



A guide to making sure your

parcels and packages[®]

get noticed



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#LabelStories

What's in the report?

The way your parcel or mailing labels look and feel will have an impact on how the contents of the package are perceived. But what is the science behind a successful mailing label?

We commissioned a unique psychological study to provide businesses with an understanding of what makes a successful label interesting and appealing. This included reading 159 academic papers, a scientific eye-tracking study and an online experiment with over 1,000 participants.

This report provides some of the findings and is packed full of guidance, tips and tricks which you can easily apply to your own parcel and mailing labels.



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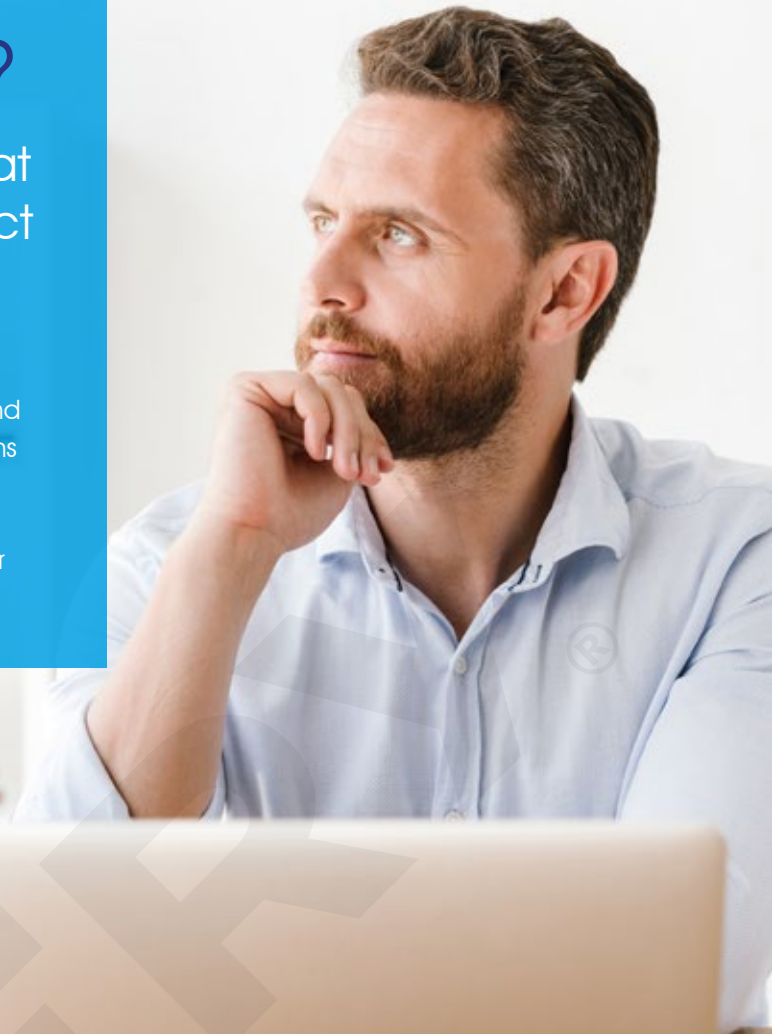
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How the brain works?

In our research, we discovered that labels can have a powerful impact on how an item is perceived and received.

Labels can strongly influence the path of decision-making and can even bring about an unconscious judgement. As humans we are not aware we are doing this. Behavioural science research proves time and time again that how something is presented is very important in positively influencing consumer perception and decision-making.



What you should consider when labelling items?



Attention

Humans have limited attention spans, but certain things that the brain deems to be important do get through quickly and forcefully. Your own name or aspects of danger, for example, can push their way right to the front of your awareness, even in loud and hectic surroundings.



Emotion trumps reason

The non-conscious, emotional part of the brain is more automatic and influential than the conscious, rational part. In other words, emotion trumps reason. We tend to buy with our hearts and then justify our decision with our heads.

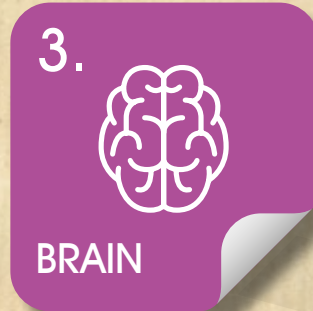


Heuristics

To help us make decisions, we rely on rules of thumb or shortcuts known as heuristics. For example, when a shelf is untidy, and stock is low, we can reasonably deduce that the product is popular and therefore probably good and well worth a try.

4 stages to designing the perfect label

As a result, we discovered that there are four clear stages to brilliant label design:



The right label for the job

It is important to take time to select the right Avery label for the job. Consider the options available like waterproof, transparent, glossy or matt as well as different shapes and sizes. There is so much more to a label than just a plain white rectangle.

grab attention

A successful label will be eye-catching and will draw the recipients interest. There are seven key things you need to consider when designing labels. These are positioning, contrast, surprise, visuals, simplicity, relevance and appealing to the primal part of the brain.

engage and persuade

Our study confirmed that once you've attracted the recipient's attention, it is important to then engage their brain in a meaningful way. Rousing curiosity, priming expectation, helping in the decision-making, showing emotion and displaying important information can all result in a more engaged customer.

producing behaviour

If the first three stages are successful, your label will produce a behavioural response such as brand loyalty, word of mouth and increased quality perception.

