

# Case Study Google

**Project:** Google VIP Book

**Client:** Google

**Brand:** Google



**Challenge:** When Google was ready to launch a new campaign to highlight the full range of advertising capabilities on its web pages, it needed a dynamic marketing communication tool to reach the largest brands and advertising agencies. With the web just as cluttered today as traditional media, even the king of the internet faces a challenge in cutting through the clutter to grab the marketplace's attention. So what technology did Google choose to help announce this new campaign?

**Solution:** Turning to Americhip's patented Video in Print® technology, Google found the perfect medium for its announcement. Americhip and Google worked together to develop a beautiful oversized coffee table book. On the inside spread, Google asked a simple question: what if the experience with the Google search page could be made more meaningful, more memorable and more valuable? Their answer: "That would be huge." To make its point, Google placed Americhip's patented 5" VIP Screen into artwork laid out to represent a computer monitor so that the VIP Book simulated the actual consumer experience online.

Rather than limiting its outreach to online tools, Google used Americhip's state of the art Video in Print® technology to grab the attention of senior executives at the country's leading brands and ad agencies.

**Impact:** To take full advantage of this new marketing technology, Google prepared specialized videos for each recipient. Americhip then programmed the individual video messages into each VIP® