

A definitive guide to the ower 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

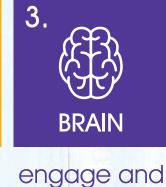


## the right label for the job It is important to take time

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



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.



## 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.



## behaviour If the first three stages

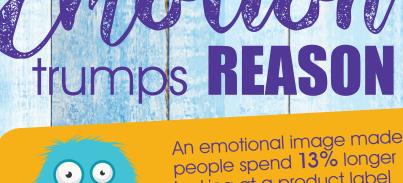
are successful, your label will produce a behavioural response like a confirmed purchase, brand loyalty, even the a product.



## Key **Findings**

# Using a label works

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





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

t30% Handwriting

increase helps!

**Awards** 



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



people were 26% more likely to

choose a product when the label featured a product-signifier (e.g. a bee on a pot of honey).



by 33%.

+16%

In the eye-tracking experiment

the probability of choosing a

product was 16% higher when the product label featured an indicator of quality. Make it personal



and Authority

positive impressions by 

and quality perceptions by **77777771+53%** 

It can even encourage the customer to pay more.







used Avery saw the following: **vvvvvv** + 29

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



increase in perception of parcel content quality

increase in word of mouth promotion





www.avery.co.uk/labelstories