

## What's on the Shopping Bag? Advertising through Shopping Bag

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### **Abstract**

*In today's time, a lot of competition has been created due to advertising and every manufacturer wants to sell his products. For this he wants to impress his customer, in order to increase the sale of products the manufacturer increases the advertising using its different media, as well as improving the quality of his product. In daily life consumers go through lot of advertisements from different sources but only few make a lasting impression on them. Shopping bags have an important role in advertising. Shopping bags help to change the regular old shopping bags from bland and average, to an effective form of advertising and marketing for any products/services. For an effective way to promote the brand, and to do it quickly, there's nothing better than a printed shopping bag. Practical and cheap to make, these are an unparalleled tool that will help in branding, boost profits, and improve the company's image.*

**Keywords:** *advertising, competition, customer, media, product, shopping bag*

## **Introduction**

Today, advertising is a complex industry. Many people are communicating their products and services whether to public, to trade or to industry. Advertising through shopping bag is very important, effective and a long term source of advertising which leaves a lasting impact on its customer. A shopping bag has four sides to advertise each part plays its own role. Shopping bag is becoming an integral part of transit media. Advertising by shopping bag begins after it comes out of the showroom till it is scattered into pieces. Its outstanding print quality and colour reproduction allow for great creativity in advertising and development of the brand image. Furthermore, they achieve maximum visibility and great appreciation from customers Shopping bags have become a fixture in our daily lives: we use them to carry groceries home, tote our department store purchases. Survival without shopping bags at this present time is not thinkable. Although the purposes of the common shopping bag are much the same as they were long ago, its decor has taken on a whole new meaning and dimension. Today graphics printed on the shopping bag have created beautiful bags and mini billboard in our fashion oriented society. They have become an important part of our life. Retailers use them as a blank canvas for their branded product packaging.

## **Advertising**

In its simplest sense the word 'advertising' means 'drawing attention to something', or notifying or informing somebody of something. One can advertise by word of mouth, quite informally and locally, and without incurring great expense. But if we want to inform a large number of people about something, we might need to advertise in the more familiar sense of the word, by public announcement. If we put up a notice in a local news agents shop (preferably near a bus stop), design a poster or buy some space in a local newspaper, it is likely to attract the attention of more people to the information we wish to communicate than if we simply pass the word around friends and neighbours. Advertising is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines etc.), radio, press, internet, direct selling, hoardings, mailers, contests, events and even people (endorsements).

Advertising is economically necessary and has brought many benefits to society. It contributes to society's wellbeing and raises people's standard of living by encouraging the sales of mass-produced goods, thus stimulating production and creating employment and prosperity. Over the years the trends have changed in advertising. Combining long-term memory and powers with storytelling, a big part of product information can be presented to consumers with a story.

### **The Innovators who gave us the Paper Bag**

For centuries, sacks made of jute, canvas, and burlap were the primary method of holding and moving goods. The main benefit of these materials was their sturdy, durable nature, but their production proved both time-consuming and expensive. Paper, on the other hand, could be produced at a much lower cost, and soon became the prominent material for portable bags.

Since its introduction in the 1800, the paper bag has undergone numerous upgrades thanks to a few clever innovators. In 1852, Francis Wolle invented the first machine to mass-produce paper bags. The next important step forward in the design of the paper bag came from Margaret Knight, a prolific inventor then working for the Columbia Paper Bag Company. There, she realized that square-bottomed bags, rather than Wolle's envelope design, would be more practical and efficient to use. She created her paper-bag making machine in an industrial shop, paving the way for the widespread commercial use of paper bags. Charles made the bags foldable and thus easier to store.

But then in 1918, two St. Paul grocers by the names of Lydia and Walter Deubener came up with an idea for yet another improvement to the original design. By punching holes into the sides of paper bags and attaching a string that doubled as a handle and bottom reinforcement, the Deubeners found that customers could carry a lot with ease.

