



Fast Thinking Enables Scratch-Off Insert

Challenge

An LP pressing plant engaged Taylor to produce a custom boxed set for a breakout indie band. The plan was to create a slipcase, album jacket and booklet insert — but the band had another idea at the last minute. Could scratch-off tickets also be inserted into the boxed sets to create excitement among fan club members?

Solution

Taylor Print & Packaging used its expertise with both commercial print and gift card production to make the band's wish a reality:

- Taylor printed the slipcase, jacket and insert using offset technology. Working in tandem, Taylor's gift card experts produced the scratch-off tickets using state-of-the-art digital presses.
- A design was created that allowed 17 different prizes to be variably imprinted on "lottery tickets," each covered with a scratch-off foil overlay. A unique tracking code was also imprinted that corresponded to the types and quantities of prizes offered, ensuring accurate prize redemption.
- More than 19,000 scratch-off tickets were ultimately created for prizes ranging from 10% off band merchandise to a single grand prize of an all-expenses-paid trip to an upcoming concert.

Results

Taylor's diverse capabilities helped the LP pressing plant — and the indie band — drive interest in the album's release.



SOURCING SIMPLICITY

Everything the pressing plant needed to complete the project was available in one partner.



DATA INTEGRITY

Taylor's data management savvy ensured that duplicate grand prizes were not awarded.



SPEED TO MARKET

The scratch-offs were developed in just three weeks, keeping the album release on schedule.