



BOOSTER

SHOT

FOR YOUR BRAND

10 POWER MOVES TO ELEVATE
YOUR **MARKETING** TOOLKIT



Pulkit & Aakanksha Jain



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YOUR **MARKETING** TOOLKIT



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PULKIT JAIN | AAKANKSHA JAIN



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*To the visionary brands who dared to dream big —
and the print that quietly helped them get there
and made those dreams visible.*

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This book wouldn't have been possible without the relentless faith of our clients, mentors, and the brilliant team at Pratibha Press & Multimedia Pvt. Ltd. who've walked this journey with us for decades and have stood beside us through long nights, tight deadlines, and big dreams.

To our families — thank you for your patience, your love, and your belief in the vision long before the world saw it. Your support is the ink that keeps our story flowing.

ABOUT THE AUTHORS

Pulkit Jain

An alumnus of **IIM**, Pulkit combines business acumen with an intuitive understanding of print and production — a rare mix in the marketing world. As a third-generation entrepreneur at **Pratibha Press**, he's grown up watching brands take shape — sometimes literally — on sheets of paper, substrates, and packaging lines.

Pulkit's strength lies in connecting the dots: between strategy and execution, between a client's vision and what finally lands in a customer's hand. Whether it's a multi-city launch campaign or a humble leaflet that pulls results, he ensures every piece of collateral delivers more than expected.

He firmly believes that “execution is the most underrated form of creativity” — and lives by it every day.

Aakanksha Jain

Aakanksha started her career as a risk consultant at Deloitte, but her passion for strategy, design, and entrepreneurship led her back to her family's legacy — **Pratibha Press & Multimedia Pvt. Ltd.** Today, as its Director, she brings both structure and soul to the world of marketing communication.

Her background in consulting gives her a sharp eye for detail and execution, while her creative instincts help brands craft messaging that resonates. From high end brochures and coffee table books to packaging and large-format displays, she's helped countless clients turn their ideas into marketing that moves people — and products.

When she's not transforming paper and pixels into powerful messages, you'll find her reading brand case studies, curating thoughtful designs, or obsessing over the perfect print finish.

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Hello, from Us —Pulkit & Aakanksha Jain

We are Pulkit and Aakanksha — partners in business and in life. Together, we've had the rare privilege of building on the legacy of a company that started in 1948, long before terms like “brand visibility” and “marketing ROI” were even coined.

That company is **Pratibha Press & Multimedia Pvt. Ltd.** Over the last 75+ years, Pratibha has evolved from a traditional offset printer into a full-spectrum solution provider for brands that want to make a *real* impact — the kind that shows up not just in sales numbers, but in trust, recall, and reputation.

And we've been right at the center of it — understanding how the tiniest collateral choice can create the biggest brand boost. From product launches for FMCG giants to rebranding campaigns for startups, we've seen one truth repeat itself:

“The right marketing collateral, chosen wisely and executed well, can be your brand's strongest silent ally.”

When we joined Pratibha Press as third-generation entrepreneurs, we knew we didn't want to just run a printing business — we wanted to carve a niche. A space where **print meets innovation**, where materials, inks, and finishes aren't just production specs — but storytelling tools.

After years of experimentation, client interactions, failures, and breakthroughs, we arrived at what we call the **3IR Framework** — a unique and scalable approach that we believe will redefine the future of commercial printing in India.

Our heartfelt thanks to our **team, clients, suppliers,** and **family** — whose trust, support, and shared vision helped us establish ourselves as India's leading name in **Innovative Marketing Collaterals.**

Our Story

In April 2010, back home in Lucknow during a college break, **Pulkit** sensed a storm brewing at home. A business separation among his joint family members had left the family emotionally and financially drained. Salaries were due. Hopes were low.

Having grown up watching his father work relentlessly, Pulkit had an instinct for business — it was in his DNA. After completing his education at Delhi University and further sharpening his skills at **IIM Lucknow**, he jumped in with a singular vow:

To rebuild the business and make it a market leader.

He immersed himself in the world of print management — attending global trade shows, learning the nuances of materials and production. His breakthrough came with a large, time-critical order that many would've hesitated to accept. He took it on — and delivered. That project not only saved the business but launched his journey into becoming a **specialist in innovative marketing collaterals**.

A few years later, **Aakanksha** entered the business. A former **Risk Consultant at Deloitte US India**, she was new to the industry but drawn by a lifelong passion for design. (In fact, she had secured admission at NIFT Delhi but chose an MBA path instead.)

This was her second chance — and she grabbed it.

She began at ground zero: learning from her father-in-law's decades of experience, attending trade shows, studying materials, machinery, inks — and most importantly, listening to clients. She took deep dives with marketing and procurement heads of top corporates, understanding their needs and frustrations.

Soon, she led her first major project — providing a creative collateral solution for an enterprise client's pan-India product launch under a tight deadline. That success sealed it. She had found her true calling.

Over the years, through **constant innovation, technology upgrades**, and a relentless focus on client outcomes, we've built something bigger than just a business.

We've built a **collateral ecosystem** where ideas don't just look great — they deliver results.

Why This Book?

So, why this book?

The seed was planted when the **Procurement Head of a multinational** once told Pulkit,

"I struggle to negotiate and choose the right suppliers because I honestly don't understand the materials used in marketing collaterals."

Soon after, a **Brand Manager of a leading electronics brand** invited Aakanksha for coffee — just to get deeper insights into how marketing collaterals really work.

These conversations made something clear — **there's a knowledge gap**. And that gap is costing brands time, money, and missed opportunities.

As specialists, it pains us to see well-intentioned teams being misled or making costly mistakes simply due to lack of clarity.

That's why we wrote this book — to **guide** you, **equip** you, and **save you from learning things the hard way**.

Inside, you'll find:

- Mistakes brands commonly make (some we've made too!)
- Insights from our 15+ year journey

- Real-world solutions that have worked across industries
- And most importantly — **10 sure-fire ways** to choose your marketing collaterals **10x more effectively**

This is our gift to **marketing and procurement professionals** who want to make smarter, sharper, and more strategic choices.

We're on a mission to **elevate the Indian marketing collateral experience** — and we hope this book gives you the clarity, confidence, and inspiration to do just that.

This book isn't a lecture. It's a conversation. A behind-the-scenes, been-there-done-that conversation with two people who've obsessed over gloss vs. matte, debated whether to die-cut or not, and stood in production units at 2 AM because the paper *just wasn't right*.

Because your product deserves better than being "just another option."

And we're here to help you make that happen — one booster shot at a time.

Let's begin?

1



Booster #1: Clarity Before Creativity

Know Your Brand and Your Buyer

Let's start with something a little uncomfortable — but true.

Most marketing collaterals look great...and still fail. Why? Because they were designed *before* the brand was understood, *before* the buyer was defined, and *before* the goal was clarified.

We've seen this happen more times than we can count — a gorgeous catalogue that gets zero traction, or an expensive dangler that doesn't move a single product. And every time, the root cause is the same: someone jumped to execution before asking the right questions.

And hey — we've done it too. In our early days, we would pour all our energy into colour palettes and finishes, without realising the brand didn't even know *who* it was talking to. That changed everything for us.

So if there's one thing we want you to take away from this chapter, it's this:

"Don't design for yourself. Don't print for your boss. Design for the person you're trying to reach."

Step 1: Know Your Brand (Really Know It)

We're not just talking about your logo or tagline. We're talking about your **brand voice**, **personality**, and **positioning**.

Ask yourself:

- What do we *want* to be known for?
- What kind of emotion should people feel when they see our material?
- Are we premium? Mass-market? Disruptive? Traditional?

Your marketing collateral needs to mirror this identity. If your brand is all about luxury and sophistication, your brochure better not feel like a discount flyer. And if you're a young, edgy startup, then corporate-looking catalogues will make you look out of place.

We've helped brands evolve just by **aligning their tone and visual presence** across collaterals. And sometimes, just changing the choice of paper or fonts made all the difference.

Step 2: Define Your Buyer — With Surgical Precision

Most people use the word "target audience" like it's a broad zone. But in reality, your marketing collateral needs to speak to a **very specific person** — not a crowd.

Here's what you need to know about them:

- What are their daily challenges?
- What kind of language do they use?
- Are they decision-makers or influencers?
- Do they value pricing more or presentation more?

We once worked on a project for a high-end kitchen appliance brand. Initially, the material was speaking to *dealers* — but their real buyer was *young, urban homeowners*.

The moment we reframed the content and design for this buyer, **conversion shot up by over 30%**. Why? Because it finally spoke their language.

Your collateral isn't just a visual — it's a *conversation starter*.

And if your customer can't relate to it, they'll ignore it, no matter how pretty it is.

Step 3: Align Your Message with the Buyer's Journey

Even the best branding will fail if you're delivering the wrong message at the wrong time.

Ask yourself:

- Is this for someone who *already knows* about the product?
- Or someone we're trying to *attract for the first time*?
- Is this to *convince them*, or to *remind them*?

Each phase — awareness, consideration, conversion — requires a different tone, different design, and often, a different format.

We've seen brands use massive standees in retail stores meant for new customers — but the messaging was technical and conversion-focused.

Flip that: use attention-grabbing designs early in the journey, and in-depth material (like product booklets or FAQs) further down.

Pro Tip: Create a One-Pager Before You Design Anything

Here's a practice we follow religiously at Pratibha:

Before we touch design, we sit with the client and create a **Collateral Brief One-Pager** that answers:

- What is the goal of this collateral? (e.g., awareness, engagement, conversion)
- Who is the exact audience? (Job role, mindset, language preference)
- What action do we want them to take after seeing this?
- What emotion do we want them to feel?

This document acts like a compass — guiding the designer, the copywriter, the production team... everyone.

In a Nutshell

If you're clear about your **brand personality**, **buyer persona**, and **message intent**, you've already won half the battle. The rest is just bringing it to life — beautifully and strategically.

So, before you start your next leaflet, standee, or promo box, pause and ask:

“Am I clear on who I am and who I'm talking to?”

If the answer is yes, then *now* — and only now — is the time to let creativity flow.

Case Study: When a Brochure Spoke the Wrong Language

Client: *NaturGlow Botanicals* (Name changed)

Industry: Premium Organic Skincare

Challenge: Expensive marketing materials with low customer engagement

Solution: Repositioning brand voice and buyer targeting

Result: 60% increase in store-level engagement and stronger brand alignment

Background:

NaturGlow Botanicals had everything going for it — a great product line, beautiful packaging, and a growing retail presence in high-end wellness stores. But the team was struggling to get traction from their in-store brochures and standees.

They had invested in high-quality tri-fold brochures with botanical illustrations and scientific explanations of ingredients — complete with clinical language and technical jargon.

But they weren't connecting with the buyer. People were either not picking them up or getting overwhelmed by the content.

What We Found:

We conducted a quick brand audit and asked one key question:

“Who exactly is your brochure *talking* to?”

The answer? It wasn't clear.

The content was written for *formulators & dermatologists*, but the actual buyer was a **25–40-year-old woman looking**

for clean, conscious, feel-good skincare — not chemistry lessons.

Also, their visual style was more “medicinal” than “natural wellness.”

There was a **clear mismatch** between the brand’s desired vibe and the customer’s expectations.

What We Did:

- Helped the client clearly define their **brand tone** — calm, elegant, conscious, uplifting
 - Created **buyer personas** that captured the mindset of their actual shopper
 - Rewrote the brochure copy to be emotional, benefit-focused, and easy to digest
 - Shifted visual direction to include softer color palettes, lifestyle photography, and testimonials
 - Updated the call-to-action to include a feel-good message + a QR code for a free sample
-

The Outcome:

- Engagement with brochures rose by **60%** within weeks
 - Store partners requested additional quantities of the new materials
 - The new brand voice carried over into packaging, social media, and event displays
 - Customers started referring to the brand as “premium but relatable” — exactly the positioning they wanted
-

Lesson:

A beautiful design can't save a message that's speaking the wrong language.

When your **brand voice** and **buyer profile** align, even a simple brochure becomes a brand ambassador.

2



Booster #2: Choose the Right Collateral for the Right Goal

Because even the best-designed flyer is useless if it's solving the wrong problem.

Let's get one thing straight:

There is no such thing as a "good" or "bad" marketing collateral — only "right" or "wrong" for your goal.

This one shift in thinking can save you lakhs. We've seen clients pour huge budgets into heavy-duty catalogues when a simple product card would have worked better. On the flip side, some try to use a one-size-fits-all leaflet for everything from brand recall to conversions — and then wonder why it didn't work.

Truth is, **every format has a personality and a purpose.** Your job — and ours — is to match the two.

Start Here: What's the Real Goal?

Before choosing what to create, ask:

- Are we trying to **attract attention** (top-of-the-funnel)?
- Are we trying to **educate and inform** (mid-funnel)?
- Or are we trying to **convert** (bottom-of-the-funnel)?

Let's match some common goals to the best-fit collaterals:

Goal	Recommended Collateral
Brand Awareness	Standees, Danglers, Sunboard Cutouts, Outdoor Signage
Product Launch	Kits, Tent Cards, Table Tops, Retail Display Units
Education / Info Sharing	Catalogues, Brochures, Manuals, Explainer Folders
Lead Nurturing	Flyers, Mailers, Info Cards, QR-led interactions
Conversion	Pricing Sheets, Offer Booklets, POSM with CTAs
In-store Engagement	Shelf talkers, LED Backlit Units, Acrylic Standees
Trade Shows / B2B Events	Presentation Folders, Kits, Company Profiles, Business Cards

We once had a retail brand that insisted on using high-end catalogues for walk-ins — beautifully printed, sure, but heavy, expensive, and often ignored. When we replaced them with small tri-fold flyers with QR codes for more details, not only did pick-up increase, so did online engagement.

Form matched function.

Don't Just Follow the Trend — Follow the Journey

It's tempting to say, "Our competitor did a dangler, we want that too."

But pause. Ask:

- Where will this collateral be seen?
- Who will interact with it?
- What do we want them to *do* after seeing it?

A product showcase event? Great, go for a sleek folder with samples.

A mall activation? Maybe you need a quirky standee with a moving element.

A pharma rep visit? You'll need a compact, informative leaflet with retention value.

We once created a **"reveal box"** for a brand that was launching a new cosmetic line. Instead of a regular promo card, the box had pull-out tabs, mirror finishes, and product sachets inside. Not only was it memorable — it became a talking point across their channel partners.

Packaging Counts as Collateral Too

This is often overlooked. Your outer box, label, or welcome kit — it's all collateral.

