

Video-in-Print®

Engage, Influence and Educate your target audience



Case Study

Project: Audio Mailer
Brand: San Francisco 49ers

For this audio mailer every copy was personalised so that each recipient saw their name on the back of the San Francisco 49ers jersey.

Challenge: The San Francisco 49ers recently enjoyed a prosperous season, culminating in the first Super Bowl appearance for the franchise since 1994. An undeniable factor in the team's success was the new head coach Jim Harbaugh, who has been described as "fiercely competitive and manically well prepared". He has become an instant celebrity within the NFL for his winning records and passionate reactions to calls made during the game.

The next move for the team is to the new Santa Clara Stadium slated to open for the 2014 NFL season. The new stadium is economically and environmentally sustainable, serving as another showcase of innovation for the Silicon Valley. It will be truly impressive with pedestrian plazas, a 49ers Hall of Fame, stadium-wide WiFi capability and colossal HD video boards.

Solution: To raise awareness and increase excitement for the upcoming season, the franchise worked with Americhip to produce personalized direct mailers sent to fans and patrons. Upon opening the cards, recipients heard the voice of Jim Harbaugh personally inviting them to visit the new stadium. Moreover, the front of every mailer was personalized with the recipient's last name featured on a 49ers jersey.

Impact: The response rate and pass along value generated significant interest in the team and their new stadium.

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Integrated Communication and Marketing Tools

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