

## CASE STUDIES

### 1. Coordinating a Sample Promotion for Multiple Companies

The brand manager of an over-the-counter pharmaceutical company had an opportunity to distribute a sample product in a holiday promotion kit, with one catch: the retailer asked him to coordinate the promotion with eight other companies. After conducting a free Sonic Session, Sonic stepped in to produce the company's sample and worked with the other companies to collect their products for the kit. In addition to the assembly, Sonic handled the printing of the information sheets and inserts. With Sonic's help, the brand manager gained the approval of the retailer, who had a promotional kit to distribute at no additional cost to the program.

### 2. Developing a Unique Packaging Solution Under a Tight Timeframe

The director of purchasing for a veterinary care product had promised the trade that the product would be available on a certain date, yet the product proved unstable in its planned packaging format. Unsure of a solution, he looked to Sonic for a unique idea for primary and secondary packaging. Under a tight packaging timeframe and compatibility testing required, Sonic delivered drawing, prototypes and a final concept in just two weeks, and a finished product in just ten. The company's product arrived on time and offered customers a unique delivery system in a cluttered market, none of which would have been possible without Sonic's comprehensive process.

### 3. Finding Packaging Solutions for the Seemingly Impossible

After failing with three other packaging suppliers, the president of a professional dental manufacturer asked Sonic to design a package that would contain a single dose of a dental treatment. By that point, the president had little time and doubted a solution could be found. He needed a partner with a proven system that would solve his problem, and Sonic fit the bill. Thanks to Sonic's Material Supplier Match, Sonic identified European suppliers who helped successfully contain the product. Sonic designed a package that was easy to open and use, and developed an attractive carrier that provided quick access and graphical instructions. The product's launch was extremely successful, and the product still leads the market three years later.

### 4. Identifying Challenges Early to Avoid Major Packaging Problems

With the marathon fast approaching, a company owner needed to produce a sample size of a brand name laundry detergent that conveyed the brand identity of the full-size product. When Sonic began working on the sensory samples, a new challenge emerged: the product was not stable in most containers. Without Sonic's methodology, this critical problem would not have been discovered until the final production phase. Sonic worked through the challenges in time for the marathon and developed a unique delivery system for product, differentiating it from its competition.

### 5. Helping a Product Lead the Industry with Cutting-Edge Package

Challenged to develop a single-dose package with an applicator for a very active chemical, the owner of a podiatry business turned to Sonic for help. Sonic designed a unique unit dose system that kept the chemical and applicator separate until the point of use. The new design protected podiatrists from burns while using the active chemical and resulted in longer shelf life. Thanks to Sonic's commitment to innovation while competitors were still stuck with antiquated methods, the company became the front-runner in its category.

### 6. Successfully Launching a New Product with an Effective Sample Program

The purchasing manager of an automotive car care specialist needed to launch a new tire protectant in a crowded marketplace. He partnered with Sonic to design a sample size that would build brand identity and could be coordinated with sales literature and a coupon. Through a unique process, Sonic developed a miniature version of the full-size retail bottle and designed an accompanying mailer that included brand graphics, instructions and a coupon. The effective sample spurred the most successful launch of a new product in the company's 50-year history.

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#### The Next Step

To set up your **FREE SONIC SESSION** to help you design a new program or improve a current one, call us at: **201-666-4744** or visit [www.sonicpackaging.com](http://www.sonicpackaging.com)