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# Influencer Kit Design Considerations

How to Create an Impactful and Effective Influencer Kit

**berlin**<sup>®</sup>  
PACKAGING







# Introduction

According to McKinsey, Influencer Marketing – the collaboration between brands and popular social-media users to promote products and services – has grown to become a \$20+ billion industry. It has gained popularity with the rise of platforms like TikTok and Instagram, especially in the fashion and beauty industries. Mintel research found that nearly half of consumers have made a purchase through social media, and the #tiktokmademebuyit hashtag has received 15 billion views. Social is growing as a shopping channel, and influencer marketing is becoming a powerful sales tool. Getting product into the hands of influencers – and in front of their audiences - is key to a successful influencer marketing campaign. That's where influencer kits come in.

**Influencer kits are packages that contain curated products for influencers to try, like, and promote through their social media channels.**

The kits are sometimes an influencer's first introduction to a brand, so it's important to make a great impression. When done well, influencer kits can make a statement, create buzz, and drive sales. Here are some things to consider when developing a buzz-worthy influencer kit.

*\*The brands mentioned in this report are trademarks of their respective owners. Inclusion of these brands in this report is not meant to imply an association with or endorsement from the respective trademark owners.*



# Create Excitement

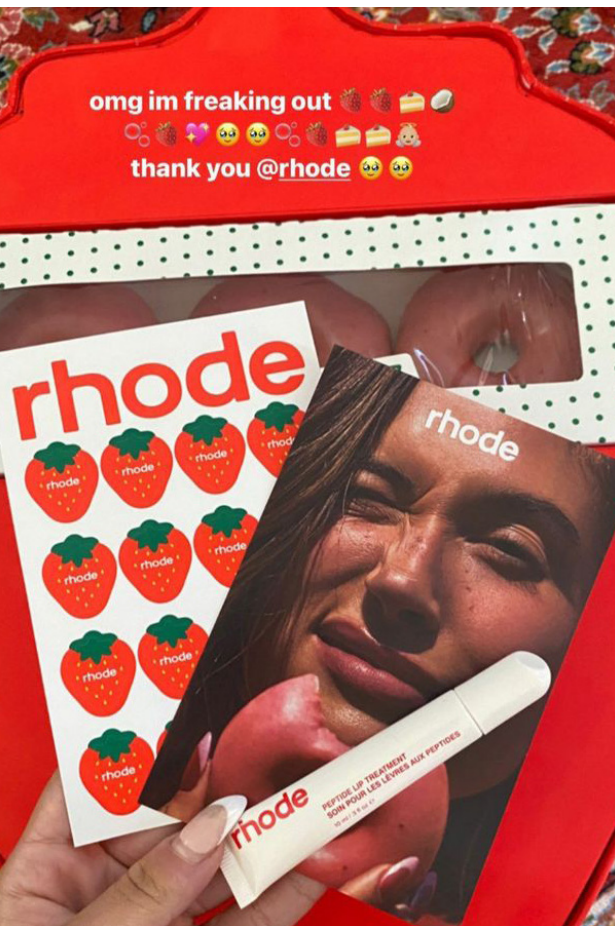
Influencers want exciting and memorable content for their fanbase, so creating unique, innovative, interactive influencer kits is essential. Creative design elevates the unboxing experience and encourages influencers to post videos of the grand opening on social media. Think outside the box and explore unexpected shapes and structures. Consider how the package opens – does it create a sense of excitement and anticipation? How is the product displayed – does it feel special and unique? Do the materials and finishes enhance the experience? How can you add an element of surprise and create delight?

Berlin Packaging has extensive experience developing intriguing influencer kits for brands of all sizes.

We're able to create custom shapes, incorporate pop-up elements and unique inserts, add LED lights, and more to help brands build excitement and get noticed.







## Personalize It

Customized kits can make an influencer feel special and create a personal connection with a brand.

More than three out of four global consumers say products tailored to their interests are essential or nice to have (GlobalData), demonstrating the increasing demand for individualized solutions.

Reach out to influencers to learn their preferred cosmetics color, beverage flavor, or clothing size and send them products that suit their preferences. Tailor your package to the influencer with personalized graphics. Include a handwritten note with a thank you for their partnership, personal anecdotes, and quick facts they can share about your company or products. These special touches can appeal to influencers and differentiate you from the competition.





# Be Authentic

Just as an influencer should be a good fit for a brand, the influencer kit design should complement a brand's personality and positioning. It is important to be authentic and stay true to your brand. An ultra-premium product should have a high-quality kit that promotes a premium impression and maintains brand equity. Luxe materials like wood and leather paired with premium finishes like embossments and inserts can upgrade an influencer kit to the next level. Conversely, consider playful graphics and whimsical details like bold colors, glitter, or LED lights if your brand has a fun or youthful personality.

Berlin Packaging created a custom wooden box for Jim Beam. Each kit was hand-charred, guaranteeing no two boxes are the same, adding authenticity and individuality to each one.







# Embrace Sustainability

Today's consumers – especially younger generations - prioritize sustainability, and demand for eco-friendly packaging is as high as ever. Design your influencer kit with the environment in mind. Incorporating recycled or recyclable materials, including post-consumer recycled plastic and Forestry Stewardship Council (FSC) paperboard, reduces packaging waste and improves circularity. Using packaging made from renewable sources, including bio-plastics, bamboo, and corn-based plastics, can help reduce carbon footprint. Environmentally friendly label materials and inks can also make a difference. And promoting another use for your influencer kit can help ensure it doesn't go straight into a landfill.



La Mer partnered with Berlin Packaging on a custom terrarium package for their Regeneration Serum. The product sits inside a soil pod housed in a 100% biodegradable tube. The insert card is printed seed paper which can be planted inside the terrarium to grow either mint or lavender.



# We Believe Anything Is Possible®

With over 100 years in the packaging industry, more than 2,000 packaging professionals and a global network of suppliers and warehouses, we offer 50,000+ SKUs of plastic, glass, and metal containers, closures, and dispensing systems across all markets for customers just like you.

## Our Business Model

Berlin Packaging combines the best elements of manufacturing, distribution and logistics, and value-added service providers to deliver cost-effective packaging solutions to our customers. Our mission is to improve our customers' net income through packaging products and services. We are the world's largest Hybrid Packaging Supplier®.



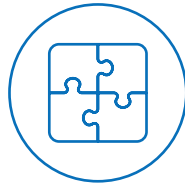
**Best Elements of  
a Manufacturer**

+



**Distribution  
& Logistics**

+



**Value-Added  
Specialty Services**

## Value-Added Specialty Services

Our compelling suite of solutions addresses your needs and unlocks profit.

- Custom Design & Innovation
- Quality Service Management
- Global Sourcing & Services
- Inventory Management Services
- Sustainable Packaging Solutions
- Berlin Financial Services

