



# Packaging Inserts are the Ideal Gift Card Delivery



## Ready. Set. Gift! from PLI

Here's how the package insert works:

- A customer's package arrives containing an un-activated gift card
- The inspired customer easily activates the gift card on line
- The gift card is placed in the enclosed attractive gifting package
- The customer thoughtfully presents the *gift-of-choice* to the recipient

**Ready. Set. Gift!** is fast and convenient for the customer and the gift-of-choice is valued and appreciated by the receiver.

And importantly, the package insert marketing program can increase gift card sales and create additional revenue for retailers.

The ever-growing popularity of on-line shopping offers retailers the perfect opportunity to increase gift card sales with **Ready. Set. Gift!** package inserts from PLI.

## Easy-To-Use

Simply include **Ready. Set. Gift!** with your on-line shopper's merchandise deliveries. When customers open their packages they'll find a fast, convenient way to acknowledge friends, relatives, co-workers and others by giving them the *gift-of-choice* – a gift card redeemable at your business.

## Motivate Purchases

Upon opening a package you'll want the **Ready. Set. Gift!** insert to attract the attention of your customer and inspire them to go on line and activate the gift card. Appeal to customers with interesting graphics and a creative, unique gift card design.

Leverage the spirit of the season with targeted holiday messaging and complimentary design.

## Give and Get

Provide customers added incentive to purchase the gift card by offering special incentives; activate the card now to receive -

- % off your next purchase
- A bonus gift card for you
- Free shipping on your next order

And when you drive customers to your web site to activate the card, that's a perfect opportunity for them to make that additional purchase they have been thinking about.

## Expand Opportunities

In addition to cost effective inserts that ride along with the delivery of your customer's purchases, **consider a direct mail campaign as well.** Re-purposing inserts as a mailers allows you to target new prospects or repeat the promotion to customers, or accomplish both, depending on the mailing list you compile.

Beyond mail, you can also use **Ready. Set. Gift!** as an **in-store promotion.** Simply include a gift card insert take-away with each purchase so customers can easily give the *gift-of-choice* in the future.

For more information on **Ready. Set. Gift!** package inserts and other innovative ways to deliver additional gift card purchases, contact PLI.

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