



TAYLOR™

Health & Beauty Care Idea Book

Maximize the aesthetic appeal of your brand



Build Your Brand

Aesthetics are everything in the health and beauty care industry. Taylor is uniquely equipped to build brands in this space, from the packaging and signage used at the point-of-sale to the promotions, digital technologies and loyalty marketing strategies that drive repurchase. Keep reading to learn how Taylor can attract consumers and position you to make your mark in health and beauty.

Table of Contents

01	Impression	5
02	Experience	11
03	Awareness	17



01



02



03

IMPRESSION

01

Create an Aura

Labels and packaging are your product's brand ambassadors. Print finishes that set new standards for shelf appeal and packages that challenge the boundaries of design help carve out space in a crowded marketplace.

With expertise in everything from label substrates and custom cartons to package design and specialty print finishes, Taylor will help you capture the spotlight at the point-of-sale.

The Language of Labels 6

Thoughtful Packaging That Invites 8



Impression

The Language of Labels

Product labels tell a story. Research shows that well-designed labels have the power to build brands, create preference and drive impulse purchases. Choose a partner who cares about your brand as much as you do and can ensure it is faithfully represented every time.

TIP 1



Catch the Eye

Foil embellishments, spot varnishes and high-gloss coatings make your product call for attention.

TIP 2



Save the Earth

Work with a label provider, like Taylor, that has company-wide sustainability practices throughout its production facilities.

TIP 3



Make it Secure

Tamper-evident labels communicate that your product has never been opened, boosting consumer confidence.



Impression

Thoughtful Packaging That Invites

A thoughtfully designed package can deepen your brand's impact. The box that holds your product — and the way it reveals what lies inside — is an indelible component of the customer experience.

TIP 1



Focus on Feel

Specialty print processes and coatings add a tactile element to your product that will make consumers not want to let go.

TIP 2



Reduce the Waste

Packaging that's meant to be recycled — not discarded — is in high demand. In place of plastic, consider 100% post-consumer waste board and non-plastic box fill material paired with VOC-free inks.

TIP 3



Do Something Unique

Let us craft an entirely custom solution that makes opening your product a memorable and rewarding experience.

EXPERIENCE



02

Make a Connection

To convert new customers into brand advocates, it's critical that you make a positive first impression. Those impressions are often formed in a physical store but the advent of mobile devices has created even more ways to make a connection.

Taylor can enrich the entire customer experience with signs, graphics, displays and digital technologies that convey your brand values at every turn.

- Engaging Retail Locations 12
- Building Brands Digitally 14



Experience

Engaging Retail Locations

Health and beauty products beg for trial and discovery. In-store signage and displays immerse customers in the experience, sharing the subtle nuances of your brand while guiding them to make informed purchase decisions.

TIP 1



Draw Them In

Light boxes, window graphics and other in-store signage are instrumental in attracting passersby and encouraging them to linger.

TIP 2



Make Shelves Speak

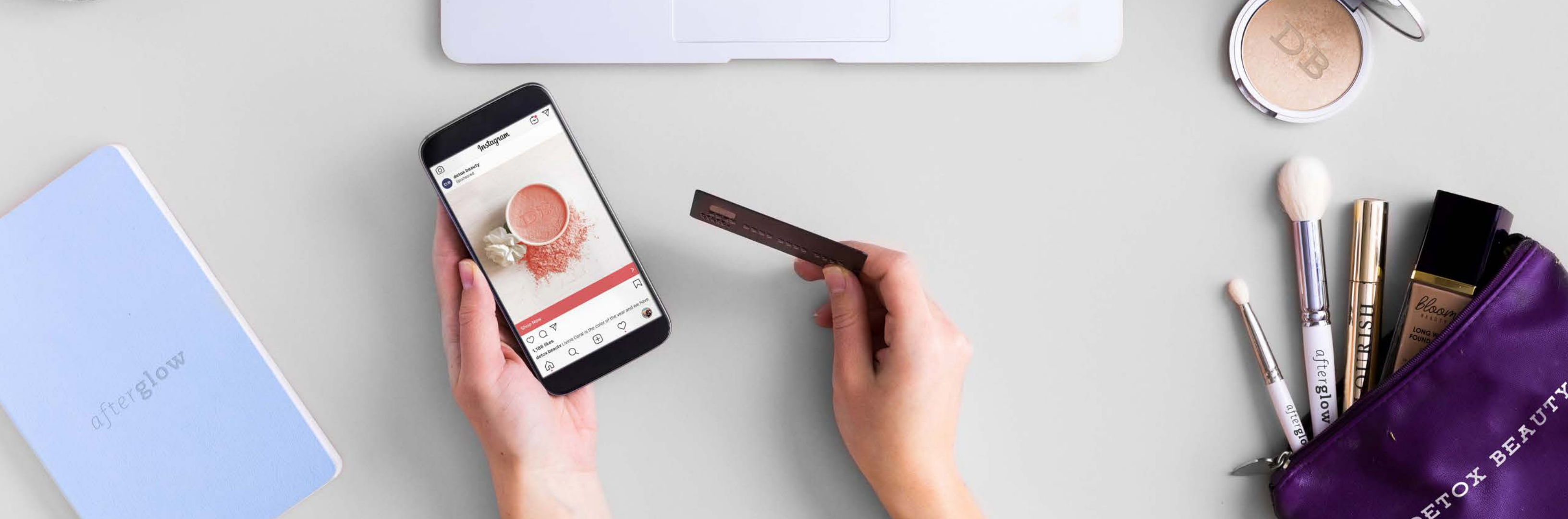
Shelf talkers stop customers in their tracks and clearly explain what's so special about your product.

