



A definitive guide to the power of a label

The way labels look and feel can make an impact on how a product or package is perceived. Labels can create excitement, drive sales, increase brand awareness and help build customer loyalty. But what exactly is the science behind a successful label?

The Research

Avery UK commissioned a unique psychological study to give an in-depth understanding of what makes a successful label interesting and persuasive. Here are just some of the highlights.

4 Stages to designing the perfect label



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 consumer's interest. There are seven key things you need to consider when designing labels: 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 consumer'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 persuaded customer.

producing behaviour

If the first three stages are successful, your label will produce a behavioural response like a confirmed purchase, brand loyalty, even the readiness to pay more for a product.

Key Findings

Using a label works
Deciding to use a label rather than having nothing at all makes a big difference.

Emotion

trumps

REASON



An emotional image made people spend **13%** longer looking at a product label and an emotional word made people spend **10%** longer looking.

+30% increase

Handwriting helps!

The use of a handwriting font can increase customer considerations by **30%** and purchase intentions by **33%**.

100% Quality

Quality counts



In the eye-tracking experiment the probability of choosing a product was **16%** higher when the product label featured an indicator of quality.

Awards and Authority

Remembering to include product or business awards or accreditation can improve considerations by



positive impressions by



and quality perceptions by



It can even encourage the customer to pay more.

Make it personal

Dear Laura xx

Addressing consumers personally on packaging increases the perception of quality - even love - of what's inside.

BIG and Bold

+12%



Envelopes which used labels with a bold font rather than normal font increased the probability of looking at the label first by **12%**.

Multiply

your

Prospects

Using multiple labels on a product or package creates more space for the information you want to get across and more scope for persuasive design. The positive outcomes are cumulative as a result.

When multiple labels were used Avery saw the following:



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www.avery.co.uk/labelstories