

# Holiday 101: How Big Beauty Brands Boost Their Holiday Sales Through Strategic Packaging

Increase sales and reduce your team's stress levels with our expert guide to putting together an amazing holiday experience for your customers — and your bottom line.



A Full-Service Product Manufacturing Firm, Setting a New Standard for the Ways Brands Come to Life.

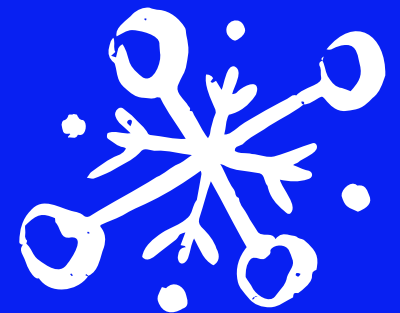
[theDPS.co](http://theDPS.co)



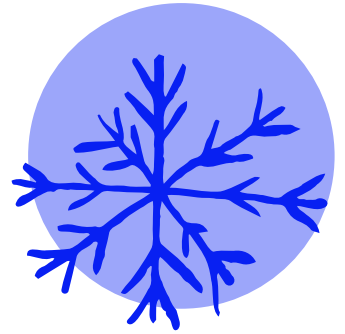


Did you know 73% of businesses attribute more than one quarter of their annual sales to the holiday period?\*

The holidays are here again—in a planning sense, that is. If you have big ideas, now is the time to dive in and make them happen. And, if you're stuck ideating about how to make an impact this holiday season, this guide is here to help you think bigger for your best holiday season yet.



# Step 1: Start *Now*

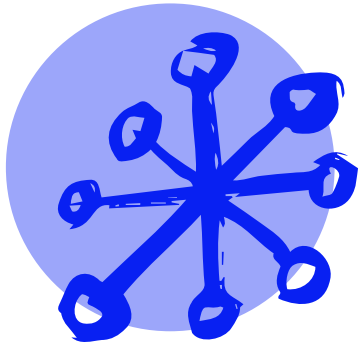


Proactive  
marketers are  
**3x more**  
likely to report  
success.\*

\*CoSchedule

When you get ahead of things instead of being forced into rushed timelines, the possibilities are truly endless. Instead of being beholden to stock packaging and in-stock, ready-to-go soft goods options, getting ahead gives you the opportunity to think bigger and create items that are truly custom to your brand.

Think: Special edition holiday packaging, unique gifts with purchase, and anything else your festive dreams can imagine.



# Your Timeline to Holiday

Projects take time—and depending on the scope of your project, timelines can vary due to scale, complexity, and number of variations. We'll meet with you to discuss the scope of the project and clearly define milestones so we're on-track for an on-time delivery this holiday.

## Here are the projects you should be thinking about in Q2:

**Primary Packaging** like mini deluxe samples, jumbo sizes, and more.

**Secondary Packaging** including giftable boxes, special edition-labels, and shippers.

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**These projects should begin by May for holiday arrival.**