TIP 3



Invite New Discoveries

Point-of-purchase displays are ideal for unveiling innovative new products and encouraging exploration.



Experience

Building Brands Digitally

Smartphones have blurred the boundaries of the physical world. Augmented reality (AR) apps can turn nearly any sign, label or package into an engaging digital experience. Games, customer loyalty programs, color-matching services and more are now a simple tap and scan away.

TIP 1



Spread the Word

Product labels become gateways to vibrant social media communities on Twitter® and Instagram® when scanned with an AR app.

TIP 2



Let Them Interact

AR-enabled signage can deepen engagement with your brand at the point-of-sale, leading customers to an unlimited variety of contests and loyalty programs.

TIP 3



Inform and Educate

In-depth product information and advice can be made available through AR, creating a virtual "H&B aisle" experience.

AWARENESS

03



Share Your Story

A unique product. Artful packaging. Immersive in-store and online experiences. You've devoted so much to creating the #HolyGrail of the health and beauty industry. Now, it's time to get your advocates talking about it.

Taylor gives voice to health and beauty care brands. Whether it's creating clever promotional campaigns and selfie-worthy apparel items or crafting a powerful presence for you at industry events, we take care of the logistics so you can focus on growing your market share.

- Winning Promos 18
- Alluring Apparel 20
- Brand-Building Events 22



Awareness

Winning Promos

Promotional strategies are critical to expanding your product's reach. Inserts, cards and omnichannel direct marketing campaigns forge loyalty among existing brand enthusiasts while drawing others into the fold.

TIP 1



Build Their Loyalty

Promotional inserts in shopping bags and home deliveries bring you one step closer to another purchase.

TIP 2



Win the Wallet

Gift, membership and discount cards give your brand staying power and ensure you remain top of mind.

TIP 3



Reach Them Everywhere

Your customer data opens the door for hyper-personalized direct marketing appeals to the mailbox, inbox and mobile device.



Awareness

Alluring Apparel

Branded apparel turns health and beauty care customers into walking, talking endorsements of the product line. Few marketing tactics are more enduring or offer greater reach.

TIP 1



Reward Their Purchase

Turn your best customers into brand advocates by rewarding them with clothing items they will be proud to wear.

TIP 2



Extend the Brand

Custom apparel becomes a lucrative must-have accessory when it captures the true essence of your brand experience.

TIP 3



Promote Your Passion

Cause marketing is a natural fit for apparel and enables you to share your mission with new audiences.



Awareness

Brand-Building Events

Health and beauty industry trade shows and events provide highly focused opportunities for reaching new markets. Signage, product literature and promotional items are key to standing out from the masses and making your presence known.

TIP 1



Outshine the Rest

Banners, table covers, tabletop signs and portable pop-up displays ensure your target audience will find you in a crowd.

TIP 2



Drive More Traffic

Sample packs, wearables and other promotional products get your brand talked about and are proven to attract booth visitors.

TIP 3



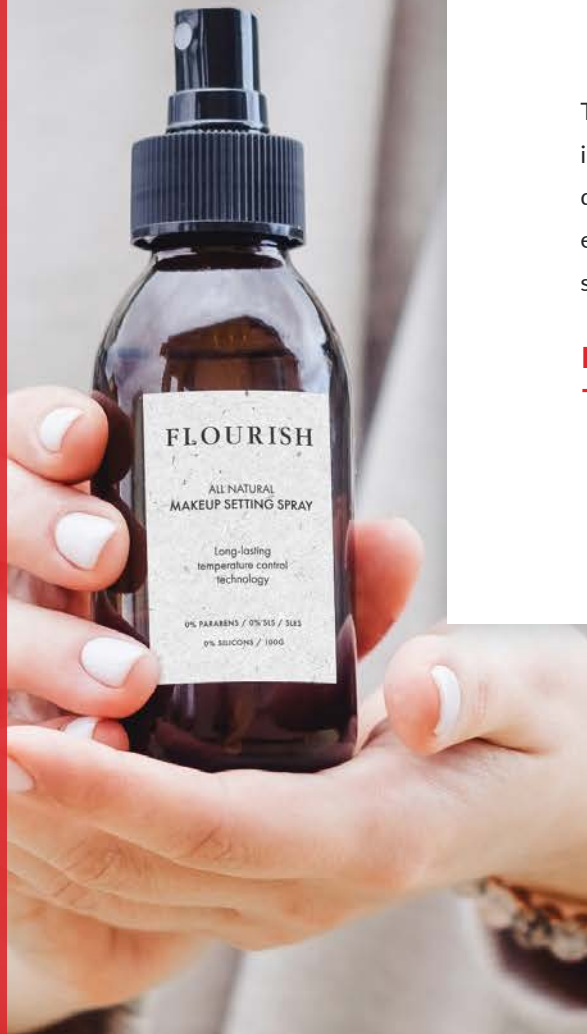
Grow Your Base

Discount coupons with custom hashtags and promotional codes invite trial and repurchase long after the event is over.

Ready to Learn More?

Taylor transforms complex challenges into engaging brand impressions. From big-picture strategies to the finest details, our diverse solutions bring ideas to life. Taylor's worldwide network ensures we have the capability, capacity and speed to market to support all of your communications programs.

**For complete details, contact your
Taylor representative today.**



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