

THE VALUE OF MULTISENSORY MAGAZINE INSERTS

Communicating to all five senses



Sound



Sight



Touch



Smell



Taste

“A brand is more than a name. It is an opportunity to create a sensory journey. Americhip is among the few to have succeeded in creating brand journeys that captivate all our senses.”

– Martin Lindstrom, Brand Futurist and author of *Buy•ology*



www.americhip.com

"Every time I ask Americhip to explore new and innovative avenues to reach my audience, they blow me away. They have an unusual skill to capture audiences by leveraging their sensory concepts - they truly know the customers' buyology"

– Martin Lindstrom, Brand Futurist and author of *BRAND sense and Buy•ology*



Our Work



Their Work

What's Involved in Producing a Multisensory® Insert?

Multisensorizing® is much easier than you think. The Americhip team works with you at every step to ensure a successful project. Whereas you continue to work with your client and your internal team just as before on the creative execution, the Americhip professionals assume responsibility for the multisensory design, product integrity, product quality, manufacturing, bindery specifications, approvals and logistics.

We at Americhip are acutely aware that a keystone of the creative process is the exercise of control over marketing programs. We respect this basic principle and encourage you to practice your craft as you always do – with care and precision. When it comes to those aspects of Multisensory production that lie outside your area of expertise, we're there for you. We'll provide detailed answers for your media buying group, your creative team, your account managers and your client.

Americhip is your only full-service partner for Multisensory magazine inserts. If it's audio, our sound engineers will record and/or edit your track so that it reproduces in the highest fidelity on our proprietary audio modules. For all dimensional inserts, our world-renowned team of paper engineers takes full responsibility for the design, functionality and manufacturing of every dimensional element of the insert. For special tactile materials, our operations group takes responsibility for sourcing, testing, bindery approvals and overseeing every step of the insert process. We'll work through any and all issues with you – from client presentations to bindery approvals. Both our R&D team and our sound, dimensional, scent, and taste experts continuously develop new technologies for print applications. If you have questions, we have the answers.

Do Multisensorized Inserts Really Work, and Can I Justify the Extra Cost?

The purpose of a successful magazine insert is to clearly distinguish a brand from the dozens of other advertisers who have chosen the same publication for their own placements. A heavier stock, an enhanced printing surface or special treatments such as aqueous or UV coating create a certain elegance that pleases both brand managers and consumers alike. Most experts agree that magazines – and the ads that appear in them – continue to lead other media in the critical "trustworthiness" category. Recent data from Simmons' Multi-Media Engagement Study finds magazines continue to score significantly higher than TV or the internet in ad receptivity*. This is good news for the magazine industry, and even better news for advertisers who purchase Americhip inserts, which provide engaging, enticing marketing vehicles that clearly stand out from all others.

An Americhip Multisensorized insert is truly memorable. According to Starch Communications GfK NOP, Americhip's inserts have scored 100% ad recall, 100% brand identification and 100% consumer interaction. And 94% of your consumers find Multisensory® advertising to be more innovative. Furthermore, 90% of those who viewed the insert passed it along to family, friends or colleagues. 78% of consumers had a stronger intent to purchase and 64% of consumers actually sang along with Americhip's musical ad.**

Now, back to your traditional insert...Can you cite statistics – or point to consumer IMPACT – that matches the proven Americhip results?

Make no mistake...Americhip's Multisensorized inserts typically cost more per unit than traditional products, but it's not only unit cost that you should be thinking about. Instead, how much does it cost to generate a lead, an impression or a sale? Isn't that what you're really after? Instead of thinking, "I can buy 2,500,000 inserts for my \$500,000", what if you thought, "My \$500,000 Multisensory expenditure will deliver

"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 a 100% level for any of the Starch measures – never mind three of them. We believe that [Americhip's Multisensorized Insert] is the highest scoring ad that we have studied in the past 30 years."

– Phil Sawyer, Sr. Vice President, Starch Communications GfK NOP

significantly enhanced sales results and more brand impressions than my previous traditional campaigns". That's the Americhip value proposition.

For approximately the same budget, you can place 2.2 million traditional inserts in a full run of a leading publication...OR...you can insert 700,000 Multisensorized pieces in that same publication's major market editions.

By any measure, your client's money is better spent with a Multisensory insert. Here's why.

Impressions on Original and Pass-Along Readers:

- You "own" the magazine. Virtually every reader turns to your insert first, as it is printed on heavier paper and has added dimension.