**Soft Goods & Accessories** like cosmetic bags, GWPs, and holiday brand merch.

**Design & Branding** for all your holiday activations.

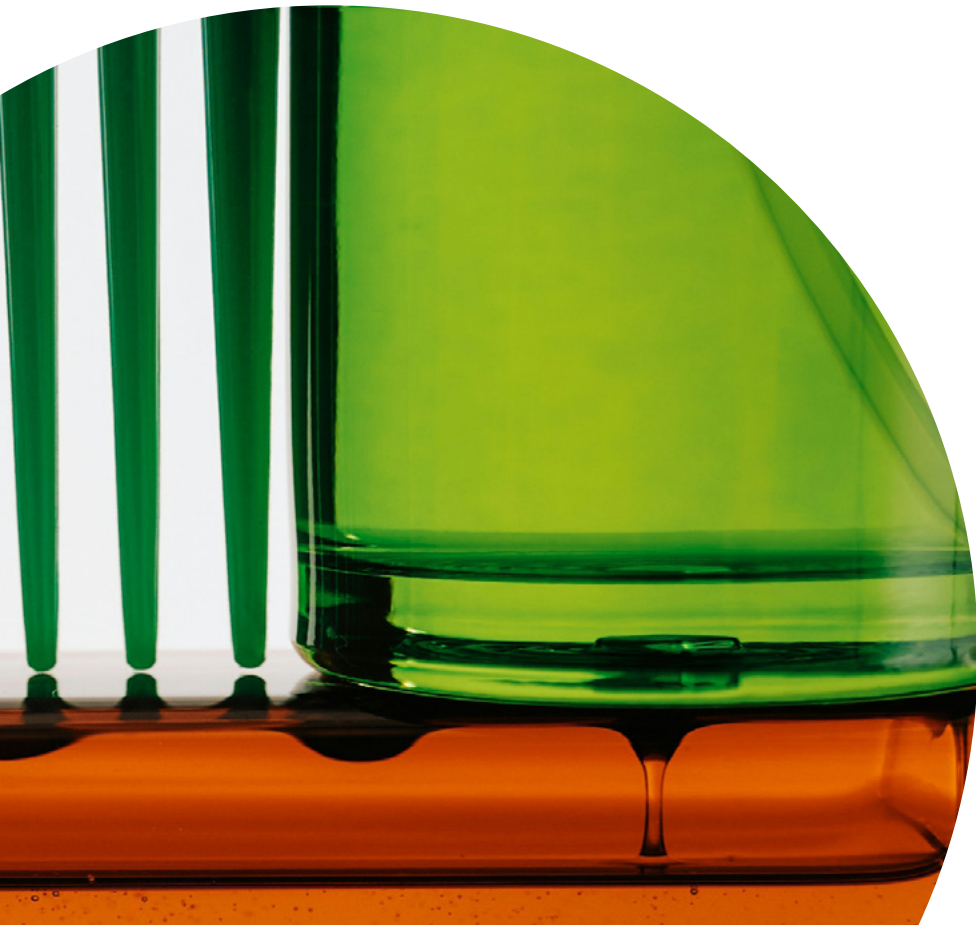
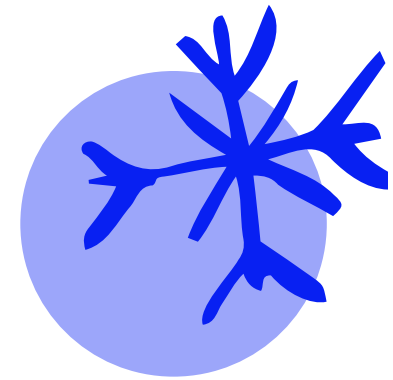
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**These projects should begin by June for holiday arrival.**

Getting started now will ensure your product is ready to distribute for the holiday season. For a smaller project, you may have plenty of time to prepare, but if you're looking to tap into our team to bring a new concept to market with Turnkey delivery, it's best to get started ASAP.



# Step 2: Tap Into Trends



Our team of product and retail experts has done all the research you need to make your holiday product a success. From keeping up with launches of years past, staying tuned into what's new and upcoming, and talking to consumers and brands ourselves, here's what we think is going to be big this holiday season.



### Holiday Sets Featuring Deluxe Minis & Luxe Advent Calendar

We're not talking samples. These deluxe minis are giftable in-and-of themselves with enough product to actually enjoy, and packaging that offers the same experience as a full-scale product. Put a bunch of them together, and you've created a standout gift for the year.