We worked with a beverage brand that had amazing Instagram ads but underwhelming bottle labels. The brand looked "premium" online but felt "average" on the shelf. After a label redesign with metallic foiling and UV spot, sales spiked in retail spaces.

Moral: Your customer judges your brand at *every* touchpoint — especially the physical ones.

When in Doubt, Combine Formats

Sometimes, you need **layers** of communication.

For example, at a new store opening:

- Use a **standee** outside to pull people in
- Place a **table-top** inside with offers
- Give a **leaflet** to carry home with QR + contact

It's not about one perfect piece. It's about **building a system** that nudges, reminds, and reinforces.

Aakanksha's Rule of Thumb

"The simpler the goal, the simpler the collateral. The more complex the message, the richer the format."

Don't try to fit an entire pitch into a wobble tag. And don't print a 20-page catalogue when a postcard would do.

Pulkit's Power Tip

"Make the material do the work. If a standee isn't standing out, or a leaflet isn't being picked up — it's not the design, it's the mismatch."

In a Nutshell

Choose collateral like you'd choose a team member — based on their **strengths, fit, and job role**.

Remember:

- **Right goal → Right format**
- **Right audience → Right message**
- **Right moment → Right medium**

You're not just printing on a substrate like paper, fabric, board.

You're building an experience.

Case Study: From Oversized Catalogues to Pocket-Sized Conversions

Client: *SparkLite Electronics* (Name changed)

Industry: Consumer Electronics

Challenge: Low customer engagement despite premium in-store catalogue presence

Solution: Collateral format realignment with buyer journey

Result: 40% increase in pick-up rate, 28% spike in product demo requests

Background:

SparkLite Electronics was launching a new range of smart home devices across premium retail outlets in India. Their original plan included large-format, glossy catalogues displayed at store counters — a big investment in terms of printing, paper quality, and logistics.

But within the first two weeks, store managers noticed that customers weren't even flipping through them. Many were left untouched or discarded, and the ROI was plummeting.

What We Observed:

When we stepped in to assess, here's what stood out:

- The catalogue looked *too serious* — more like a corporate product manual than something retail-friendly.
- It was heavy and impractical for casual browsing or carrying.
- It didn't match the quick-glance nature of retail walk-ins.

Most customers just wanted a **simple takeaway** that helped them remember key features and pricing — not a 20-page read.

The Solution We Proposed:

We redesigned the entire approach with **goal-first thinking**:

- Replaced catalogues with **Z-fold brochures**, sized to fit in a palm or wallet
 - Focused on **visuals, icons, and QR codes** linking to product demo videos
 - Added a **limited time offer coupon** as part of the brochure to drive urgency
 - Produced **counter-top leaflet holders** for clean and accessible display
-

The Outcome:

- Pick-up rate increased by **40%** in the first month
 - Sales staff reported **more demo requests** and better customer recall
 - Brochure-linked landing pages saw a **significant traffic spike**
 - The client cut down print costs by **27%** while seeing better results
-

Lesson:

Don't assume that "more pages" means "more impact." The right format for the **right touchpoint** delivers better ROI — every time.

3



Booster #3: Design That Sells, Not Just Stuns

Because beauty without purpose is just decoration.

Let's say this upfront: **A pretty design is not the same as a good design.**

We've seen some of the most stunning brochures, standees, and dangles fail miserably in the market. Not because they weren't well-made, but because they weren't *well-thought*.

A beautifully embossed catalogue with gold foiling might look impressive at first glance, but if your audience can't find what they're looking for in 10 seconds, it's not working. A dangle with complex messaging and layered visuals might win an award but still fail to increase footfall or product pick-up.

The goal is not to impress. It's to **guide, convert, or trigger action.**

What Does "Design That Sells" Actually Mean?

It means:

- Using visual hierarchy so the most important message hits first
- Ensuring your CTA (Call to Action) is unmissable
- Making sure content is scannable and snackable
- Creating flow — so the viewer's eye moves naturally to the next step
- Aligning colours, fonts, and images with the brand's personality and the buyer's expectations

Design is not just a visual layer. It is **strategic storytelling**.

The Power of Simplicity

One of the most common design mistakes is overcrowding. More products, more features, more benefits — all crammed into one layout. We get it. Clients want to make the most of each square inch. But in trying to say everything, they end up saying **nothing clearly**.

The best-performing collaterals we've seen follow a simple rule:

"One key message per piece."

Let the leaflet talk about your *hero product*. Let the counter card push a *limited-time offer*. Let the dangler remind them of *what they loved last time*.

Clarity > Quantity.

Visual Hierarchy is Your Secret Weapon

When someone looks at your collateral, their brain is scanning for answers:

- What is this?
- Is it for me?
- What should I do?

Use design to answer these in order:

1. **Headline** (What is this about?)
2. **Key Visual or Product Shot** (Does it grab my attention?)
3. **Supporting Text** (What's the benefit?)
4. **Call to Action** (What next?)

If your layout doesn't follow this natural flow, you're losing people.

Fonts, Colours & Composition: Match the Message

A playful product deserves fun, rounded fonts and bright palettes. A luxury item demands elegance, spacing, and restraint.

We always ask: *Would this design feel at home on the product shelf it's meant for?*

That one question prevents so many disasters.

Pulkit's Power Tip

"If your collateral doesn't look clickable, touchable, or pick-up worthy — it's time to redesign."

Aakanksha's Insight

"We don't design to show off our creativity. We design to get results. And that mindset changes everything."

Case Study: From Pretty to Profitable

Client: *EvoStyle Apparels* (Name changed)

Industry: Fashion Retail

Challenge: A gorgeous seasonal lookbook that wasn't driving walk-ins or online orders

Solution: Strategic redesign focusing on flow, action, and emotional connect

Result: 50% boost in scan-to-shop QR hits and 3x brochure pick-up rate

Background: EvoStyle, a premium ethnic wear brand, approached us with a beautifully produced lookbook that showcased their festive collection. It had high-end photography, textured paper, metallic accents — and a big budget.

But despite all that, customers were barely interacting with it. It looked more like a coffee table book than a shopping catalyst.

What We Found:

- No clear headline or collection highlight — it was image-heavy but message-light
 - QR codes were placed at the end, with no directional cue
 - Fonts were too small for casual reading
 - No price tags, offer mentions, or compelling call to action
-

What We Did:

- Rebuilt the design around a theme: "Festive Glam, Simplified"
 - Added headlines for each collection segment
 - Brought the QR codes forward, styled as instant access buttons
 - Introduced tags like "Best Seller," "New Drop," and pricing teasers
 - Kept photography elegant, but surrounded it with whitespace and guideposts
-

The Outcome:

- Brochure pick-up rate tripled in stores
 - Online visits via QR codes jumped by 50% in the first two weeks
 - Sales staff reported that customers referred to the lookbook while making purchases
-

Lesson: Design that *sells* is not about being fancy. It's about being **clear, clickable, and conversion-ready**.

Design That Sells: Quick Checklist for Every Collateral

Use this checklist *before* you sign off on any marketing collateral — leaflet, standee, brochure, or box.