How to design the perfect shipping label

Keep it simple

Clear presentation of important and rational information, such as the mailing address, ensures that there is no room for confusion

Handwritten font

Fostering perceptions of openness and friendliness, a handwritten font is very effective in helping customers warm to a brand.



Brand Icon

The brand icon is bright and distinctive, making it easier for customers to identify and get to know the company.

Imagery

Choosing to use images helps signify the contents of the package but it also engages the part of the brain which draws attention

Use emotion

Using a face, and especially a happy one, is an effective way to engage your customers as your brain automatically responds to emotion.

The importance of multiple labels on packages

With each label bringing its own special results, combining them will have a bigger impact on your customers. In our research experiments, we measured the impact of using multiple labels on a parcel in comparison to parcels without labels. We found an average uplift on the parcels with multiple labels of 129% for brand love and 116% for parcel content quality. Using multiple labels also increased the likelihood of word of mouth promotion by 135% and purchase intent by 113%. So, when sending out packages we encourage you to make space for not only the crucial address label, but also for branding, return address and special message labels too.



What information should you include on your envelopes, parcels and packages?

Here we look at each label you should include on mailings and how it can help customers engage with you before they've even opened it. Always remember that your labels should have a clear purpose. Think about what a label will achieve and how to make each one as effective as possible.

Return Address

This is a simple way of preventing mail from getting lost in the post as, if it did go astray, the deliverer would be able to return it to you. However, it's also another way of reinforcing that the item is from a professional and trusted outlet which helps encourage recipients to act.

Address Labels

Your address label should be clear, so not only does it help the postal service or couriers get items to the recipient, but it also looks more professional. Adding your logo to an address label also gives confidence that the package is from a trusted source. Adding icons and images, bold colours and handwritten fonts all proved successful in our label experiments.

Branding

Adding labels that include your company branding is a simple but effective way of building up trust and confidence with your customer. With so much 'junk mail' being sent out and ignored, it's important that your parcel, package or mail is acted upon.



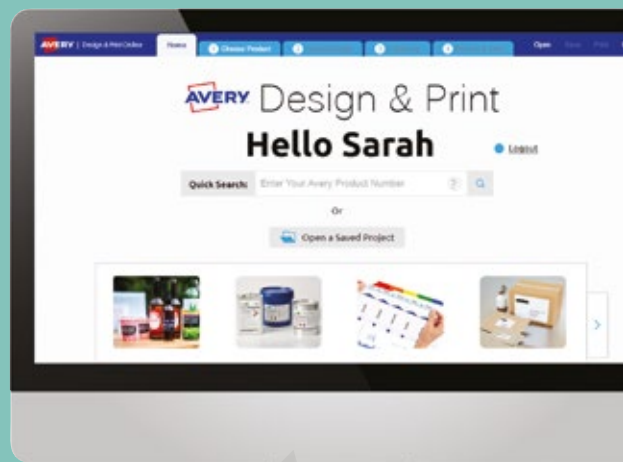
Special Messaging

The research highlighted that adding surprise or curiosity was an effective way of influencing behaviour. Adding labels with a special message for the recipient will help attract attention and can influence future purchase behaviour. Examples of this included adding text labels that say things like 'Open me', 'See what's inside', 'Handmade with love' or 'Just for you'. Adding emotion through images or words or a personalised message also proved successful in our study.

Design your own labels in minutes

Avery has made it easy for you to design powerful labels. Our free label creator, **Avery Design & Print** is accessible to everyone at www.avery.co.uk/print. Here you can create your mailing labels from scratch or edit one of our templates to suit your business.

Remember, these tips can help your labels to make a bigger impact.