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Product Strategy

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Primary Packaging Design & Manufacturing

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Secondary Packaging Design & Manufacturing

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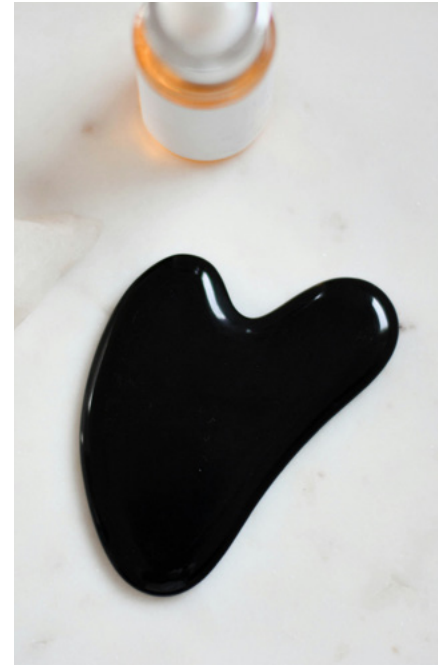
### Multi-Purpose Packaging

When you tap into your consumer's mind-set, you know this is their busiest time of year. By designing special-edition holiday products that are already in gift-worthy packaging, you take another task off their plate—increasing the value your product provides. This year, we anticipate seeing fabric wrapping and bags instead of boxes.

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Secondary Packaging Concept & Design

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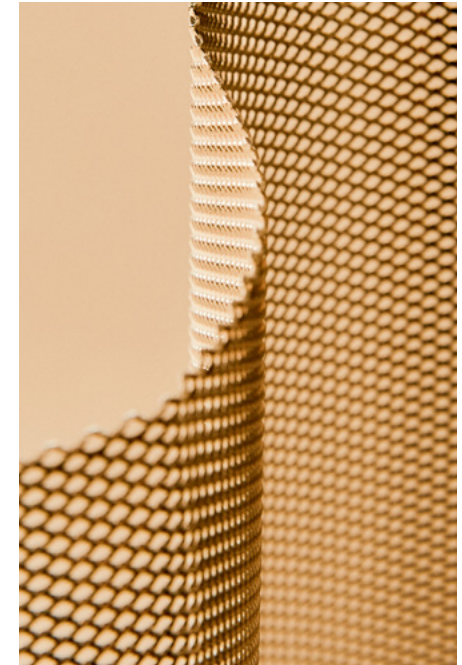
### The Gift of Self-Care

In today's world, self-care isn't just a product type, but a full-scale experience—and this holiday season is the perfect time to tap into gifting potential. A great way to increase sales without promoting is limited-edition merch and gifts, and these can easily elevate your core offering. Imagine providing a gua sha with your signature face oil or a baseball hat with SPF. We're here to help you think through it.

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Soft Goods Curation & Design

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### Sustainability: The New Normal

At this point, sustainability isn't a trend, it's an expectation—and there are endless ways to deliver. From creating a unique formula that's sustainability crafted and clean to minimizing your holiday packaging impact with eco-friendly materials or gift-worthy packaging that cuts back on wrapping waste. Get imaginative—we're right here with you.

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Sustainability Packaging Audit & Refresh

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# Step 3: Consider the Big Picture

Creating amazing holiday products and brand experiences is just one piece of the holiday success puzzle. Our team of product experts can help you come up with a plan to make your holiday newness jump off the shelf or screen with strategic marketing campaigns and activations—whether you have a product idea ready to go or need full-scale support.

## How Our Team Can Help:

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Consumer & Market Research

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Brand & Product Positioning & Strategy

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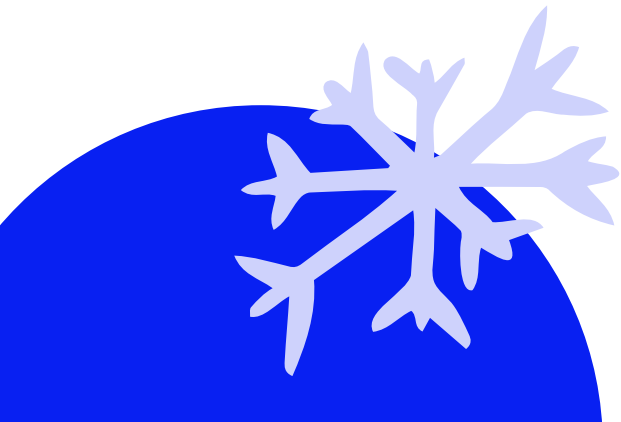
Product Launch Strategy, Campaign & Creative

