

Video-in-Print®

Engage, Motivate and Influence your target audience



Case Study

Project: Magazine Insert
Brand: AMP Australia

Compelling, straightforward, and delivers its message with sophistication. That describes AMP Australia and their VIP magazine insert.

Challenge: After a recent merger between AMP and AXA, the “new” AMP emerged as the largest specialist wealth management company in Australia.

In its new role, AMP needed an equally impressive marketing vehicle to announce itself as the newest and biggest and to spread its mission and motto of “*helping people have a better tomorrow.*”

Solution: Founded on AMP’s maxim “*Everything starts with advice,*” Americhip’s patented Video-in-Print® technology provided the perfect medium to communicate this message to financial advisors. AMP’s agency Banjo partnered with Americhip to produce a sleek magazine insert featuring our proprietary 2.4” LCD screen. Banjo chose the most prestigious financial publication in Australia, *Money Management*, to house the first ever magazine insert in Australia. The high tech ad included two messages from the CEO of AMP, Craig Dunn, directly addressing his target audience of financial advisors.

Impact: For a business built on delivering advice in a lucid and straightforward way, the appeal of video storytelling is clear. Video-in-Print® is the perfect merger of print and digital media.

“It’s hard to cut through with broadcast advertising in the financial services B2B space. Our task was to impress our audience not only with the content of our message but also the medium we used. We knew that cover wraps, whilst effective, wouldn’t create the wow we were after. The innovation that the Americhip insert provided was exactly what we needed to cut through and demonstrated our core message perfectly. As a bonus, it tied back into the optimism and future focused essence of the AMP brand.”

-Mark Richardson, Managing Director, AMP

“The VIP unit generated immediate interest from some of our biggest clients and other advertisers in the finance industry.”

-Andrew Lim, Production Coordinator, Money Management

www.videoinprint.co.nz

Integrated Communication and Marketing Tools

Phone Brett on 0800 225 125 for more information

Print House is the Exclusive Distributor of Americhip® Video-in-Print® and Multisensory products in New Zealand and the South Pacific Islands.

Worldwide Patents Applicable.