

# What if Your Message was Wrapped around a Chocolate Bar?



**Location:** The Neighborhood of Sweetest Place on Earth!

## **Candy Wrapper Marketing Is the Best Kept Secret of Modern Marketing**

By Kathy B

**Leo Burnett, an advertising executive who made great ads like the Marlboro Man, once said,** "Advertising is the ability to sense, interpret...to put

the very heart throbs of a business into type, paper and ink." Marketing or advertising should always be a part of any growing business as it is an effective way of telling prospective customers that your business or product exists. However, industries differ in standards on how they budget their sales dollar. When we were starting our business in Fall of 2008, I spoke to a Small Business Administration (SBA) consultant, who recommended investing at least 3-5% of our annual revenue back into advertising, and more if we have aggressive competition. If you're a small business owner like me, who's looking for an inexpensive way to market your product, how about checking out the effects of putting a part of your sales dollar in candy wrappers?

**Since marketing candy wrappers is easy and inexpensive,** it would not cause a big dent in your budget dollars. For less than \$2.00 each, including the candy, you can get started with high quality color wrappers. Handing out this wrapped chocolate bars to your prospective clients instead of or together with your business card will give you an edge as you can use a limited-time promotion or other call to action advertising on the wrapper to increase impulse or point of sale purchases if you're in retail. Also remember that you are the one regulating the number of wrappers you hand out and how often you handout your message. One of our clients used candy wrapper marketing when he participated in a trade show, and he was thrilled as attendees would come up to his booth for the candy bar. He couldn't believe how effective it was as it became a hit with the attendees as well as the exhibitors themselves.

**Candy wrappers can also promote a healthy positive image** as it can help correct a gossip or false report or help promote a cause or event. Since candy wrapper marketing is a simple process, you can launch your campaign sooner than you would with many other marketing programs, hence spreading the news is a lot faster and sweeter. Four years ago, a furniture company was rumored to be going under, and they promoted a sales event featuring a wrapped chocolate with certain prizes at the back of the wrapper to entice more customers to go to their store. I was one of those customers who visited their store on a weekend to purchase a sofa throw. Lo and behold, I won a recliner from that event so I went home with my sofa throw and a matching recliner with a big smile on my face as it was my first time to win in a raffle or a contest.

**Get business prospects to remember you with candy wrapper marketing.** Candy wrappers usually work best when the message is brief and to the point. This is like putting your message in a bill board but in a handy and more personal form. You're assured that your candy bar would get saved or passed on to others immediately compared to some items with logo. How can someone throw away chocolates? Attending conferences in the past, I've had my share of these logoed items - from pens, frames, shirts, mini-flashlights, mugs, and stuffed toys, which usually ended up in my drawer or closet, then eventually donated to Goodwill or Salvation Army. But chocolates - I keep them until I get that sweet urge, which happens after eating meals or I share them so I won't feel guilty of the extra calories.

**You can also market with candy wrappers to generate traffic.** Continuous traffic is the first step toward expansion of your base of buyers which often results to sales increase - this simply means that the more people who contact you, the more possibilities you make to close a deal. Candy wrappers multiply traffic

themselves through additional word of mouth conversations hence your message gets talked about. Think of a wedding favor that you've received. There was a time in my life that I looked forward to wedding favors handed as a "thank you for sharing in this wonderful occasion." This is like the dessert that I'm anticipating so it gets frustrating when I'm handed with a tacky souvenir figurine. For me, wedding favors makes or breaks the wedding party. Chocolate bars can't be tacky they're always yummy so you can't go wrong with them except when you have an allergy to chocolates or you have diabetes.

**Continuous marketing strengthens your image in the business place.** Look around you - there are billboards, print ads and television commercials bombarding us with information about products - companies want consumers to remember their products. When you think of a thirst quenching drink, which product do you remember being endorsed? Is it Coke or Pepsi or Mountain Dew? Almost everyone is a walking advertisement of something. Shirts would have the designers name plastered in front, some discreetly and some loudly. This proves that you have to continuously let the consumers remember your product or service. Candy wrappers can help you to be remembered because your message is in your prospect's face, quite literally. Your message is right at the wrapper as soon as the prospect picks up the candy - not hidden in an envelope or a magazine. Candy wrappers are ready to read, and even people who usually throws out other types of marketing without opening them, would want to eat the chocolate, and in order for them to get to the chocolate, they have to unwrap them. As people are curious in nature, they would read the wrapper before throwing them away -- or they might keep them as they love the design or they want to keep your information for future reference. For whatever reason your prospect may have, the important one is they have read your message.

**Advertise with candy wrappers to get your share of business** or lose it to the businesses that do. You've got to market as your competition isn't quitting anytime. Candy wrappers conceal your marketing from competitors as most advertising uses mass media where your competitors hear or see what you're doing, then copy your marketing strategy. Candy wrapper marketing is more personal - only you and your prospects are aware of what you're doing. It's the rifle approach as you have a specific target or goal in mind. Candy wrapper marketing can work for any business as it can create the buzz so your business is remembered.