Clear branding

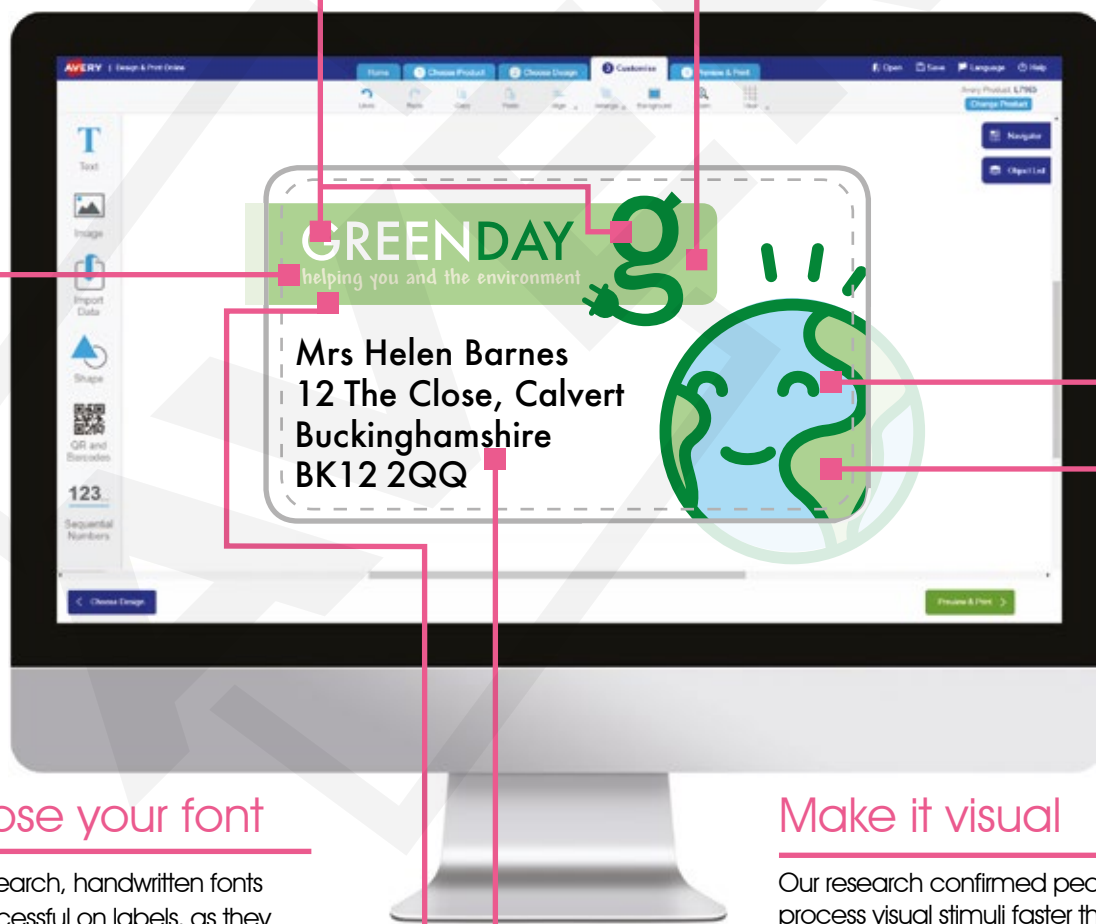
Make it clear who your package is from by including your company name and logo.

Attract attention

A strong strip of colour in the background naturally draws the eye to ensure your label gets noticed.

Play to the primal

Grab attention with primal stimuli such as food, animals and faces. It engages the primal part of the brain and helps draw attention.



Choose your font

In our research, handwritten fonts were successful on labels, as they feel open and friendly. Ensure there is no room for confusion

Make it visual

Our research confirmed people process visual stimuli faster than words, so a bright and colourful image helps focus attention more easily.

Special message

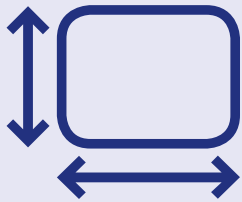
A personal or special message engages the customer on an emotional level. You can also add emotion with words like 'Joy' or 'Pride'.

Be rational

Make it clear who the item is for by giving it prominence on the label, using an easy-to-read font.

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things our research revealed about designing labels for mailings



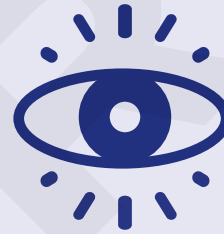
1. Deciding to use a label is always better than no label at all. Size does matter so make the label as large as possible and make the key label elements large too.



2. Use contrasting or bright colours and designs, heavy fonts and thick lines to stand out. Also use colours that are relevant to the label's content.



3. Use images or icons on your labels and be very visual. Think carefully about the pictures you use as labels displaying images that are clearly linked to the contents of your packaging will perform much better.



4. Think of ways you can make your labels surprising and different.



5. Keep everything simple. Make sure the label designs are fluent and digestible.



6. Grab attention through stimuli that naturally make humans stop and look. Emotional words like 'love' or 'pride' or images of faces, babies and animals all play to our primal instincts.



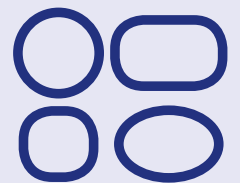
7. Make your designs high-quality and artistic. This will prime your customers to associate quality with your parcel, before they've even opened it. Be careful not to cheapen a quality product with a lower-quality label, as it can negatively affect perceptions.



8. Emotional elements should be included throughout your designs so that the feel-good factor 'rubs off' on your brand and positively impacts your consumer.



9. Creating an element of curiosity is an effective way of attracting people to open a parcel.



10. The use of multiple labels when shipping items achieves more of the desired outcomes than just using one. But don't go overboard, labels should have a clear purpose, or it can be confusing for the recipient.

For more advice and the full findings from the report visit.

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