



Bonus-room gift card packaging delivers advantages and rewards –

Appeal to *grab-n-go* shoppers

Get attention and create distinction

Connect with today's *Market of One* consumers

Bring ultimate personalization to the *gift-of-choice*

Grow revenue twofold with *uplift* and add-on purchases

Studies indicate consumers, millennials in particular, seek convenience and expression of individuality. Bonus-room gift card packaging from PLI offers both: All-in-one gifting expediency and ease of personalization.

<https://www.forbes.com/sites/forbesagencycouncil/2018/06/04/understanding-the-research-on-millennial-shopping-behaviors/#3cfd98395f7a>

Everyone Gains with Bonus-Room Gift Card Packaging

Convenient and Opportune

Gift giving is made quick and easy when customers purchase a gift card complete with attractive, thoughtful bonus-room gift card packaging. **Bonus-room gift card packaging is designed with extra space to accommodate an add-on, *just-for-you* gift that compliments the *gift-of-choice*.**

Customizable and Unique

Including an extra-something along with a gift card helps make the gifting experience special, more meaningful and purposely designed with the recipient's personality in mind, adding to the satisfaction and enjoyment of both the giver and the recipient.

Consider offering bonus-room packaging in a variety of shapes and designs to personalize the gifting experience further.

Increase Sales Opportunity

Beyond the typical 20% uplift from recipients spending more than the load value of the gift card, additional revenue can be generated from gift cards with bonus-room packaging. This accommodating and interesting gifting option strongly encourages customers to purchase add-on items to include in the package.

Strategically placing eye-catching add-on items along with idea-generating signage and gifting examples near your gift card displays can further prompt added personalization purchases.

For more information on bonus-room packaging and other ideas that can add innovation and value to your Card Marketing Program, contact PLI.

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