

ADVERTISING PRODUCTS (OUTDOOR)

TISSUE PACKAGING ADVERTISEMENT



Visual Size	75 x 45 x 18 mm
No. of Advertisers	2 Artwork Side
Allocation Per Machine	3,000 Per Month
Est. Exposure Per 3,000 packs	12,000 Impressions (average)

The tissue package can be used as a conversion rate advertising tool. By utilizing QR Code, consumers can be redirected to the designated website, links, or online store to be converted into paying customers.

Sample case study:

10 Machines x 12,000 Impressions x 10% Conversion Rate x Avg. Spending RM25 = RM 300,000 sales

Packages (Units)	Unit Price (RM)	Price*(RM)	Molding	SRP*(RM)
9,000 packs	0.24 / pack	2,160.00	CMYK Mold +RM1,800	3,960.00
18,000 packs	0.23 / pack	4,140.00		5,940.00
36,000 packs	0.22 / pack	7,920.00		9,720.00
72,000 packs	0.20 / pack	14,400.00		16,200.00
108,000 packs	0.19 / pack	20,520.00		22,320.00
180,000 packs	0.18 / pack	32,400.00		34,200.00

*Price includes printing, transportation and distribution.
Does not include design fees.