1. Clarity of Message

- Does the headline clearly say what this piece is about?
 - Is there *one* key message, not multiple competing ideas?
 - Is it immediately obvious what action the reader should take?
-

2. Visual Hierarchy

- Is the **headline** the most prominent visual element?
 - Is the **product shot or key image** supporting the message?
 - Is the **CTA (Call to Action)** visible without searching for it?
-

3. Readability & Flow

- Are the fonts large and legible for your target audience?
 - Is the content scannable with clear sections or bullet points?
 - Is there enough white space for breathing room?
-

4. Brand Alignment

- Are the colors, fonts, and tone consistent with your brand identity?

- Would this design feel at home alongside your packaging, store, or website?
 - Is it emotionally aligned with your buyer's expectations (e.g., luxury, fun, informative)?
-

5. Functionality

- Is the size and format suitable for its environment (retail, event, in-hand)?
 - Will it withstand handling, travel, or shelf display if needed?
 - Are QR codes or web links working, scannable, and tested?
-

6. Final Sanity Check

- Does it make you want to pick it up, scan it, or read further?
- If you had 5 seconds to glance at it — would it grab your attention?
- Does it look and feel like it belongs in the *hands of your buyer*?

4



Booster #4: Print Like a Pro

Because your message deserves more than just ink on paper.

You'd be surprised how many well-thought-out designs lose their impact because of poor print choices.

We've seen it too often — a premium-looking design comes back from the press looking dull, colors are off, the material feels cheap, or the finish just doesn't match the brand vibe. That disconnect? It instantly dilutes the message.

Print isn't just execution. It's an extension of your brand.

And if you're serious about your marketing collateral working 10x harder, you need to get as intentional about the *how* as you are about the *what*.

Step 1: Choose the Right Printing Method

Let's start with the basics. Not all printing methods are created equal.

Printing Type	Best For
Offset Printing	Large runs, consistent color, high-quality results
Digital Printing	Short runs, variable data, quick turnaround
Screen Printing	Simple designs, bold colors, merchandise, signage, eye-catching variety of printing effects
Flexographic Printing	Packaging, labels, flexible materials
Rotogravure Printing	High-volume, high-quality packaging (e.g., FMCG)

Choosing the wrong method can lead to higher costs or compromised quality.

For example: Using offset for 100 leaflets = overkill. Using digital for 50,000 copies = wasteful.

Always align the **quantity, quality, and turnaround** with the right technology.

Step 2: Understand Your Material

The **substrate** (paper or non-paper base) isn't just a backdrop — it's a major part of your communication.

- **Maplitho** — ideal for note pads, diaries to be used for writing
- **Art Paper / Art Card** — perfect for high-end flyers, leaflets, catalogues
- **Duplex Board** — good for sturdy packaging or point-of-sale displays

- **FRC, Kraft, Textured Sheets** — for eco-conscious or premium branding
- **PP, PET, Sunboard, ACP** — for signage, counter tops outdoor and retail displays

Think about:

- Who is handling the material?
- Is it disposable or meant to be kept?
- Will it be used indoors or outdoors?
- Will it be folded, shipped, or displayed?

Step 3: Play with Finishes for Function & Flair

Finishing isn't just about making things pretty. It enhances **function, feel, and durability**.

Common finishes:

- **Gloss Lamination** — vibrant, shiny, great for attention
- **Matte Lamination** — subtle, elegant, fingerprint-resistant
- **Spot UV** — highlight specific areas (like logos or offers)
- **Foiling (Gold/Silver)** — premium, luxurious appeal
- **Embossing/Debossing** — tactile, memorable
- **Die Cuts** — creative shapes, interactive formats

Pulkit says:

"A single spot UV on a matte card can elevate your brand's perception more than a dozen words ever could."

Aakanksha adds:

"Finishing choices are like the fragrance on a well-dressed person. You don't always notice it first — but it leaves a lasting impression."

Case Study: From Flat to Fabulous

Client: *WellnessNest* (Name changed)

Industry: Health & Wellness Retail

Challenge: Underwhelming gift kit presentation that didn't reflect product value

Solution: Material switch + creative finishing

Result: 5x increase in reorder rate for brand promotion kits

Background: WellnessNest created gift kits for influencers and retail partners, but the boxes looked generic. The material was basic duplex with standard CMYK printing. Clients loved the product but rarely remembered the unboxing experience.

What We Did:

- Switched from duplex to textured kraft board with screen-printed brand story inside the lid
 - Added matte lamination + gold foil stamping on the outer lid
 - Inserted a die-cut foam layer to hold each product snugly
 - Included a soft-touch thank-you card with embossed printing effect for their slogan
-

The Result:

- Clients started posting unboxing videos organically
- Repeat orders from distribution partners increased fivefold
- The perceived brand value increased significantly in the eyes of recipients

Lesson: Print is not just packaging — it's *pre-suasion*. Make your customer feel the value *before* they use the product.

Smart Material + Finish Combos That Work

Material	Recommended Finishes	Ideal Use Cases
Art Card (250–350 gsm)	Matte or Gloss Lamination, Spot UV, Foiling	Premium brochures, invitation cards, product folders
Uncoated Paper	Foil Stamping, Embossing, Debossing	Elegant stationery, eco-luxe flyers, direct mailers
Maplitho Paper	Aqueous Coating, No Lamination	Bulk printing, manuals, economical leaflets
Duplex Board	Gloss Lamination, Die Cuts, Punching	Counter-top display units, budget packaging
Kraft Board	Screen Printing, Debossing, Matte Lamination	Rustic-style packaging, eco-conscious product kits
Textured Sheets (e.g., Linen, Hammered)	Embossing, Foil, Minimal Print	Luxury invites, brand certificates, premium welcome notes
Greyboard / FRC	Paper-wrapped + Foil/Screen Print	Rigid boxes, retail gift boxes, promotional hampers
PP Sheet (Polypropylene)	UV Printing, Heat Cutting, Scoring	Durable signage, folders, retail danglers
PET Sheet (Polyester Film)	Screen Printing, Transparent UV, Static Cling	Transparent signage, flexible

Material	Recommended Finishes	Ideal Use Cases
		POSM, product tags
Sunboard (Foam Core)	Direct UV Printing, Die Cutting, Gloss Overprint	Indoor standees, photo booths, retail backdrops
ACP (Aluminum Composite Panel)	Solvent/UV Printing, Vinyl Lamination	Outdoor signage, hoardings, architectural branding panels
Rigid PVC	Matte Lamination, UV Coating	ID cards, tags, heavy-use cards
Acrylic Sheet	Reverse UV Print, Laser Cutting, Edge Polish	Retail nameplates, signages, illuminated POSM
Rustica Woodgrain Textures /	Embossing, Textured Varnish	Heritage-themed packaging, high-end gifting, artisanal brands
Synthetic Paper (e.g., Yupo)	Waterproof Ink, Tearproof Coating	Outdoor leaflets, maps, tags for industrial use
Metallic Paper / Mirror Finish	Minimal Ink, Foil Stamping, Spot UV	Glamorous invites, festive brand campaigns
Flute Board (Corrugated)	Flexo Printing, Cut Handles, UV for rigid lamination	Delivery boxes, exhibition stands, promo cubes

Finishing Tips by Objective:

Objective	Suggested Finish Combinations
Durability	Matte Lamination + UV Coating, Tear-proof Film
Luxury	Matte + Gold Foil + Debossing / Spot UV
Eco-conscious branding	Kraft + Single-color screen print, No lamination
Interactivity	Die Cuts + QR Codes, Pull-outs + Pop-ups
Cost-effective volume	Duplex + Gloss Lamination or Aqueous Coating

5



Booster #5: Execute Seamlessly

How to Manage Your Print Partner Like a Pro

You've approved the design, the campaign is planned, and timelines are tight. But here's the reality: **a brilliant idea can still fail if execution is not in sync** — especially when you're not printing in-house.