- Your insert cuts through the clutter of flat ads and grabs immediate attention.
- In a typical Multisensorized insert, nearly 100% more readers stop at the insert, identify the brand and interact with it, as compared to a traditional ad.
- With an Americhip Multisensorized insert, you get 100% of the original reader recall, plus up to 81% pass-along to family members, friends and colleagues.
- 17% of consumers shared our Multisensory insert with 10 or more people.
- 33% of consumers shared our insert with 6 or more people.
- 81% of consumers shared our insert with 2 or more people. Do the math! Of those 700,000 readers, 567,000 of them will pass your insert along to as many as 2,500,000 additional viewers. At no additional cost!

Quality of Impressions:

With Americhip's Multisensory inserts, 55% of consumers typically interact more than 10 times with our product. Another 33% interact more than two times.

The Bottom Line:

Multisensory inserts are read by more consumers who, in turn, remember the advertised brand at significantly higher rates. With the added benefit of pass-along, an insert becomes "viral", as it is passed from consumer to consumer, spreading the message (at no additional cost per impression!).

Who Should You Trust to Produce Your Bindery-Approved Magazine Inserts?

Americhip is the undisputed leader in the business of Multisensory magazine inserts. We've perfected every aspect of insert production – from designing and producing sophisticated audio, illuminated, super pop-up, paper-engineered, tactile, scented, taste (and even spinning and dancing) inserts – all of which passed the critical Americhip Bindery Approval Process™. Americhip has produced more Multisensory print spectacular inserts than all other sources combined. So when you're about to make decisions regarding your next insert, know what leading brands, publishers, binderies and production managers have known for years, and that is that Americhip is the undisputed leader, and clearly the best choice, as your Multisensory magazine insert partner!

You be the judge.

AMERICHIP'S PRINT SPECTACULAR INSERTS	QUANTITY	PRINT SPECTACULAR INSERTS FROM OTHER SUPPLIERS	QUANTITY
Health and Beauty Insert: Music technology	1,200,000	We couldn't think of any...	
Pharmaceutical Insert: Spokesperson audio technology	500,000		
TV Network Insert: Music and voice-over technology	1,310,000		
Automobile Insert: Music technology	155,000		
Telecom Insert: Audio with sound recognition technology	1,538,000		
Automobile Insert: Music and dimensional technology	2,162,000		
TV Network Insert: Backlit acetate with commercial sound mix technology	335,000		
Beverage Insert: Flashing multiple backlit LED technology	566,000		
TV Network Insert: Fringe material technology	682,000		
TV Network Insert: Post-it material technology	500,000		
Film Studio Insert: Static ClingZ technology	920,000		
Beverage Insert: Tattoo material technology	608,000		
Insurance Insert: Economy Acetate technology	1,622,000		
Consumer Goods Insert with Printed product sample	10,000,000		
TV Network Insert: Specialty foil technology	2,414,000		
Film Studio Insert: Flocked technology	1,620,000		
TV Network Insert: Spinning super pop-up technology	1,167,000		
Museum Insert: Super pop-up technology	1,100,000		
Hotel Insert: Paper engineered technology	2,151,600		
Cable Network Insert: Paper engineered technology	8,800,000		
Financial Insert: Paper engineered technology	1,178,000		
Cable Network Insert: Pop-up technology	1,178,000		
Cable Network Insert: Pop-up technology	800,000		
Cable Network Insert: Paper engineered technology	1,200,000		
Film Studio Insert: Paper engineered technology	2,700,000		
Film Studio Insert: Paper engineered technology	1,160,000		
Cruise Line Insert: Pop-up technology	205,000		
Restaurant Insert: Pop-up technology	2,000,000		
Cable Network Insert: Pop-up technology	850,000		
Fashion Insert: Super pop-up technology	6,685,000		
TV Network Insert: Economy Tri-fold	1,884,000		

There's more. Call us for the complete list!

Why Should You Trust Americhip to Produce your Multisensory Insert?

Americhip is the only comprehensive full service provider for Multisensory magazine inserts. With over 20 years of experience, global manufacturing reach and product expertise, Americhip gives you the tools you need to launch a successful campaign.

- Americhip-owned RoHS-compliant electronics factory in Guangzhou, China
- Americhip-owned ISO certified printing, packaging, die-cutting, hand-assembly and fulfillment facility in Panyu, China
- Americhip-owned Wholly Owned Foreign Enterprise (WOFE) operations company (Americhip Shenzhen)
- Americhip exclusive die-cut, hand-assembly and fulfillment facilities in Mexico
- Americhip-owned logistics and management office in Hong Kong
- Our workforce includes 4,100 hand-assemblers in the U.S., China, Mexico, UK and Germany

PRINTING AND BINDING RESOURCES

- 230,000 square foot factory
- Fully digital workflow with Kodak CTP
- One 8/color 40" Heidelberg Speedmaster
- One 6/color 28" Heidelberg CD with UV coater
- Two 6/color 40" Komori Lithrones with Aqueous coater
- One 6/color 40" Komori Lithrone
- Three 5/color 40" Komori Lithrones with Aqueous coater
- 21 die-cutting machines
- Four saddle stitchers
- Four wire-o / spiral binders
- Three Muller Martini Smythe sewing machines
- Five folders
- Complete array of case-making, end-papering and cover feeding devices
- Envelope making and converting
- Nine foil stampers
- 10 semi-automatic punching machines
- Offline UV
- Silk screening
- HP, Epson, Dai Nippon Screen and Fuji Final Proof contract proofing

A Few Words From Our Clients...

