

Americhip's Amazing Multisensory MAGAZINE INSERTS



- Maximum Impact
- Breakthrough Advertising
- Unprecedented Results



AUDIO • DIMENSIONAL • ILLUMINATED • MATERIALS • SCENTS



"The performance of the insert, as revealed by these scores, is exceptional. The Jazz insert aptly demonstrates both the vast array of possibilities in the print medium and the power of print when an ad is so thoughtfully and creatively executed."

- Philip W. Sawyer, Senior Vice President, Starch Communications, GfK NOP

Multisensorize your insert with Audio



Add Audio for Unprecedented Results

For maximum impact have Americhip produce an audio insert that incorporates your audio logo, licensed music, voice-over from a television spot or other custom audio clip. Americhip worked with Kaplan Thaler to produce an audio insert for Procter & Gamble's Clairol Herbal Essences. When opened, the insert sang the conditioner's new ingredient, Hawafena, to the tune of the Hallelujah Chorus. The results were unprecedented:

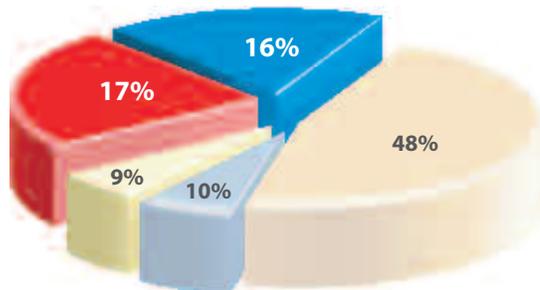
Noted: 100%
Associated: 100%
Read Some: 100%

"In the many years of looking at print advertising readership scores, no one currently working for Starch can remember ever seeing an ad that earned the 100% level for any three of the Starch measures. We believe that [this] is the highest scoring ad that we have studied in the past 30 years, at least." – Philip W. Sawyer, Senior Vice President, GfK NOP

90% Pass Along Value

After reading and hearing the Herbal Essences Singing ad, how many people did you show this ad to or talk about the ad to?

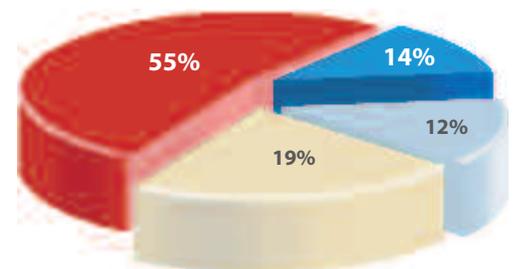
- 10 or more people
- 6 - 9 people
- 2-5 people
- 1 other person
- Other



88% Reopened the Singing Insert

After reading and hearing the Singing ad, how many more times did you reopen and listen to the singing ad?

- 10 or more times
- 6 - 9 times
- 2 - 5 times
- Other



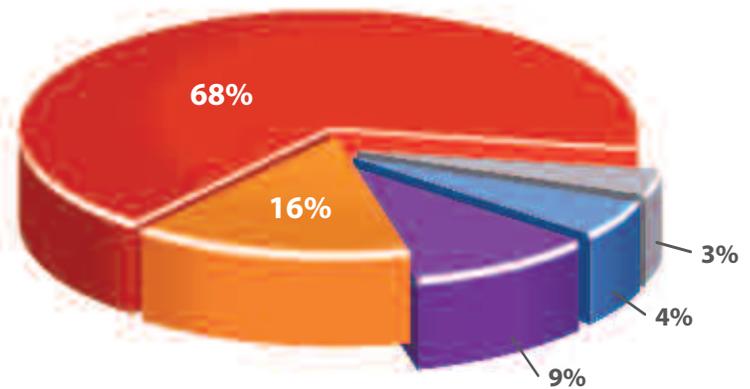
* All data taken from "Starch" Readership Reports.

Multisensorize your next insert.

84% of readers confirm Jazz insert more likely to grab attention

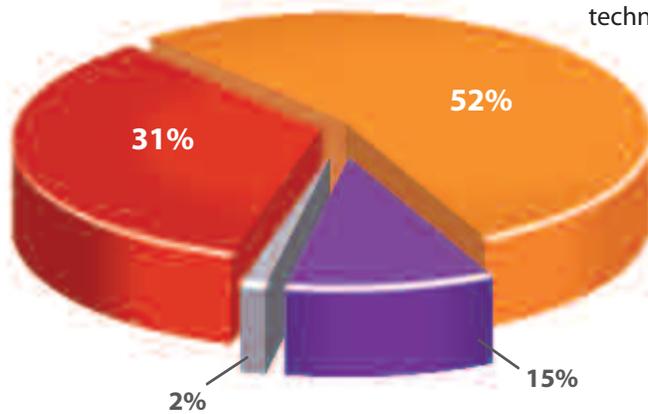
In comparison with a standard print magazine ad, which best describes your feelings about the Jazz insert?