We've seen campaigns unravel due to missed details, late deliveries, or misaligned expectations. And often, it wasn't the fault of the design or even the printer — it was the **lack of proactive communication and checkpoints**.

This chapter is your go-to checklist as a **marketing or procurement manager** to ensure your collateral is not just printed but printed *right*.

Collateral Execution Checklist for Marketing & Procurement Managers

1. Finalise Your Print-Ready Brief

Before sending artwork to your print partner, make sure you include:

- Final artwork file with bleed, crop marks, and correct color profile (CMYK or Pantone)
- Exact size specifications — both open and finished size
- Folding layout or dielines if applicable
- Quantity required, with a buffer if needed
- Substrate (paper or material) and finishing details (e.g., lamination, foiling, UV, embossing)
- Dispatch and delivery details (date, time, address, contact person)
- Special packing or installation instructions

2. Confirm Feasibility & Specifications with your Print Partner

Schedule a short pre-production call or email to confirm:

- File format compatibility and readiness for printing
- Availability and suitability of the chosen material
- Whether finishes (e.g., die-cutting, foiling) are feasible with the selected material
- Final cost based on all specs (including GST, shipping, etc.)
- Turnaround time and production lead time

TIP: Always ask if the design needs minor modifications to suit production capabilities.

3. Ask for a Dummy or Digital Mockup

Especially for folded, 3D, or interactive formats:

- Request a digital 3D render or physical paper prototype
 - Check usability, folding mechanisms, locking elements, or flaps
 - Ensure branding visibility and ease of handling
 - Use this as your reference for sign-off
-

4. Build in Quality Control Checkpoints

Don't assume quality will take care of itself. Ensure:

- A physical or digital proof is approved before mass production
 - You verify brand color accuracy and resolution
 - First print of the batch is shared for approval (on actual substrate)
 - Finish samples (e.g., Spot UV, foiling) are tested
 - You sign off on the final prototype, if applicable
-

5. Align on Packaging & Delivery Expectations

So many good jobs go wrong during dispatch. Clarify:

- Type of packing — shrink-wrapped, bundled, kit-wise, or bulk
- Quantity per box and clear labelling
- Fragile handling or temperature care (if needed)
- Tracking details and expected delivery timeline
- Point of contact at delivery site
- Whether installation/setup support is needed

6. Post-Delivery Checklist

Once the collateral is received or installed:

- Inspect a few randomly selected pieces for finish and print quality
- Confirm count and intact delivery at all required locations
- Ask store staff, sales team, or recipients for immediate feedback
- Take photographs of the installed/displayed collateral
- Share a feedback summary with your print partner for improvements or appreciation

Case Study: The Dummy That Saved a Launch

Client: *AgriCore Global* (Name changed)

Industry: Seeds & Agrochemicals

Challenge: Product launch standee collapsed during mock dealer display

Solution: Requested a structural dummy, adjusted design and materials before rollout

Result: Successful pan-India launch across 250+ agri-dealer counters with 0 complaints

Background:

AgriCore Global, a leading MNC in the agri-inputs space, was preparing for a large-scale launch of a new pesticide brand targeted at farmers in semi-urban and rural belts. The marketing team had designed an innovative, curved-top standee with an attached leaflet dispenser, to be deployed across 250+ retail counters and dealer outlets.

On paper, the concept looked great. The design was vibrant, messaging was spot-on, and the print files were ready. But during a mock setup at one of their key distributor locations, the standee **kept collapsing**. The leaflet holder was pulling the structure forward and the base wasn't wide enough for stability.

What We Did:

- Built a quick prototype using foam board for testing
- Discovered that the centre of gravity was compromised due to uneven load distribution
- Switched the material to **corrugated PP sheet**, which added both strength and flexibility

- Modified the base with a **wider footprint and locking flaps** for on-ground stability
 - Redesigned the leaflet holder to be lighter and attachable without adhesives
-

The Outcome:

- All 250+ units were flat-packed and shipped with **easy-to-follow installation instructions**
 - Dealer staff could install each unit within **2–3 minutes** without any technical support
 - The campaign launched on time, with **zero complaints, zero returns, and maximum visibility**
 - The marketing team received unsolicited positive feedback from field teams and dealers
-

Lesson:

A simple mockup exercise helped avoid a full-scale marketing disaster.

In high-stakes launches, **never skip structural testing** — especially when the display is meant for low-touchpoint rural counters.

It's not just about printing right — it's about standing tall in the real world

6



Booster #6: Engineering for Experience

Mastering Form, Fit & Function in Collateral Design

Let's lift the hood on something we rarely talk about — the **engineering behind marketing collateral**.

Everyone talks about design and message. But what about how it opens, holds, folds, or fits on a shelf? That's where we, as manufacturers, come in. Because every inch of a POS display, kit box, or standee needs to be designed with **real-world handling, space, assembly, and experience** in mind.

If you've ever had a beautiful kit that didn't hold its contents properly... or a standee that kept tipping over in the showroom... or a foldable display that cracked at the crease after a week —

...you've experienced what we call **"collateral engineering gone wrong."**

Step 1: Structure Matters More Than Style

When clients send us reference images from Pinterest or Behance, we smile — and then ask: *“Where will this be placed? Who will assemble it? How many will you ship?”*

Because **what looks good on screen doesn’t always stand up in reality.**

- We calculate balance points and centre of gravity
- We consider shipping compactness vs post-install rigidity
- We run crease & fold tests on prototypes

Tip: Always design from the inside out — contents first, form later.

Step 2: Know the Mechanics of Handling

A marketing collateral isn’t just a piece of print — it’s a **tactile journey.**

Ask:

- Will it be pulled out of a shelf or hung from a nail?
- Will the dealer need gloves? Will the ink smudge?

Things we optimize at our end:

- Grip notches in outer sleeves
 - Rounded cuts to avoid paper injuries
 - Multi-depth slots for variable product sizes
 - Load distribution in tent cards and hanging units
-

Step 3: Think Flat-Pack First

Smart design = **lower logistics + easier deployment**

- Use lock-tabs instead of glue where possible
- Design foldouts that assemble in 3 steps
- Avoid sharp folds that weaken after 1–2 uses

We always say: *“If it can’t be assembled by a retail staffer in 3 minutes — it’s overdesigned.”*

Step 4: Prototype Like Your Brand Depends On It (Because It Does)

We’ve saved more campaigns at the dummy stage than we can count.

Examples:

- A shampoo brand’s premium display kit that toppled when opened — fixed by widening the base and shifting the hinge
- A foldable counter-top box whose magnets interfered with the sample product — solved with a foam separator
- A luxury gift box with velvet lining that caught on the product caps — fixed by changing to suede touch lamination

Prototyping isn’t a luxury. It’s a checkpoint.

