

**A SERVICE THAT FACILITATES ADVERTISING, A PACKAGE, THE USE
THEREOF AND RELATED MEANS AND METHODS**

TECHNICAL FIELD

5 The present invention relates to a service that facilitates advertising, a package to facilitate such advertising, and the use of such a package.

BACKGROUND

10 In this present age people now live extremely busy lives and often do not have sufficient time to sit down and read a magazine, the newspaper and/or to watch the t.v. Reliance is placed on such sources of entertainment by companies or individuals wishing to advertise products or services.

15 To increase the opportunity to get an advertising message across, advertising targeting the population in general is achieved by advertisements being placed in areas exposed to the public in general for example on bill boards, trains, along motorways, inside or on the outside of buses or generally any place where a large number of people can view such advertising. This non targeted advertising can be expensive and ineffective. Ineffectiveness comes about through disinterest, geographical, cultural, profession and age reasons. Further the tastes and ideas of people change over time whether short or long term and thus advertising cannot remain static. Having a mode of passing on such information in the form of advertisements that can be easily adapted over time would overcome such a problem. Advertisers are continuously inventing new ways of getting information in front of people in light of the changing life styles of consumer. Advertisers are continuously observing peoples habits in order to find the opportunities where advertising information will be observed and be observed by a target consumer

25 As part of peoples busy lifestyle food still needs to be eaten. Many people, particularly in cities often eat fast food often consumed and/or purchased in a food hall. Irrespective of where the food is purchased from the food is usually carried and placed in some form of package or packaging. During eating there is usually some spare time where people are often seen reading the newspaper or a magazine. It would be useful to provide information in the form of advertisements on such a package or packaging to the consumer while the food is being consumed as the consumer is captivated, having some quiet time where such information can be adsorbed. Although much packaging including food packaging already has advertising on it, such advertising is associated with the product inside the packaging. People expect such advertising and normally a persons attention is not specifically attracted to such advertising. It may for example be the McDonalds logo and other trademarks, a picture of the product inside the packaging or other related ad.

Such ads are there to enforce market awareness and are absorbed by people subconsciously but they do not specifically draw peoples attention to them.

It is therefore an object of the present invention to provide a solution to the aforementioned problems or desiderata and/or to at least provide the public with a useful
5 choice.

BRIEF DESCRIPTION OF THE INVENTION

In a first aspect the present invention consists in a service which facilitates advertising on disposable package comprising the steps of:

10 a) receiving information to be advertised from at least one advertiser (preferably a plurality),

b) collating said information from said at least one advertiser advertisers for printing said information in a suitable form,

c) printing said information in said suitable form for presentation on said
15 disposable package, and

d) providing said printed disposable package for use to a user.

Preferably said information is received in response to requests for such.

Preferably said information includes advertisements.

Preferably said information includes contact information.

20 Preferably said information includes interactive information.

Preferably said information is collated with parameters selected from any one or more of the following

- information received over a defined period of time,
- information received from advertisers within a particular geographic region,
- 25 - information received from advertisers within a particular industry,
- information received from advertisers targeting a particular demographic of people.

Preferably said information printed for presentation on said disposable package is of a type exclusively dependent on said parameter(s) selected.

30 Preferably payment for providing said printed package for use is made by the advertisers to the provider of said service.

Preferably said printed disposable package is provided for use to a user to place a consumable item or items within said package.

Preferably said printed disposable package is offered for use to food retailers, for
35 their subsequent use of said printed disposable package by package food in said printed disposable package and offering it for sale to consumers.

Preferably said printed disposable package is offered for use to food retailer who retail food to consumers of a type receptive to the selected information on said printed disposable package.

Preferably said printed disposable package is offered for use to food wholesalers.

5 Preferably said suitable form is in the classified form.

Preferably said classified form is an arrangement of the collated information into columns and topics.

Preferably the information is presented on said disposable package in a manner to allow a said consumer, during consumption of said consumer item within said package
10 view said advertising.

Preferably said disposable package is a container.

Preferably said disposable package is supplied to the user as a lay flat pre-form box capable of being assembled and receiving said consumer item.

