

Method and device for presenting advertising media content on packaging.

Field of the invention

This invention generally relates to a method and device for presenting advertising media content on packaging.

Problem - Background of the invention

Product packaging for bottles and cans has increasingly become more expensive in the past several years. Manufacturers have gone to great lengths to reduce their packaging costs. Many have gone to thinner plastics to manufacture their containers from, changed materials their containers are made from, changed the type and size of caps their containers use and overall reduced the costs of the packaging. The packaging industry has become a very competitive marketplace. Manufacturers have struggled to find more cost effective ways to package their products.

Traditional forms of advertising such as TV, print, radio and Google Adwords can be very expensive. These advertising vehicles do not typically interact with the consumer and are generally not very targeted. Consumers have started to ignore many of these types of advertising methods. Because of this manufacturers are actively looking for creative ways to market their products.

Solution - Description of the invention

My solution (invention) is to provide the manufacturer with a dual-ply, rotating label, which adds up to 75% more space on the label to give them room for advertising and cross promotional opportunities. This added space could be sold as a revenue generator to other products or departments within their own company or to third party companies, which in turn can be used to lower the packaging costs. These lower costs can also be passed along to the consumer.

This dual-ply rotating label also provides an inexpensive form of advertising that puts the manufacturers message directly in the hands of the consumer and is very targeted. It's truly a new form of targeted, hands on marketing.

This dual-ply rotating label works by providing a clear window in the top label through which the consumer can view the advertisers printed on the base label as the top label is rotated about the container.

The label could be used in a multitude of ways for advertising. The label could contain anywhere from one to any number of advertisers that can physically fit on the label. The manufacturer could then charge each advertiser for their ad on the label. The label could

also contain featured product coupons. These coupons could be redeemed instantly at the retailer. The company featured in the coupon, which is placed on the label would pay the manufacturer for appearing on the label. The advertising could also be used to direct a consumer to a website for more information, coupons, savings, contests, games or anything else the company featured in the ad would like.

