

MULTI-COLOR KUALA LUMPUR: BUSINESS HIGHLIGHT



THE SITUATION

A Consumer Product Goods customer wanted to run a promotional campaign to stimulate brand awareness, however through the more traditional medium of newspapers versus on product or on shelf approach, and our KL MCC group was the label group to deliver on this unique concept. This program drove customers to the website for a “chance to win” while delivering on the fundamentals required to create such a promotional program through this nontraditional medium: (1) the ability to manage and print a random variable print code, and (2) to deliver scratch and win individual labels to the front of the newspaper.

MCC SOLUTION

In utilizing our digital printing and label experience in handling complex variable print, we were able to propose a solution to the customer within a tight lead time turnaround and deliver within the specifications of the customer as well as the newspaper. The customer was satisfied with solution where we are able to guarantee the proper distribution of all prizes per the rules in a consistent and fair manner based on the preset percentage assigned to each prize.

THE RESULTS

Substantial increase in brand awareness and another marketing tool now available to the Consumer products customer!

MULTI-COLOR KUALA LUMPUR, MALAYSIA

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