Alternatively said disposable package is supplied to the user preassembled.

15 Preferably said disposable package includes a graphic superimposed on part of said information.

In a second aspect the present invention consists in a disposable consumer package which includes a region or regions presenting printed information from at least one advertiser and preferably a plurality of discrete advertisers.

20 Preferably said disposable consumer package presents said printed information on at least one surface thereof to be visible by a consumer during use/consumption of the item contained or to be contained within said disposable consumer package.

Preferably said at least one surface includes an exterior surface of said disposable consumer package.

25 Preferably said at least one surface includes an interior surface of said disposable consumer package.

Preferably said printed information is presented in a classified advertisement arrangement.

30 Preferably a graphical image is superimposed on at least part of said printed information, said graphical information being of a kind to advertise the item or items contained within said disposable consumer package.

In a further aspect the present invention consist in a method of advertising on disposable consumer packaging that facilitates the purchase of subsidised disposable consumer packaging by a consumer product retailer from a supplier comprising:

35 a) receiving information to be advertised from at least one advertiser and preferably a plurality of said advertisers,

b) collating said information from at least one advertiser for printing said information in a suitable form,

c) printing said information in said suitable form for presentation on said disposable package, and

5 d) selling said printed disposable package for use to a consumer product retailer

wherein said advertisers make payment for said information to be advertised to said supplier to subsidise the purchase by said consumer product retailer of said printed disposable package from said supplier.

10 In a further aspect the present invention consist in a disposable consumer package which includes a region or regions presenting printed information from an advertiser advertising goods or services unrelated to product inside said package.

Preferably said package presents information from a plurality of different advertiser advertising goods or services unrelated to product inside said package.

15 This invention may also be said broadly to consist in the parts, elements and features referred to or indicated in the specification of the application, individually or collectively, and any or all combinations of any two or more of said parts, elements or features, and where specific integers are mentioned herein which have known equivalents in the art to which this invention relates, such known equivalents are deemed to be
20 incorporated herein as if individually set forth.

BRIEF DESCRIPTION OF DRAWINGS

Figure 1 is a perspective view of a package which incorporates the printed
25 advertising.

DETAILED DESCRIPTION OF THE INVENTION

The present invention provides a service and a product associated with the service which facilitates the advertising of information of a plurality of businesses or individuals. The product associated with the service to be provided in accordance to the present
30 invention is in the most preferred form a disposable package onto which information is printed. The disposable package is most preferably of a kind used to carry and from which food is eaten. The package may for example be a lunch box. However alternative forms of packaging such as a bag or other container of a low cost kind and normally of a disposable type, may be provided.

35 The package is merely the vehicle for presenting information to be advertised. With reference to Figure 1 there is shown a lunch box 1 which presents discrete information 3 from a plurality of advertisers and most preferably presents such

information in a tabulated form. Such a tabulated form is commonly found in advertisements of a classified type provided in for example newspapers. This format is the most preferred format to be adopted for the presentation of information on the package. With reference to Figure 1, it is shown that the information is for example presented on at least part of a at least one exterior surface of the package. However is desirable for the package to provide as much information as is practically possible, to the extent that it does not detract from any other information (such as information relating to the product inside the package) to be carried by the package. Hence information is preferably presented from more than one surface of the package and indeed may also be presented from interior surfaces. Where the package is of a lunch box type, further information may be presented on the interior surface of the lid to the container. The presentation of such information from a surface of the package is to encourage the reading of such information by the end consumer of the contents of the disposable package of the present invention. Advertisers who's information is placed on the package may provide such information as employment information, entertainment information, personal information and contact information. Furthermore information to engage in interaction opportunities may also be provided. Such interaction type information may include telephone or e-mail details or web addresses for the consumer to use for rewards or lucky draw or other opportunity type benefits,