- Much more likely to catch my attention
- More likely to catch my attention
- Neither more nor less likely to catch my attention
- Less likely to catch my attention
- Not stated



83% find Jazz insert "extremely effective" or "effective"

How effective do you feel the music, pop-up and scented technologies are in conveying the essence of the new Jazz product?

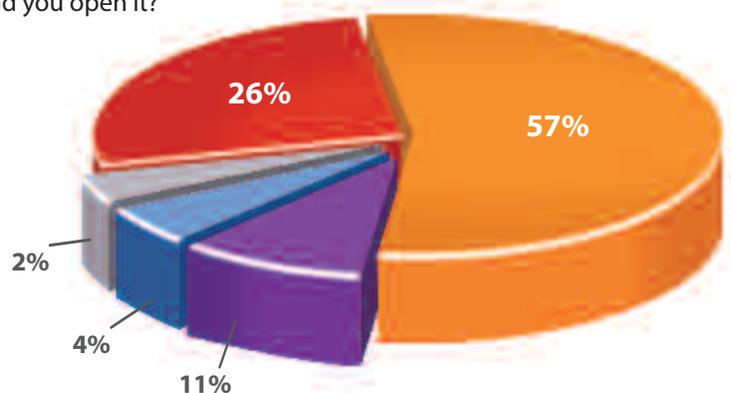


- Find insert extremely effective
- Find insert effective
- Find insert not effective
- Not stated

83% of readers interact multiple times with Jazz insert

When you first saw the insert, how many times did you open it?

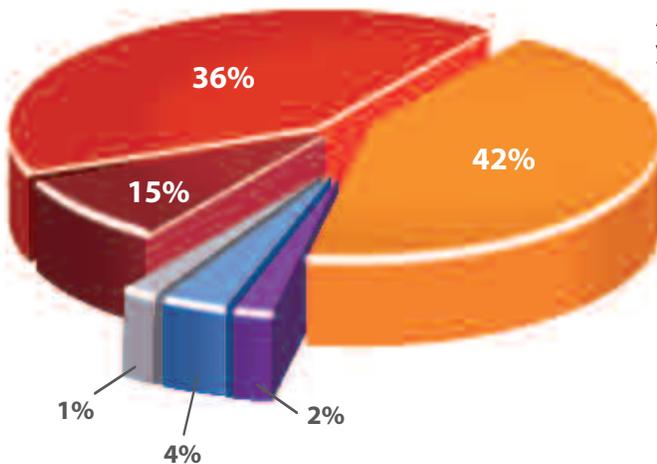
- Opened insert 6 times or more
- Opened insert 2-5 times
- Opened insert 1 time
- Did not open insert
- Not stated



The results speak for themselves.

Half of all readers “significantly more” or “more interested” in Diet Pepsi Jazz

After seeing and hearing this musical, pop-up insert how would you describe your interest in the new Jazz product from Diet Pepsi?

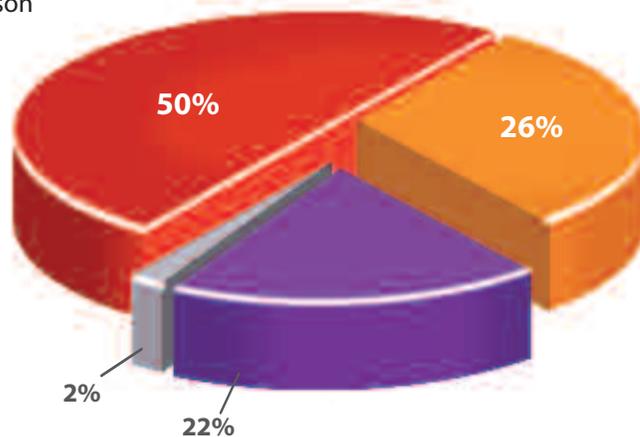


- Significantly more interested in product
- More interested in product
- Neither more nor less interested in product
- Less interested in product
- Significantly less interested in product
- Not stated

76% Pass Along

After seeing the Jazz insert how many people did you show it to?