### **What Paper Bags Are Made Of?**

So just what materials is a paper bag actually composed of? The most popular material for paper bags is Kraft paper, which is manufactured from wood chips. Originally conceived by a German chemist by the name of Carl F. Dahl in 1879, the process for manufacturing Kraft paper is as follows: the wood chips are exposed to intense heat, which breaks them down into solid pulp and by products. Then the pulp is screened, washed, and bleached, taking its final form as the brown paper we all recognize. This pulping process makes Kraft paper particularly strong (hence its name, which is German for "strength"), and thus ideal for carrying heavy loads.

### **A Style for Every Need: The Many Types of Paper Bags**

The design of the paper bag has come a long way since Francis Wolle, continuing to evolve to meet consumer demands for a more streamlined, easy-to-use product. Here's a taste of the wide selection of paper bags that are available for business or personal use:

#### **1. S.O.S. Bags**

Designed by Stillwell, S.O.S. bags stand on their own while items are loaded into them. These bags are school lunch favourites, known for their iconic Kraft brown tint, though they can be dyed in variety of colours.

## 2. Pinch-Bottom Design Bags

With open-mouth designs, pinch-bottom paper bags stay open just as S.O.S. bags do, but their base features a pointed seal similar to an envelope. These bags are widely used for baked goods and other food products.



Figure 1: Pinch-Bottom Design Bags

Source: <https://pininterest.com>

## 3. Merchandise Bags

Merchandise bags are usually pinch-bottom paper bags and can be used to hold everything from craft supplies to baked goods and candy. Merchandise bags are available in natural kraft, bleached white, and a variety of colours.

## 4. Euro Tote

For added sophistication, the Euro Tote comes decked out with printed patterns, embellished, corded handles, and lined interiors. This bag is popular for gift-giving and special packaging at retail outlets and can be outfitted with brand's logo through a custom printing process.

## 5. Bakery Bags

Similar to pinch-bottom bags, bakery bags are ideal for food products. Their design preserves the texture and taste of baked goods, such as cookies and cakes, for longer and helps in preserving the bakery items. Designer bakery bags can be created keeping in view the requirement of the bakery.



Figure 2: Bakery Bags

Source: <https://pininterest.com>

#### 6. Party Bag

Celebrate a birthday or special occasion with an attractive, fun party bag filled with candy, mementos, or small toys. Party bags are quite popular with children; these can be designed as per the occasion. Especially if the party is theme based individual attention is paid in creating the party bags. These are also of great use in giving the return gifts.

#### 7. Recycled Bags

For the environmentally minded, the Kraft bag is an obvious choice. These bags are generally composed of anywhere from 40% to 100% recycled materials.



Figure 3: Recycled Bags

Source: <https://google.com>

### 9. Festival Bags

These bags are specially designed during the festivals. For example at the time of Holi the shopping bag of kids is designed keeping in view the colours and the festive mood. The colourful shopping bag attracts the passerby. Also during all the festivals, all the shops come up with attractive shopping bags.



Figure 4: Festival Bags

Source: <https://google.com>

### 10. Service Bags

A service bag is entirely a different one. It is of jute, cloth or some other material. It can be in shape of small suitcase or shoulder bag, it is a complimentary bag and is given to those who are working in as their as an employee. These bags indicate the about the service or the organisation is about. For example a company providing broadband internet service. This company provides internet service to our doorstep. So if this company advertises their service through shopping bags that type of bag is called shopping bag.



Figure 5: Service Bags

Source: <https://google.com>

## Benefits of Custom Printed Shopping Bags for Business

Apart from looking good, custom printed shopping bags increase the chances of retaining customers. Once a client leaves your store, he/she not only goes home with your products but also with something that reminds them of their shopping experience. Here are some other benefits of introducing custom printed shopping bags for your retail business;

### 1. Saves Your Money

Radio and television commercials, newspaper and magazine ads, and billboards are all pricey forms of marketing, especially for small entrepreneurs. So, having custom printed bags with company logo on cuts down the amount of money spent on advertising and marketing for the business.

### 2. Promotes a Cleaner Environment

In most cases, custom printed shopping bags are made from natural products such as fabrics or paper, which are more eco-friendly than, plastic. This means that brand will not only be advertising their business but also protecting the environment from non-decomposable plastic bags.