Summary

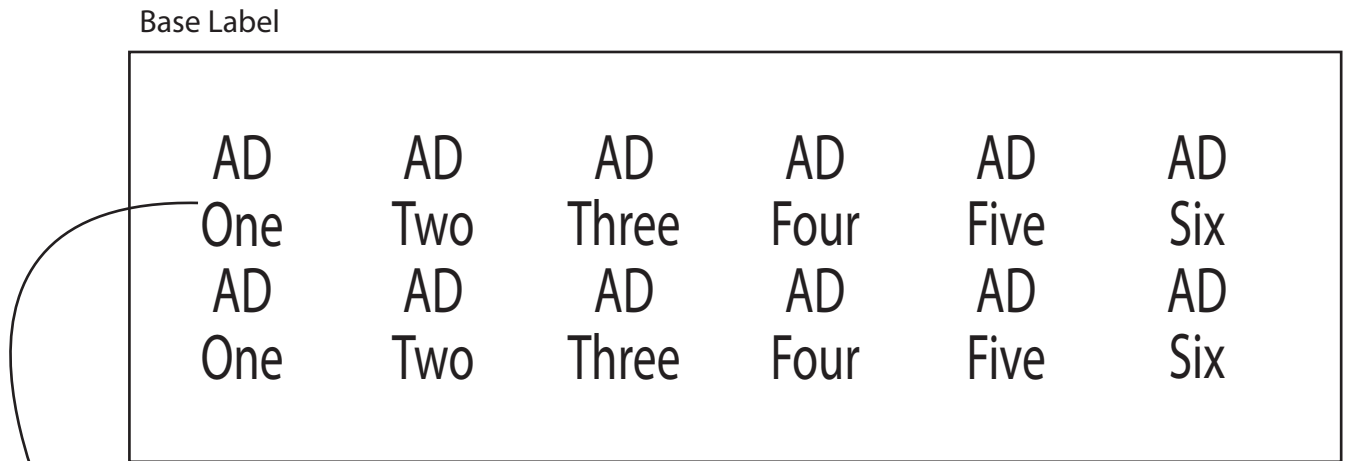
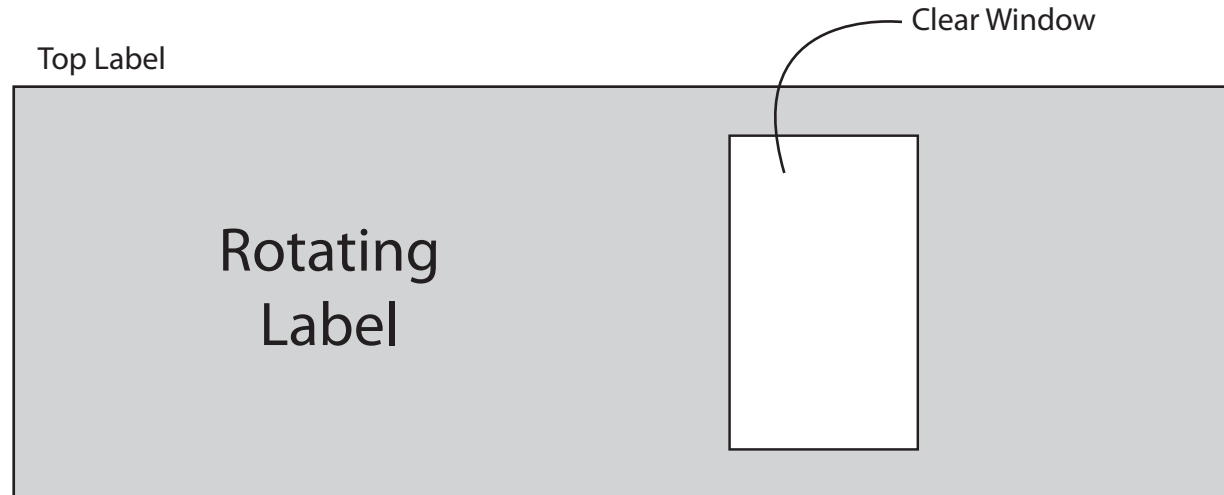
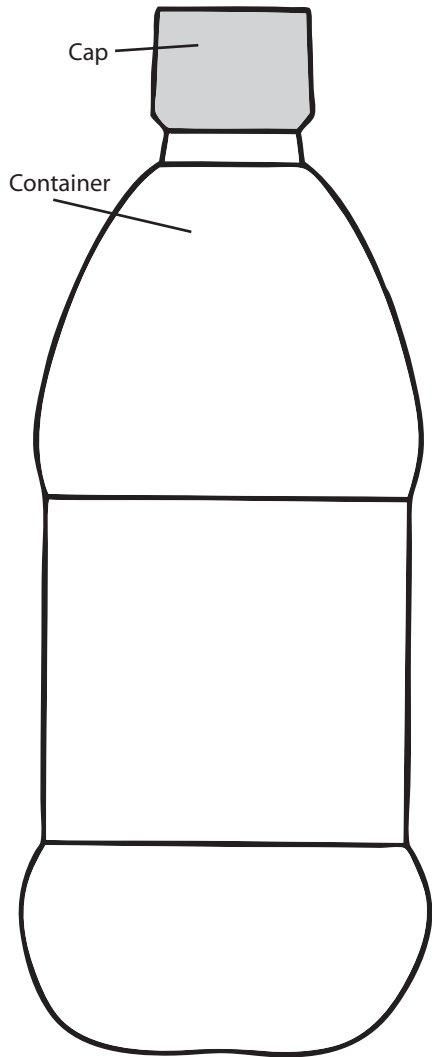
Product packaging costs have skyrocketed, forcing manufacturers to find ways to reduce costs. My dual-ply rotating label provides up to 75% more space on a container which allows a manufacturer to sell targeted, hands-on space on the base label as advertising or promotional space to other departments of it's own company or third party companies. This added revenue is used to reduce the packaging costs, which could also be passed along to the consumer.

Drawings

- 1 – Rotating label with advertising space – Components
- 2 – Rotating label with advertising space – Base label only applied to container. Then showing top label applied and rotating about container.
- 3 – Rotating label with advertising space – Alternative window and ad configurations.
- 4 – Rotating label with advertising space – Instant redeemable coupon advertising.