A service is able to be provided for the provision of advertising on the package. A service, to be provide by a service supplier, may include the collection of information from a plurality of advertisers who are wishing to have advertising placed on the package. Information may be collected from advertisers by their sending the appropriate text and/or images to the supplier. Such information may be collected by the use of a website where an advertiser can log in and transmit such information to the supplier. The supplier will then collate the information into an appropriate form. Collation is preferably to provide the information from the plurality of sources into a tabulated form as for example the classified advertisement form as commonly seen in newspapers. The supplier will then arrange for the printing of such information for presentation on the package. Printing may be directly onto the package or may alternatively be onto a substrate which can be subsequently applied to the package. Such a substrate may for example be an adhesive substrate onto which the information is printed and subsequently adhered by the supplier to the package. The printed package is then distributed for use to users such as for example food retailers or wholesalers who will then use the package to contain and carry a consumer item such as food.

The printed package with the consumable item within its containment region is then presented for sale by the user, for purchase by a consumer. The consumer will

purchase the printed package and consume the contents. The consumption of the contents where for example the consumable item is food, is directly from the container (as opposed to being transferred from the container to another location prior to being eaten). Hence during consumption the attention of the consumer can be taken by the information presented on the package and the information is then observed and potentially acted on by the consumer.

In order to ensure that the information provided on a lunch box is at least to a certain extent targeted information, a package is preferably printed with information which will be relevant to the end consumer to which the package will be presented for sale by the user. The effectiveness of the advertising placed on packages of the present invention is highly increased where such targeting of information is taken into consideration. Accordingly the supplier of packaging, by taking into consideration the target market (whether it is location, age, sex, interest or other demographic of the potential consumer) where and when the package will be retailed to the end consumer, can place selective information on the package. Such information to be collected from advertisers may be collated taking into account factors as the distribution area or location, and timing of distribution. Hence by the supplier controlling the distribution of the packaging, information presented on the package taking into consideration the demographic or interests of the end consumer will result in a targeted distribution to reach consumers to whom the information is likely to be of interest.

Information 2 such as text and graphics relating to the product inside the package or to the user may be superimposed onto the advertising information

By the provision of advertising on a package by the supplier, the supplier is able to charge the advertisers for the advertisements that are placed. Such a charge may be on the basis of a fee per ad and per package produced. The advertiser retains the benefit of having their information presented to a target audience without having themselves to organise the vehicle for presentation of such information. The revenue received by the supplier from the advertisers will provide a subsidy towards the cost of purchasing of the package by the user. The user such as for example a food retailer is able to purchase the package at a reduced cost which makes the provision of such packaging more affordable to retailers. In particular in some areas of retail where proportionally the cost of a conventional package to the consumable item is high, with the provision of the service of the present invention, a user can purchase packaging at a subsidised cost. Hence for users who previously did not use packaging, their consumer items can now be provided in a package which to consumers is desirable as it is an indication of hygiene and quality. Simultaneously the revenue obtained by these supplier from the advertisers can increase the profitability of the manufacture and sale of packaging by the supplier. The advertising

that is placed on the packaging is also not related to the product packaged inside. Hence there is an element of curiosity that will tend to make people want to read the information since they do not expect the usual. In addition advertising from a plurality of different sources also adds to the desire for people pay more attention to the information.

- 5 The advertisements are printed in a large and colourful font to allow for a person at a convenient range and duration of time to look and read the advertisement. Having the advertising on a lunch box, also takes advantage of a persons idle time when they are away from work or other busy activities hence encouraging the likelihood that the advertising will be read.
- 10 The invention can increase the efficiency of advertising in that its distribution can be more targeted in timing, location groups and type of people. Groups such as schools, religious groups fairs and entertainment events can utilise the invention to get their message across effectively and efficiently.