Case Study: How a 5 mm Slot Saved ₹3 Lakhs

Client: *Skynova Men's Grooming* (Name changed)

Need: Influencer kit for 250 high-value recipients with product range
Challenge: The razor handle kept dislodging during transit and damaged other contents

What We Did:

- Added a 5 mm slot with locking tabs for the handle within the EVA foam tray
- Rebalanced the internal layout to cushion fragile items from each other
- Shipped 3 pre-production mockups to test courier handling

Result:

- 0 returns or damaged kits in final batch
- Brand praised for premium unboxing experience
- Saved over ₹3 lakh by avoiding reprints, replacements & product wastage

Lesson: Your collateral must feel like an experience — not a struggle. And that's only possible when **engineering and empathy** come together during design.

7



Booster #7: Weatherproof. Tearproof. Foolproof.

Make Your Collateral Last Where It Matters Most

Creating beautiful marketing collateral is one thing. Making it survive heat, rain, rough handling, and rural realities? That's a whole different game.

We've seen the best-looking POSM fall apart because it wasn't designed for its environment. A standee fades in 2 weeks under sunlight. A poster curls up in humidity. A flange warps during monsoon transit.

As manufacturers, we know that **design is only half the success — durability is the other half.**

This booster is about making your collaterals **built to endure.**

Step 1: Understand the Environment

Before selecting the material or finish, ask:

- Will this be used indoors or outdoors?

- Will it face direct sunlight, rain, or extreme temperatures?
- Is the audience urban, semi-urban, or rural?
- Is electricity or installation support easily available?

These simple questions will guide critical decisions in substrates, lamination, inks, and even packaging.

Step 2: Choose the Right Material

Here are material choices we recommend based on environment:

Condition	Recommended Material	Why It Works
High humidity or rain	PP Corrugated / Sunpack	Water resistant, weatherproof, lightweight
Strong sunlight / UV	ACP / Vinyl + UV Inks	UV resistant, doesn't fade easily
Rural / no installation	Foam board / Pre-creased PP Sheet	Easy to stick or install manually
Long-term outdoor	Acrylic / Polycarbonate	Rigid, fade-resistant, great for signage
Temporary campaigns	Laminated paper / Textile	Cost-effective with decent durability

Tip: For long shelf-life POSM, always go for fade-proof inks and moisture-barrier finishes.

Step 3: Pick Smart Finishes

Your finish isn't just cosmetic — it's protective.

- **Gloss Lamination:** Repels water, enhances vibrancy, good for damp areas

- **Matte Lamination:** Subtle and fingerprint-resistant
- **UV Coating:** Adds scratch resistance and gloss to key elements
- **PVC Coating:** Adds tear and wear resistance to paper-based jobs
- **Acrylic Sandwiching:** Seals signage for outdoor longevity

Every finish you choose should have a **reason beyond aesthetics**.

Step 4: Think About Transport & Storage

Often, collaterals get damaged before they even reach the retailer.

Make sure:

- They can be flat-packed without creasing
- Edges are rounded or foam-sealed if needed
- Material doesn't warp under heat during transit
- Fragile collaterals have protective sleeves or carriers

Ask your print partner to **test-pack and shake** a mock shipment before finalising bulk dispatch.

Case Study: The Standee That Didn't Melt

Client: *FarmaGrow Crop Sciences* (Name changed)

Industry: Agrochemical Distribution

Challenge: Dealer standees curling & peeling under summer heat

Solution: Substrate + coating change based on climate zones

Result: 100% retention in shape and print quality even in peak June

Background: FarmaGrow had rolled out a beautifully designed promotional standee to over 500 dealer outlets. Within two weeks, complaints came in from states like Rajasthan and Maharashtra: the standees had faded, curled at the corners, and looked worn.

What We Did:

- Shifted from laminated art paper to Sunboard for North & PP Sunpack for West zones
 - Added UV protective coating to prevent print fade
 - Rounded the base for better weight distribution and anti-warping
 - Pre-folded the edges and shipped with cardboard sleeves
-

The Outcome:

- Zero complaints from relaunch batch
- Retailers found the material easy to prop up without extra support

- Brand perception improved due to professional-looking POSM

Lesson: Durability isn't about overdesigning. It's about **anticipating real-world use** and preparing your collateral to survive it.

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Booster #8: The Assembly Advantage

Think Flat. Pack Smart. Deploy Fast.

Beautiful collateral is useless if it can't be **set up easily, shipped efficiently, or installed without fuss.**

We've seen it too many times: a stunning tent card or display that never gets used because the dealer couldn't figure it out. Or a kit that sits in a storeroom because no one wanted to deal with its assembly.

That's why, over the years, we've mastered the art of **designing for deployment** — and it's something your brand needs to think about *right at the concept stage.*

Step 1: Always Ask “Who Will Set This Up?”

Is it a professional installer? A sales executive? A retail staff member? Or the end customer?

The answer changes everything:

- The number of folds
- The need for tools or adhesives

- The clarity of instructions
- The durability of joints and tabs

If it's a DIY format, **it needs to pass the "3-minute setup" test.**

Step 2: Design to Ship Flat, Assemble Fast

Smart shipping is smart marketing. Here's how to optimise:

- **Use creasing and lock-tab mechanisms** instead of glue
- **Avoid shapes** that require tension fitting unless trained installers are involved
- **Keep parts minimal and intuitive** — no one wants to connect 11 flaps
- **Include pictorial guides or QR-code-based setup videos**

Remember: logistics is part of the brand experience too.

Step 3: Think Modular & Reusable

Design formats that can be:

- Flat-packed for bulk shipping
- Reassembled for multiple campaigns
- Extended or shrunk with easy add-ons

We've created displays that could be used in 3 different formats — as a counter-top unit, a wall-mount, and a standing unit — all from the same base.

This saves cost, storage, and design time in future campaigns.

Step 4: Pre-Kit It Right

One of the simplest wins for a brand? **Pre-kitted collateral packs.**

- Include all necessary components in clearly marked packets
- Bundle accessories like tapes, pins, holders, etc. as per use-case
- Mark each pack with zone/region and contents
- QR-code a checklist for field team to verify on opening

Pre-kitting makes dispatch seamless and ensures consistent execution across regions.

Case Study: One Box, 5 Minutes, 5000 Outlets

Client: *DigiSound Electronics* (Name changed)

Need: Dealer POS kit for pan-India launch of a new earphone range

Challenge: Collateral was being underutilised due to complicated setup and missing parts

Solution: Redesigned as a flat-packed, colour-coded, pre-kitted box

Result: 5X better implementation in same delivery time

What We Did:

- Reduced standee parts from 7 to 3 using lock-tab design
- Created pictorial guide for setup on inside flap of box
- Included self-adhesive tape strips pre-attached to back cards
- Pre-kitted each region with language-customised materials

Outcome:

- 95% POS visibility within 7 days of launch
- Dealers shared pictures voluntarily
- Sales reps appreciated hassle-free experience

Lesson: Design is not just about how it looks. It's about how easily it comes to life.

Assembly-Ready Collateral: Best Practices

Ensure your POSM is not just beautiful — but deployable.

1. Define the Assembler

Who will be setting it up?

- Retail staff (untrained)
- Sales executive
- Installation team
- End user/customer

Tailor complexity and instructions accordingly.

