

Case Study Video in Print®

Project: Avaya Mailer and Sales Aid Tablet

Client: Faction Media

Brand: Avaya



U.S. Patent # 5,275,285 and D629,458. Worldwide Patents Pending.

Challenge: Avaya, one of the world's leading telecommunication companies, was launching a new software that offers quick and easy access to real-time business communications and collaboration tools. The software will be available on its Avaya Desktop Video Device with touch screen capabilities. Avaya challenged its media agency, Faction Media, to produce a marketing campaign to reach decision makers at many of the Fortune 500 companies.

Solution: Avaya and Faction Media partnered with Americhip to incorporate our patented Video in Print® technology into Avaya's lead generation and internal sales training programs. Faction selected one of Americhip's Video in Print direct mail solutions to grab the attention of busy IT executive decision makers. Additionally, Avaya needed to educate and communicate its large outside sales force about this important new product launch. Avaya needed an innovative tool to encourage its sales force to learn about the new product and then motivate them to share that information with their clients. Americhip's Video in Print technology was the perfect solution for both challenges. Americhip's team of paper engineers designed a printed tablet that modeled Avaya's actual desktop video device. Americhip embedded its proprietary 4.1" LCD screen into a printed corrugate panel to create a unique teaching tool for both the sales force and their clients.

Impact: Avaya achieved exceptionally high response rates, generating millions of dollars of confirmed orders as a result of this campaign. If that wasn't enough, thanks to Americhip's unique VIP designs, Faction Media won a major industry award for best integrated marketing campaign. The campaign was so successful, Avaya re-ordered Video in Print almost immediately upon the initial campaign launch.