- Showed insert to 2 or more people
- Showed insert to at least 1 other person
- Did not show to another person
- Not stated



* All data taken from "Starch" Readership Report of the October 16, 2006 issue of *People* magazine.

What does your brand Sound Like? Look Like? Smell Like?



Americhip has done it again. *Who else* could successfully match a sound to a soft drink? And show dimension by way of a super pop-up presentation? And add scent to incorporate cola buyers' sense of smell?

For its exciting new drink Diet Pepsi Jazz, Pepsi and its ad agency OMD wanted an extraordinary print experience. Subscribers to *People Magazine* opened their October 16th issues and like the first twist of a new soda bottle: Fssst! They were in for a completely fresh sensory experience.

It was the magic of multisensorizing, and we put it to work in full force. After letting consumers see, hear and smell the new cola, this ad leads them right to store aisles. They had to taste it.

The "Starch*" data proves it:

- #1 Ranking among All Ads in "Noted Score": 96%** (52% above median score for ads)
- #1 Ranking among All Ads in "Associated Score": 94%** (65% above median score for ads)
- #1 Ranking among All Ads in "Read Some Score": 90%** (131% above median score for ads)
- #1 Ranking among All Ads in "Read Most Score": 54%** (218% above median score for ads)

Noted	The percentage of readers who remember having seen the ad – a measure of stopping power.
Associated	The percentage of readers who associated the insert with the advertiser – a measure of branding.
Read Some	The percentage of readers who read at least part of the ad – a measure of interest.
Read Most	The percentage of readers who read more than half of the ad's copy – a measure of reader involvement.

* GfK NOP, the leading global marketing research and consulting firm, conducted a "Starch" Readership Report that compared the impact of the Diet Pepsi Jazz Insert against all of the other ads in the publication.

Multisensorize your insert with Dimension and Materials



Grab Attention with Dimension and Materials

Add another dimension to print with Americhip's paper-in-motion and tactile materials inserts. Our team of on-staff paper engineers will work with your creatives to design a wholly customized dimensional insert, or choose from hundreds of stock designs.

Americhip's Flippit Insert ranked #1 among all ads in the key category 'Read Most/Noted Ratio.'

"The 'Read Most' score is the most important of the readership measures because it is a gauge of reader involvement with the ad. A fair amount of anecdotal evidence has strongly indicated that a close relationship exists between purchase behavior and 'Read Most'." – Philip W. Sawyer, Senior Vice President, GfK NOP

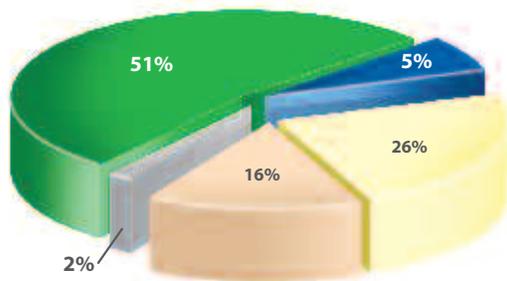
Americhip's Bubble Wrap Ad for Aquafina ranked #1 in both 'Noted Score' and 'Associated Score.'

"As a direct result of seeing the Aquafina Bubble insert, more than 3/4 of readers reported their interest in the Aquafina product had increased." – Deirdre Celestino, Research Manager, Starch Communications, GfK NOP

84% Interacted Multiple times with the Flippit Insert

After seeing it originally, how many more times did you pull the tab to open and close the PBS Flippit insert?

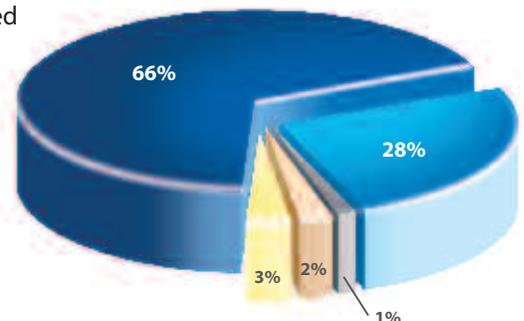
- 10 or more
- 6 to 9
- 2 to 5
- 1 time
- Other



94% of Readers Found the Bubble Insert "Innovative"

Which of the following phrases best describes your feeling about including the bubble wrap in the Aquafina Insert?

- It's a very innovative way to market a product
- It's a somewhat innovative way to market a product
- It's not a very innovative way to market a product
- It's not an innovative way to market a product
- Not stated



The Magic of Multisensorizing