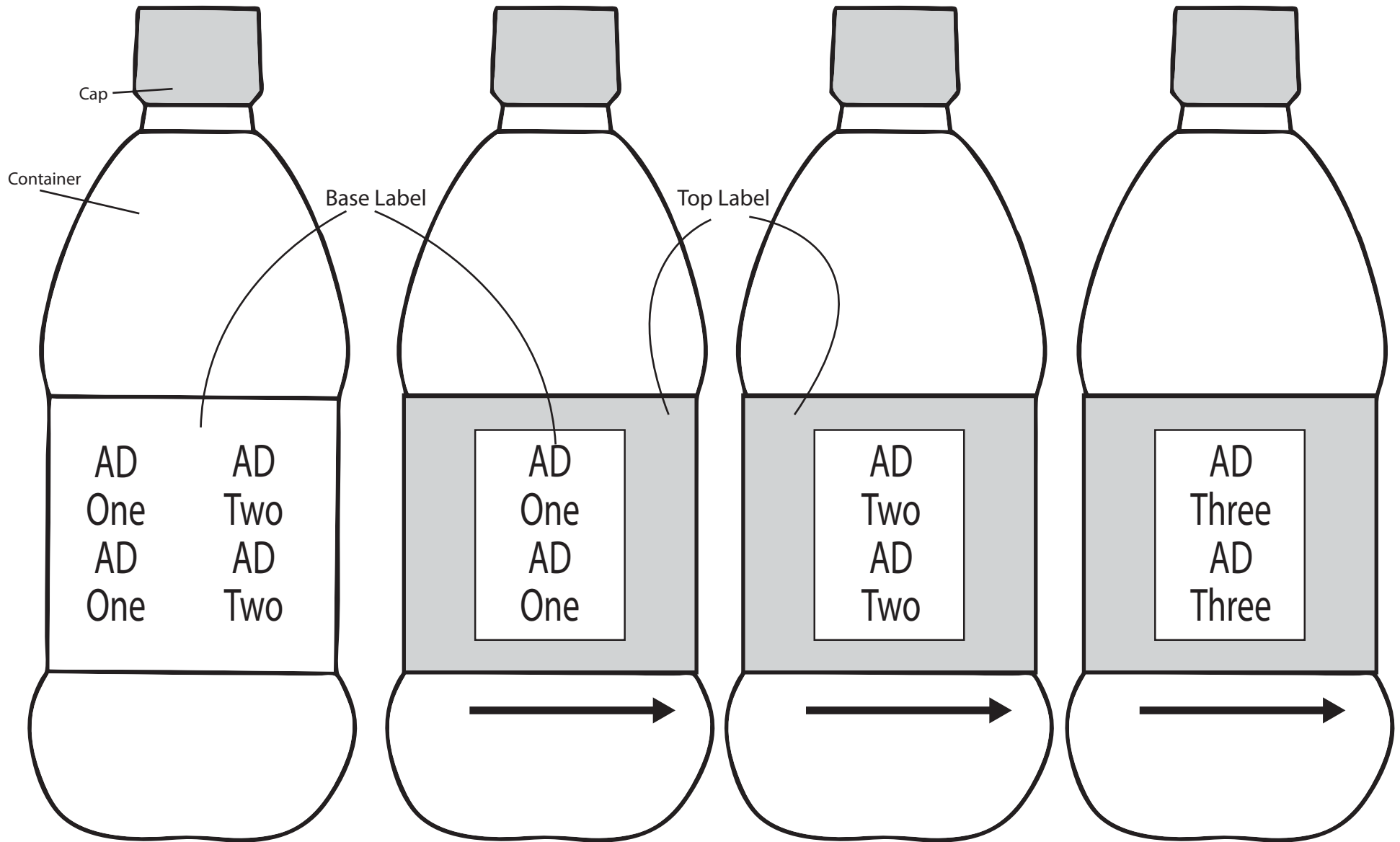
Rotating label with advertising space

Components



Multiple Advertisers
On Base Label

Rotating label with advertising space



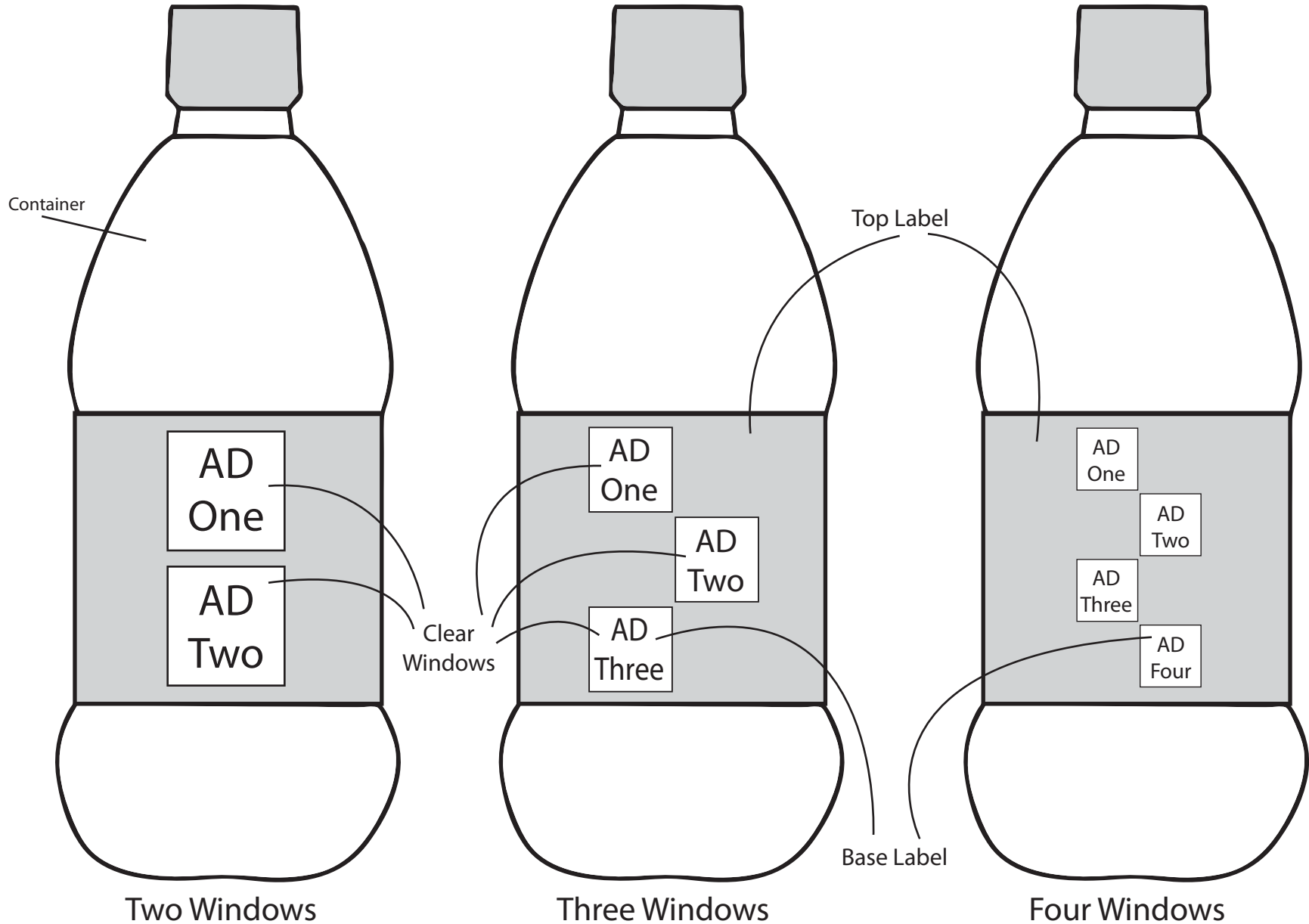
Bottle with Base Label Only Applied.

Top Label Rotates About Bottle Revealing Additional Advertising

Rotating label with advertising space

Alternative Window And Ad Configurations.

Any number of window and ad combinations can be used.



Rotating label with advertising space

Instant Redeemable Coupon Advertising