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Product Launch Marketing Activations

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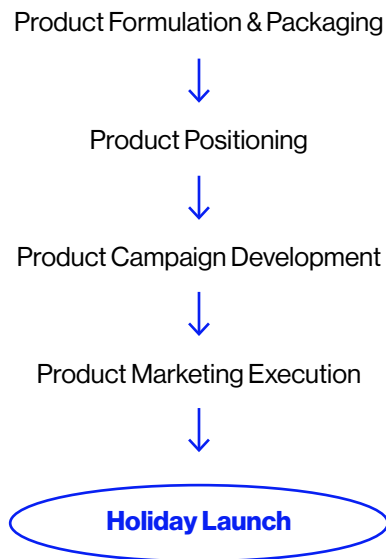
And More





# How it Works, Based on Your Project:

## I Have a Product Idea



## I'm Starting From Scratch



If you're starting from scratch, you have a unique opportunity to tap into our expertise, finding a niche white space to fill with your product before you even get started.

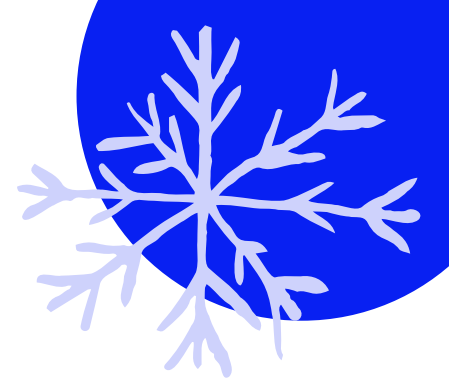




# Step 4: Try, Test & Repeat



When you start on product and packaging development now, you have more time to put a marketing plan into action with ample time to market, and get real-life feedback on your product—ensuring it's absolutely perfect and you've cultivated consumer demand by the time the holiday season rolls around for consumers.

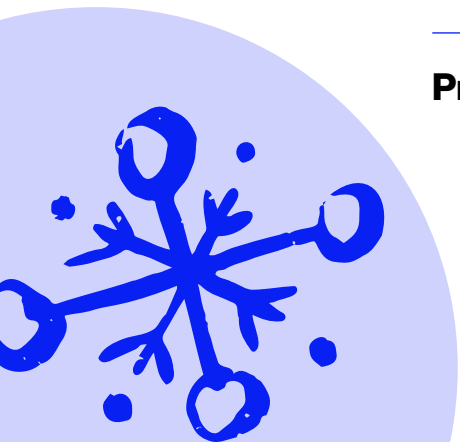


# Achieve Product Perfection

Reviews are a great way to build hype around your product, especially around the holiday season. By creating a product that's ready for summer launch, you can build-up to a healthy review arsenal—and create any tweaks to the formula based on the feedback you receive.

## Refine & Adjust Product Drop Sample Timeline

<b>Begin Process with The DPS with Custom Packaging</b>	March 2024
<b>Product Launch 1</b>	July 2024
<b>Begin Refinement Process with The DPS</b>	August 2024
<b>Product Launch 2</b>	November 2024



# Waitlist or Presell to Create Holiday Hype



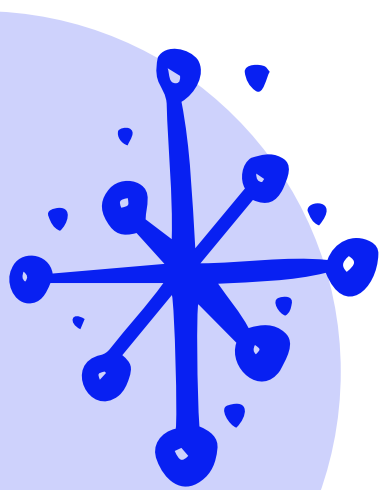
One thing about modern marketing is that scarcity sells. If you want to set yourself up for a holiday smash, there's no better way than to do a limited-edition drop that sells out a few months before the holiday season—so that everyone will be clambering to get their hands on it when it comes back to market. You can set up a pre-sale on your website, or create a subscription model to access the waitlist for your drop.