The Richards Group

"We approached Americhip with a very challenging project: to create an elaborate pop-up magazine insert, including eleven 3-D butterflies, that could be produced at a manageable cost and within a tight schedule. Americhip came through in every regard. From the speed with which their expert paper engineering team turned out comps to the innovative, responsive and highly skilled production team in China, Americhip performed brilliantly. Their teams and facilities, both domestically and in Asia, are highly organized, efficient and knowledgeable. Most importantly, our client is delighted with the result."

– Print Production Manager, The Richards Group

CBS

"We knew we needed the highest quality sound possible and a company like Americhip with the capability to produce it in a very short time frame. Reactions to the ad have been overwhelmingly positive and we are thrilled with the result."

– President, CBS Marketing Group

Aquafina and BBDO

"Working with Americhip was fantastic. The agency and our client loved this piece and thoroughly enjoyed working with Americhip to make it happen."

– Production Manager, BBDO

Sonata and Euro RSCG

"The cost of Americhip's value-added technology was very much justified by the success of the campaign. Our mail house received approximately 10% of all cards shipped out in all three waves. The industry standard is about 5% [for Pharma packaged sampler mailings]. This direct mail project was collaboration between our creative team here at Life Central and the Americhip team. Our creative team would communicate what they wanted this mailer to look like and Americhip made it happen, while adding some of their own recommendations."

– Director of Operations, Euro RSCG

Yellow Tail and Cramer-Krasselt

"We wanted to find a way to extend our [Yellow Tail] wine 'tails, you win' campaign in a unique, attention-getting fashion. We worked with Americhip to design a really cool lighted magazine insert with four flashing LEDs to simulate the tails of fireflies. With Americhip, the entire process was smooth – from design to production to binding and into the consumers' hands. The piece worked beautifully! Our client was extremely happy with this execution – it had great stopping power."

– Production Manager, Cramer-Krasselt

Diet Pepsi Jazz and OMD

"This is the first music chip that ties into a television track and ties together [multiple – sound, sight, touch, scent] senses...providing consumers with that interactive multi-sensory experience is the way to break through the clutter."

– Client Communications Manager, OMD & Senior Marketing Manager, Diet Pepsi

WMS Gaming

"WMS is well known throughout the gaming industry in using cutting edge technology to design innovative products that provide slot players with an advantage in gaming entertainment. We looked to Americhip and its multisensory magazine insert as a great way to mimic our innovative design approach within our marketing efforts as well. We were happy with the resulting product and would certainly consider using Americhip again in the future."

– Vice President Marketing, WMS Gaming, Inc.

Bloomingdale's

"This year we wanted to incorporate the [Best Customer] package with our holiday campaign of 'Songs of the Season'. Our partnership with Sony and Harry Connick Jr. allowed us this opportunity. Through Americhip's technology, we were able to bring the voice of Harry Connick into all 7000 homes with a personalized message of holiday greetings. All the feedback we have received has been overwhelmingly positive. The General Managers of our stores have shared with us that the customers are coming in 'ooohhhing' and 'aaahhhing' over the piece... In my dealings with Americhip, I realize that no matter what my budget restraints may be, you are always willing to help with a solution."

– Director of Campaign Planning, Bloomingdale's

Minneapolis Institute of Arts

"...I subscribe to the Sunday Minneapolis Star Tribune. In the June 4 edition, there was your 3-D insert. I just wanted to say it is one of the best looking pieces I have ever seen. I work for a printer and this morning other associates that I work with were also talking about your piece. Kudos to the group of people that designed it. It made me take notice and I will visit [the museum] this summer."

– Minneapolis Star Tribune letter to the editor

Purina and Colle+McVoy

"Purina was thrilled with the Americhip picture changer. The two things we needed to accomplish were getting our audiences' (veterinarians in this case) attention, then getting them to interact or pull them in to the communication to learn more. Total response rate to the mailing was about 15% - or about 50% higher than a typical Purina B2B mailing."

– Account Executive, Colle+McVoy