**Candy wrapper marketing is the best kept secret of modern marketing** as it creates the effects that any business would want to have to generate more sales so they can grow their business. It is important to remember that candy wrapper marketing is easy and inexpensive; it can promote a positive healthy image; it can get business prospects to remember you; it can generate traffic among others, as well as continuous marketing can strengthen your image in the business place. Marketing people always say advertise, advertise, advertise! Candy wrapper marketing is one way to advertise to get your share of business or lose it to the businesses that do.

Noel Peebles, a successful businessman and author, quoted "You can have the best product or service in the world, but if people don't buy - it's worthless. So in reality, it doesn't matter how wonderful your new product or service is. The real question is - will they buy it?" But before they buy it, people or consumers need to know about it and this why candy wrapper marketing works!

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For over 20 years, Sweet Wrappings has worked with 1000's of companies that have found the secret to reach more customers with a minimal marketing investment. Personalized wrapped Hershey candy bars make a unique marketing tool that is a real ice breaker for business meetings, trade shows and gala corporate events.

Meetings and presentations are often dry and boring. Every trade show, there are hundreds (and sometimes thousands) of exhibitors vying for attention. But imagine starting out a meeting handing out professionally wrapped candy bars where the wrapper carries your company logo, a personalized greeting, and the meeting agenda or special offer is printed on the inside of the wrapper!

## Instant Impact, ...Sweet!

Sweet Wrappings has been transforming client's great ideas into highly effective candy wrappers that are fun, unique, and versatile - cost-effective, affordable and simple to use since 1999. Any design any event, effective with any business.

Read or download the full report. Marketing with Candy Wrappers visit [sweetwrappings.com](http://sweetwrappings.com) or submit your request for a custom designed wrapper.

Want a personal consultation please call or e-mail Kathy.

### Information

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#### CONTACT INFORMATION



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As a promotional item, the custom wrapped candy bars make a creative marketing tool.

"It's like a full color mini-brochure wrapped around a chocolate bar," says Kathy B, Owner. Looking for a marketing tool that gets attention at tradeshow and business events, is a real icebreaker on sales calls, and makes an effective and affordable leave behind item? Stand out and be remembered.



#### RATES

**Rate:** \$1.95 per item

**Promotions:** Quantity Discount

**Payment Methods:** Visa, MasterCard, Amex, Paypal, Other

#### Location

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### Profile

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**Service Area:** Nationwide

**Service Type:** Creative

**Years of Service:** Since 1999

**Market Focus:** Premium

### Attributes

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#### SPECIALTIES

- Sweet Wrappings Ad Specialties feature custom wrapped candy bars since 1999. Personalized wrapped Hershey bars offer businesses a number of creative promotional opportunities. A mini brochure, announcement or advertising flyer wrapped around a chocolate candy bar, that a customer will not throw away. Think about it: chocolate is universally appreciated, so why not use it to convey personal or business messages? Sweet Wrappings design specialists will create a candy bar wrapper with your company logo and slogan, or a personalized message for a party or gala event. Your special message, discount coupon or promotional message can even be printed on the inside of the wrapper for more exposure. Instant impact, we help your business grow, Sweet!

#### CREDENTIALS

- We take your great ideas and transform them into professional full color wrappers for your next business meeting, trade show, corporate promotion, sales blitz or celebration.
- We turn an ordinary chocolate bar into a creative party favor or a unique promotional gift!

#### BENEFITS OF SERVICE

- Professional Custom Design
- Orders filled from 24 to 20,000
- Our products are fun, unique, and versatile
- Cost-effective and affordable
- Personalized customer service
- All designs can incorporate your photo / logo
- RUSH available Nationwide or International

#### CLIENTS ( Partial List )

- Allstate Insurance
- American Red Cross
- Apple Computer
- AT&T
- Becket Fund
- Cleveland Brothers
- Dun & Bradstreet

East Main Street  
Palmyra, PA 17078

## Links

- [sweetwrappings.blogspot.com](http://sweetwrappings.blogspot.com)
- [www.sweetwrappings.com/corporate](http://www.sweetwrappings.com/corporate)
- [www.sweetwrappings.com/business-library](http://www.sweetwrappings.com/business-library)
- [www.sweetwrappings.com/contact](http://www.sweetwrappings.com/contact)



- Eset LLC
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- GlaxoSmithKline
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- IGI Global
- Jones Lang LaSalle
- Key Bridge Marriott
- MetLife
- Orasure
- Paychex Inc
- Quanta Services
- Rhythm City Casino
- Teva Pharmaceuticals
- VA Medical Center
- Verizon
- Yale University
- Zenith
- AARP
- 21st Century Escrow Inc
- American Century Investments
- Long Beach Memorial Medical Center
- Stanford Graduate School of Business
- Western Federal Credit Union
- Windermere Real Estate/East Inc
- Nextel Communications
- Sylvan Learning Center
- TommyKaye Productions
- USC+LAC Medical Center

## Photo Gallery