**Bonus!** You'll build a customer lead list for a thoroughly strategic product play.

## Sample Limited Edition Product Drop Sample Timeline

*Start Now!*

Begin Process with The DPS with Custom Packaging	May 2024
Product Strategy & Campaign Creation	June/July 2024
Product Preview Press & Marketing Collateral	August 2024
Product Strategy & Campaign Creation	September 2024
Product Presale	October 2024
Official Product Launch	November 2024



# Step 5: Sit Back & Relax



Relax??? When the holidays are practically already here? Yep, it's possible. If your team's bandwidth is low, your budget is tight, and you just can't fathom the idea of another to-do this soon in the year, our team of experts is here to help.

No matter the scale of your project, you can trust our team of experts to take care of everything for you. No wrangling different agencies around. No confusing timeline conflicts. No in-house quality control. No stress.

Seriously, it's that simple.

# “Expert” Doesn’t Even Begin to Cover It.

With experience working with today’s top retail brands, our team has decades of experience bringing brands to cult status—just in time for the holidays.



**Daniel Park**  
CEO



**Edward Shin**  
COO



**Anna Ishutina**  
EVP of Growth



**Steve Seeley**  
General Manager of Wellness



**Alisa Garrett**  
VP of Sales

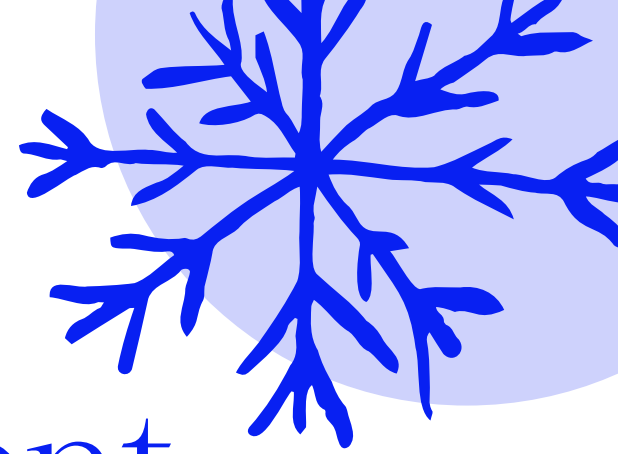


**Boris Zivkovic**  
Strategic Advisor



**Christine Pak**  
Head of Creative

# Get the Holiday Turnkey Treatment



From concept to creation to commercialization, Turnkey offers specialty full-service every step of the way, bringing your new holiday product to market with ease and efficiency. Specially designed to maximize your ROI with minimal effort for you and your team, our streamlined Turnkey offering is fully managed from start to finish.

At The DPS, we offer Turnkey service for WELLNESS Including a range of topicals and ingestibles, made to the highest quality standards, right here in the USA.

Available Product Types:

- Skin & Body Care like Cleanser, Serum, Scrubs & More
- Ingestibles like Gummies, Bars, Drink Mixes & More
- Tools & Accessories like Brushes, Tweezers, Curlers & More

## WE'VE WORKED WITH

Jeffree Star Cosmetics

Sol de Janeiro

Haus Labs

RMS Beauty

Roman

Snif

& More

# Your Holiday Success Starts Now

To get started on your holiday product launch, reach out to our team of experts today

SCHEDULE A COMPLIMENTARY CONSULTATION

All you need is an idea—and we can take care of the rest.

To learn how, use the QR code below:



or go to [theDPS.co/contact](https://theDPS.co/contact)

