

## MAKE ME YOURS

Personalisation to foster greater customer loyalty



> CUSTOMERS WERE INVITED TO PERSONALISE THEIR NUTELLA LABEL AND SHARE IT ON FACEBOOK.

> COMBINING THE POWER OF CUSTOMISED PRINTED PACKAGING WITH SOCIAL MEDIA WAS A HIGHLY EFFECTIVE TACTIC.

> CONSUMERS WANT TO FEEL UNIQUE AND BY OFFERING SOMETHING PERSONALISED AND AFFORDABLE, BRANDS CAN ACHIEVE THIS.