting to be selected in a supermarket. While protecting a brand is important, why not use your product label as your marketing tool?

Why not take the marketing straight to the shop shelves? A product sits there, branded and ready to be selected. But why not up your chances of being selected by including your competition, discount or offer right there on the box.

Subtle differences in packaging grab the attention of consumers. A business could develop a limited edition print run, a temporary cover over package, or a sticker. With limited print run labelling becoming more common, why not include a text based call to action, rather than a labour intensive - for both customer and business - web or print based competition or offer.

A major American food producer chose to use a mobile marketing based competition and campaign when they rebranded their products. The competition, directly on the label made customers interact with their product differently, and they took their successful marketing campaign directly to the supermarket shelves.

Businesses could also choose to use product labelling for market research. When redesigning brands, why not skip the focus groups and take the decision directly to the consumer? Let them text in which colour label they prefer on the shelf, or which product name they like the best. Include a text based call to action right there on the label you are testing, and get real consumer feedback.

Mobile marketing takes your marketing campaign directly to the consumer. By including mobile marketing on your product labels, you are ensuring that your campaign is directly reaching customers. They might pick up a newspaper advertising a product, but you can measure how many people are actually seeing your on product advertising, just by measuring sales.

You'll find more information on [www.txt2get.com](http://www.txt2get.com) about how we can help your brand grab that customer's attention.

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