2. Use Flat-Pack Friendly Design

For cost-effective shipping and ease of handling:

- Prefer lock-tabs or interlocking parts over glued joints
 - Design with fold lines and crease support
 - Avoid too many detachable elements
 - Ensure components don't require tools unless essential
-

3. Keep Setup Time < 3 Minutes

Make sure setup is:

- Intuitive — minimal reading required
- Frustration-free — no stiff flaps, loose parts, or vague fits
- Stable — passes balance and weight distribution check

- Tested — conduct a trial with someone who hasn't seen it before
-

4. Add Clear Assembly Instructions

Help your user help your brand:

- Include printed pictorial guide inside the box
 - Print QR code linking to short video tutorial
 - Mark parts with identifiers (e.g., A-B-C tabs)
 - Use simple language in regional translations if needed
-

5. Pre-Kit with Care

Avoid last-mile failure:

- Group all parts and accessories in clearly labeled packets
 - Include region/language-specific materials as required
 - Pre-stick tapes, magnets, or adhesives wherever feasible
 - Add a checklist for verification upon opening
-

6. Consider Storage & Reuse

Think long term:

- Can it be folded back for storage?
- Will it survive multiple assembly cycles?
- Is it modular enough to adapt to future launches?

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Booster #9: Budget Smart, Spend Wise

Get the most impact without burning through your budget.

Let's face it: when it comes to marketing collaterals, there's always a tug-of-war between what you want and what you can afford.

And contrary to popular belief, spending more doesn't always mean better results. The smartest marketers aren't the ones who spend the most — they're the ones who know **where to spend, what to skip, and how to stretch every rupee** for maximum return.

In this chapter, we'll walk you through how to budget like a pro, make cost-efficient choices, and avoid the invisible money traps that lurk in every collateral project.

Step 1: Define Your Outcome Before Your Spend

Before you even look at cost sheets, ask:

- What is the primary objective of this collateral? (Awareness, engagement, conversion, recall?)
- Where will it be used? (In-store, doorstep, trade fair, high-end gifting?)
- Is this a one-time use or a long-term asset?

This clarity helps you avoid overspending on throwaway materials or underinvesting in premium touchpoints.

Step 2: Budget Allocation Basics

Split your collateral budget into logical buckets:

- **Design & Content** (agency, photography, copywriting)
- **Printing & Production** (material, finishing, plates, setup costs)
- **Packaging & Logistics** (assembly, packing, shipping)
- **Contingency Buffer** (last-minute tweaks, reprints, urgent logistics)

TIP: Keep 5–10% of your budget as buffer — it always saves the day.

Step 3: Cost-Saving Smart Moves

1. Choose the Right Format & Size

- Don't go for oversized or custom formats unless it adds real value.
- A standard A5 flyer can be just as powerful as a fancy Z-fold when done right.

2. Avoid Over-Finishing

- You don't need foil, embossing, AND spot UV on the same piece.

- Choose one standout finish that aligns with the brand tone.

3. Go Bulk Where It Matters

- For evergreen pieces (like brand profiles or product range brochures), print higher volumes to get economies of scale.
- But avoid overprinting campaign-specific items that may get outdated.

4. Bundle & Batch

- If you're printing multiple items, bundle jobs together to reduce setup costs.
- Combine finishing runs across SKUs if the process is identical.

5. Reuse & Repurpose

- Create modular content blocks that can be reused across formats.
- Use inserts for changing offers instead of reprinting entire kits.

Step 4: Hidden Costs to Watch Out For

- Freight charges for multiple drop locations
- Extra cost for urgent or overnight dispatch
- Die and plate charges for non-standard jobs
- Wastage allowance that inflates actual quantity needed
- GST and local taxes not included in quoted price

Always ask for an **all-inclusive quote** with break-ups.

Step 5: Premium Doesn't Mean Pricey

It's possible to look high-end on a budget. Here's how:

- Use a matte finish with selective spot UV instead of full foiling
 - Choose a textured paper instead of lamination for elegance
 - Use compact formats with smart folding to create a surprise effect
 - Focus on tactile appeal — even a basic kraft box can feel premium with the right unboxing flow
-

Case Study: Luxury on a Lean Budget

Client: *Natura AgroChem* (Name changed)

Industry: Organic Pesticides & Plant Nutrition

Challenge: Wanted to impress global buyers without overshooting marketing spend

Solution: Material-smart redesign with focused finishing and modular components

Result: Saved 35% on print cost while receiving high praise for premium presentation

Background: Natura was attending an international agri expo and wanted to distribute sample kits + brand brochures. The first design included velvet lamination, gold foil, multiple folds, and rigid boxes. The budget didn't align.

What We Did:

- Shifted from rigid to premium foldable kraft boxes
 - Replaced gold foil with embossed logo + spot UV
 - Designed one master brochure with separate product inserts
 - Kept packaging flat-packed to save on freight
-

The Outcome:

- 35% savings in overall cost
 - Shipping weight reduced by 40%
 - Buyers loved the clean, earthy aesthetic
 - Brand perception remained high-value
-

Lesson: Being budget-smart doesn't mean cutting corners. It means making **strategic trade-offs** that still deliver a great brand experience.

Cost Planning Worksheet

for Procurement & Marketing Managers

1. Define Your Budget

- What is our total approved budget for this campaign or quarter?
 - Does it cover all collateral categories (design, printing, distribution)?
 - Is there a specific budget assigned per item or SKU?
 - Have we completed internal approvals and compliance checks (e.g. three vendor quotes, PO terms)?
-

2. Prioritize Your Collateral

- Which collaterals are *must-have* vs. *nice-to-have*?
 - Can we phase the order over time or does it need to be bulk-executed?
 - Is there any existing stock that can be reused or adapted?
 - Are we planning based on event calendars, seasonality, or campaign rollout stages?
-

3. Cost Optimization Plan

- What economy of scale can we leverage (larger print runs, shared logistics)?
- Can we tweak materials, finishes, or print techniques without compromising impact?
- Can collateral be modular or multi-use across formats or campaigns?

- Are we accounting for space-efficient packaging and shipping costs?
-

4. Factor Peripheral Costs

- Who bears GST, delivery, insurance, customs, and duties?
- Are we budgeting for installation, warehousing, or dispatch support?
- Will we need temporary storage or staggered shipments?
- Are there seasonal costs, price fluctuations, or expiry risks to consider?

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Booster #10: Track the Impact, Then Improve It

Because even the best collateral is only as powerful as the insight it gives you.

Let's be honest: most brands put immense effort into creating collaterals, but almost **zero effort in tracking what worked** and what didn't.

The result? Wasted budgets, repeated mistakes, and missed opportunities.

Tracking the performance of your marketing collateral isn't just a nice-to-have — it's a competitive edge. The brands that win are the ones that learn, refine, and optimize.

In this final chapter, let's show you how to measure the effectiveness of your collaterals and use that feedback to improve continuously.

Step 1: Define What "Success" Looks Like

Before you can track impact, you need to know what outcome you're aiming for.

Ask:

- Is this piece meant to create awareness, generate leads, drive footfall, or close a sale?
- Should it trigger a QR scan, a call, a visit, or a share?
- Is success measured in numbers or in experience (e.g. unboxing delight)?

