



Frito Lay develops innovative retailer brochure

CHALLENGE:

Frito Lay wanted to create a sales aid to present to supermarkets that showcased their full line of merchandise displays. However, the fact that each display is targeted for a different location within a supermarket proposed a challenge. How could Frito Lay convey all of their display elements without producing a lengthy, boring textbook?

SOLUTION:

The Video in Print® navigation model was the perfect fit for Frito Lay's geographical challenge. With the push of a button, supermarket executives could navigate through different video clips, which directly corresponded to different sections within a grocery store. The video unit also had a fast-forward and rewind feature which allowed viewers to target the content that was relevant for them. Lastly, the video brochure offered volume control, with the realization that executives might be watching the videos directly in their stores, or taking a virtual tour from their office. Both of which don't always provide the quietest of environments.

SIGNS OF SUCCESS:

The Video in Print® brochure was engaging and easy to use. Executives loved how it provided a virtual tour of the retail environment, which in turn helped them visualize all of the possibilities.



PROJECT: 4.1" VIP Brochure

CLIENT: Frito Lay

TECHNOLOGY: VIP

VERTICAL: Consumer Packaged Goods

AMERICHIP

19032 South Vermont Avenue

Los Angeles, CA 90248

P (310) 323-3697

F (310) 965-0035



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