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PROMOTION

Magazine On A Bottle

Peel-off labelling innovation is set to make its debut in India

TOURISTS NEEDN'T worry about getting lost in Beijing during the upcoming Olympics. Coke bottles sold in the city will come with peel-off labels containing mini-magazines mapping out the city. The two-year-old labelling innovation is marketed by an Australian start-up called On-Product Publishing. The brainchild of Joanna Wojtalik, the marketing innovation helps brand communication piggyback on a product's existing distribution channel and reach the mass market. Today the start-up has over 50 million labels in circulation across 20 countries. Over the last year, it has worked with Nestle, Kimberley-Clark and the Virgin Group.

Wojtalik got her big break when Coke tried out her idea in Belgium last year. In an effort to target women consumers, the company tied up with a fashion magazine and shipped out 500,000 Coke bottles, each with a mini-mag strapped onto it. The effort was a success and Coke used the idea in eight other markets. In India, On-Product Publishing is set to test the market through its master franchisee, Delhi-based Select Group. Apart from targeting alcohol, tobacco, food and water products, the Select Group plans to use the concept in its tourism business.

GLOSS: Wojtalik is taking brands places



The labelling medium lends itself to several marketing innovations. "During election campaigning, political parties can use the magazine-on-a-bottle medium and reach millions," says Alex McKinnon, CEO, On-Product Publishing. According to Wojtalik, many existing global clients want to try out the product in the Indian market. There is, however, a message in the bottle: although it holds a patent for the unique marketing mechanism, On-Product Publishing will have to battle hard against idea piracy in the country ■

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