### 3. You're Message Will Reach Far and Wide

Every time a client walks out of the shop with a custom bag, he/she will be acting as a walking ad for your business. Nonetheless, seeing the bag alone will not drive an immediate visit by potential clients but will create a positive first impression.



Figure 6: Greenpeace: Animal Hand Bag

Source: <https://boredpanda.com>

### **Methods to Change Shopping Bags to Walking Billboards**

There are various ways in which a simple shopping bag can be changed into a walking billboard. It takes careful study to understand this conversion as per the requirement of the client. Here are following ways to do so;

#### **1. Put Your Logo on It**

Printing your business logo on shopping bags is a simple way of promoting your brand. According to experts, most people can more easily remember things they've seen compared to things they've heard. So, when customers see brand logo, they will be able to recognize the experience they had at the shop.

#### **2. Make the Custom Shopping Bag Unique**

To develop eye-catching and creative custom shopping bag, consider working with designers. Ensure that your custom shopping bag is cohesive with up-to-date imagery and/or with relevant and informative messages.



Figure 7: Stop' n Grows Bag  
Source: <https://boredpanda.com>

#### **3. Explore**

Think of environmentally-friendly materials that can be used to make the custom shopping bags. Weigh between fabric, paper, and plastic and settle on a material that not only suits the customers but also aims to conserve the environment.

#### **Shopping Bag as a Transit Media**

Today there are many mediums for advertising like TV commercial, magazines, radio etc. these are effective but costly. Now one media of advertising which comes in



advertising that is advertising through shopping bag. Its investment is less and gains more response. It is very common and an important accessory now a days. Its main purpose is to carry products from market to home. Shopping bags are playing a vital role in utility and advertising. Shopping bags are the most innovative media. Excellence and innovation are the keys to any successful, high – end campaign.

It is a common medium throughout the world. It has been created to carry all sorts of products which come in all range small to large. This is a unique form of advertising which reaches to its larger audience directly and efficiently than any other medium. Shopping bag turns the purchase into a carrier of advertising in the most literal sense, because it is constantly in view and often reused for other purpose. Besides other virtues of shopping bags the most important is that it turns the consumers into media of advertising. He is a carrier of their message address and not aware that he is advertising for that particular shop. He does the advertising job over and over again at no extra cost of manufacturer.

Thus, carrier bags are one of the most useful medium of advertising and the utility is for both to the customer's as well as the manufacturer or shops. So, it is the most economical media to advertise at home, on the roads, in the offices, trains, buses or just any where you can think of. Unlike other media they have restrictions of approaching their respective consumers only at a particular place, like television, at home etc. So shopping bags are one of the most effective media to advertise anything, and anywhere.



Figure 8: Dubai Autism Center: Helping Hand Bag

Source: <https://boredpanda.com>

## **Conclusion**

Shopping bag is a major form of advertising a promotion; it is a way of gaining recognition. Shopping bags compete more favorably with advertisements in print media, television, billboards, flyers, brochures etc. Message conveyed on a shopping bag will be creatively designed and produced. It is a fact that shopping bags have always been seen as having an advertising effect when displayed, now finally recognized as an efficient and comparatively inexpensive way to advertise.

Shopping bags continue to reflect and often shape concerns of popular culture, no less than 20 to 30 years ago when the creative design explosion in shopping bags began. Shopping bags are probably the most pervasive form of graphic art, precisely because they are a part of our daily life. Other bags, equally effective for their purpose, remind us of the stability of the product or establishment they represent and give us a sense of continuity among rapidly changing appearances of our daily life. The utility and cultural value of a shopping bag is well established. These resale bags not only create a sense of monetary value for bags which generally are given away for free, but also reflect earlier trends in design and public interest of shopping bags are also collected and treasured as a hobby. They are collected as art also or remembrance of the time, place or cherished gift. Shopping bags will continue to reflect changes in our culture, influenced by our buying decisions and communicate new information.

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