Each collateral type will have its own **Key Performance Indicator (KPI)**. For example:

- **Brochures** → Time spent engaging or leads collected
- **Leaflets** → Pick-up rate or redemption of attached coupon
- **Standeers** → Footfall uplift in target zone
- **Promo Kits** → Repeat orders or social media mentions

Step 2: Build Trackability Into the Collateral

Here are some easy ways to make your collateral measurable:

- Add a **QR code** that links to a custom landing page
 - Use **unique URLs or promo codes** per campaign
 - Add a simple **feedback form** or NPS prompt on packaging
 - Use **variable printing** to customise collateral per region or dealer
-

Step 3: Collect Feedback from the Field

Ask your field sales team, retailers, dealers, and even customers:

- Did people understand the message?
- Was it easy to handle, carry, or use?
- Did it spark conversation or help with conversion?

Even anecdotal feedback is **valuable insight**. Set up a simple WhatsApp group, email loop, or form to gather this.

Step 4: Monitor Usage & Lifecycle

Often, we discover that 50% of printed material never even gets distributed.

Ensure:

- You track where each batch was sent and who used it
- You set an expiry or review date for time-bound collaterals
- You maintain a live inventory with consumption logs

This helps prevent waste and informs future print planning.

Step 5: Close the Loop with Data-Driven Decisions

After your campaign or cycle, hold a review meeting and ask:

- Which collaterals performed best and why?
- What formats were ignored or underused?
- What feedback can we incorporate into the next round?

This reflection turns every project into a learning milestone.

Case Study: The QR Code That Doubled Engagement

Client: *VerdeGrow Seeds* (Name changed)

Industry: Agricultural Inputs

Challenge: Product leaflets weren't translating into post-event engagement

Solution: QR-led redesign with regional landing pages and WhatsApp CTAs

Result: 2x scan rate and measurable dealer-level conversations

Background: VerdeGrow wanted to drive product adoption in Tier 2 and Tier 3 markets. While awareness was strong at agri expos, the follow-up engagement was weak. Their leaflets had no clear CTA or way to measure post-event interest.

What We Did:

- Replaced generic product flyers with QR-enabled cards
 - Each region had a unique QR that led to a vernacular landing page
 - Added WhatsApp chat option for direct dealer interaction
 - Designed follow-up message flows linked to scans
-

The Outcome:

- 2x scan rate compared to previous campaign
- Dealers started receiving direct messages from interested farmers

- Regional managers could track which areas were engaging the most

Lesson: The impact doesn't end when the collateral is handed out. The real power lies in knowing what happened *after* — and acting on it.

QR + Landing Page Integration Guide

Turn every piece of print into a data-rich, interactive brand experience.

1. Decide the Objective of the QR Code

First, clarify: what action do you want the user to take?

Goal	QR Leads To
Product Awareness	Product microsite or explainer video
Lead Generation	Landing page with a contact form
Sales Conversion	Offer page with CTA to “Buy Now” or WhatsApp chat
Event Participation	RSVP form or calendar invite
Feedback Engagement	/ Survey, NPS form, or social media post link

2. Create a QR-Friendly Landing Page

DOs:

- Keep it **mobile-optimized** (90% scans happen via mobile)
- Include a **clear headline** and **1 CTA**
- Add **visual continuity** (same design as your collateral)
- Use **UTM parameters** to track the source campaign

DON'Ts:

- Avoid clutter or excessive scrolling
- Don't direct to a generic home page

3. Generate the Right QR Code

Use a reliable QR code generator that supports:

- URL shortening
- Dynamic redirects (change destination without reprinting)
- Scan analytics (geo, device, time of scan)

Popular tools: QRCode Monkey, Beaconstac, Canva QR, Bitly (with UTM)

4. Placement Best Practices

- Size: Minimum 2 x 2 cm for readability
 - Contrast: Black QR on white or light background
 - Proximity: Place near the CTA or a visual cue (e.g., “Scan to Know More”)
 - Quiet Zone: Leave white space around the code for easier scanning
-

5. Tracking & Analytics

Use UTM parameters or QR platforms to track:

- Number of scans
 - Devices used
 - Time of scan
 - Location data
 - Conversion actions (via Google Analytics or CRM)
-

6. QR Use Cases by Format

Collateral	QR Function
Leaflets	Link to product explainer video
Packaging	How-to-use video or authenticity check
Standee	Event-specific offer or catalogue
Brochure	Download full digital version
Product Kit	Instruction manual or usage guide
Thank You Card	Feedback form or social media tag

Epilogue: Beyond the Brochure

Where Collateral Becomes Catalyst

If there's one truth we've learned in our journey, it's this:

Marketing collaterals aren't just supporting tools. They're silent salespeople.

A well-crafted POSM doesn't just hold a product — it holds attention. It tells a story. It becomes an experience.

When we started out at Pratibha Press, we were fascinated by form and print quality. But what truly moved us was **impact** — how a small change in finish or fold could affect buyer behaviour, dealer enthusiasm, or recall value.

Each page of this book reflects over 25 years of combined hands-on experience, long nights spent fixing rushed briefs, salvaging campaigns with last-minute innovation, and most importantly — helping brands leave a lasting impression where it matters most: **in the real world.**

As we've worked with over 100 brands across India, from large enterprise companies to new-age startups, one thing is clear: **Collaterals can be a game-changer — if done right.**

We've seen brilliant ideas fall flat because the wrong substrate was chosen. We've also seen average ideas come alive — simply because the execution was smart, intentional, and user-focused. This is the edge that separates the ordinary from the unforgettable.

Our hope is that you don't just see this book as a toolkit, but as a mindset shift — one that helps you ask better questions, push your creative boundaries, and collaborate

more effectively with your print partners. Use these boosters to challenge the default. Elevate the basics. And most importantly — to make marketing collateral work **harder** and **smarter** for your brand.

So as you wrap up this book, here's what we urge you to remember:

- Be intentional — not all glitter is gold, not all finishes are fit
- Be informed — materials, finishes, formats affect not just cost but perception
- Be empathetic — to the person opening, touching, or installing your collateral
- And most importantly, be iterative — test, track, tweak

This book was born out of a simple desire — to bridge the gap between what brands imagine and what they finally get in hand.

We hope it has helped demystify the process, highlight avoidable mistakes, and offer actionable tools to make your marketing collaterals 10x more effective.

And if at any point, you find yourself wondering what to do next — flip back to any page, pick a booster, and start again. We'll be right here, in these pages, rooting for you.

We'll leave you with this thought:

The right collateral isn't an expense. It's an accelerator.

With gratitude and shared ambition,

Pulkit & Aakanksha Jain

What smart brands do differently - revealed !

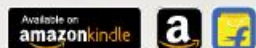
Booster Shot for Your Brand cuts through the noise to reveal what truly makes marketing collaterals work. With **10 sharp, actionable lessons**, it helps you avoid common mistakes and make bold, profitable choices for your brand.

66 **Pulkit & Aakanksha** are brand-boosting experts. Their innovative marketing collaterals have significantly elevated our brand over the years. This book reflects their deep knowledge and experience. **The 3IR framework** they've created can transform any company's brand promotion game — **a must-read for marketing and procurement managers!**

—Saumya Pandey

Campaign Execution Lead
Integrated Business East India
Corteva Agriscience

Pulkit & Aakanksha Jain are the force behind some of India's most impactful marketing campaigns, shaped by their 75+ year-old family legacy — Pratibha Press & Multimedia Pvt. Ltd. Aakanksha started as a risk consultant at Deloitte, while Pulkit, an IIM alumnus and third-generation entrepreneur, brings unmatched expertise in print and packaging. Together, they help brands amplify their message through thoughtful, high-performing collaterals — turning the ordinary into the unforgettable.



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