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CLAIMS:

1. A service which facilitates advertising on a disposable package comprising the steps of:
 - a) receiving information to be advertised from at least one advertiser,
 - b) collating said information from said at least one advertiser for printing said information in a suitable form,
 - c) printing said information in said suitable form for presentation on said disposable package, and
 - d) providing said printed disposable package for use to a user.
2. A service as claimed in claim 1 wherein said information is received in response to requests for such.
3. A service as claimed in any one of claims 1 or 2 wherein said information includes product and/or service advertisements.
4. A service as claimed in any one of the preceding claims wherein said information includes contact information.
5. A service as claimed in any one of the preceding claims wherein said information includes interactive information.
6. A service as claimed in any one of the preceding claims wherein said information is collated with parameters selected from any one or more of the following
 - information received over a defined period of time,
 - information received from advertisers within a target market a particular geographic region,
 - information received from advertisers within a particular industry,
 - information received from advertisers targeting a particular demographic of people.
7. A service as claimed in claim 6 wherein said information printed for presentation on said disposable package is of a type exclusively dependent on said parameter(s) selected.

8. A service as claimed in any one of the preceding claims wherein payment for providing said printed package for use is made by the advertisers to the provider of said service.
9. A service as claimed in any one of the preceding claims wherein said printed disposable package is provided for use to a user to place a consumable item or items within said package.
10. A service as claimed in any one of the preceding claims wherein said printed disposable package is offered for use to food retailers for their subsequent use of said printed disposable package by packaging food in said printed disposable package and offering it for sale to consumers.
11. A service as claimed in any one of the preceding claims wherein said printed disposable package is offered for use to food retailer who retail food to consumers of a type receptive to the selected information on said printed disposable package.
12. A service as claimed in any one of the preceding claims wherein said printed disposable package is offered for use to food wholesalers.
13. A service as claimed in claim 12 wherein said suitable form is in the classified form.
14. A service as claimed in any one of the preceding claims wherein said classified form is an arrangement of the collated information into columns and topics.
15. A service as claimed in any one of the preceding claims wherein the information is presented on said disposable package in a manner to allow a said consumer, during consumption of said consumer item within said package to view said advertising.
16. A service as claimed in any one of the preceding claims wherein said disposable package is a container.
17. A service as claimed in any one of the preceding claims wherein said disposable package is supplied to the user as a lay flat pre-form box capable of being assembled and receiving said consumer item.



18. A service as claimed in any one of the preceding claims wherein said disposable package is supplied to the user preassembled.
19. A service as claimed in any one of the preceding claims wherein said disposable package includes a graphic superimposed on part of said information.
20. A disposable consumer package which includes a region or regions presenting printed information from a plurality of discrete advertisers.
21. A package as claimed in claim 20 wherein said disposable consumer package presents said printed information on at least one surface thereof to be visible by a consumer during use and/or consumption of the item contained or to be contained within said disposable consumer package.
22. A package as claimed in claim 21 wherein said at least one surface includes an exterior surface of said disposable consumer package.
23. A package as claimed in claims 21 or 22 wherein said at least one surface includes an interior surface of said disposable consumer package.
24. A package as claimed in any one of claims 20 to 23 wherein said printed information is presented in a classified advertisement arrangement.
25. A package as claimed in any one of claims 20 to 24 wherein said printed information has superimposed a graphical image on at least part of said printed information,
26. A package as claimed in claim 25 wherein said graphical image information is of a kind to advertise the item or items contained within said disposable consumer package.
27. A method of advertising on disposable consumer packaging that facilitates the purchase of subsidised disposable consumer packaging by a consumer product retailer from a supplier comprising:
 - a) receiving information to be advertised from at least one advertiser,
 - b) collating said information from said at least one advertiser for printing said information in a suitable form,



- c) printing said information in said suitable form for presentation on said disposable package, and
- d) selling said printed disposable package for use to a consumer product retailer

wherein said at least one advertiser make payment for said information to be advertised to said supplier to subsidise the purchase by said consumer product retailer of said printed disposable package from said supplier.

- 28. A service as claimed in anyone of claim 1 to 19 or 27 wherein there are a plurality of advertisers.
- 29. A package as claimed in anyone of claims 20 to 26 wherein the advertising is from a plurality of different advertisers.
- 30. A disposable consumer package which includes a region or regions presenting printed information from an advertiser advertising goods or services unrelated to product inside said package.
- 31. A disposable consumer package as claimed in claim 30 wherein said package presents information from a plurality of different advertiser advertising goods or services unrelated to product inside said package.

