



Promoting agroalimentary foodstuff through packaging

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Promotional packaging consists of bonus packs, offers included inside the packaging, besides the packaging or special packaging. Bonus packs and special offers and packaging make products more attractive to consumers. Basic bonus promotions like bonus packs, special offers and reusable packaging can be strong incentives for inconsistent users who are influenced by what the bonuses add to a product. They prove very useful for generating impulse purchases that increase the sales amount. In addition, they can increase the long-term value of a brand in certain circumstances. According to the circumstances and the way they are used, bonuses can increase the sales among a large number of consumers and sometimes the future sales.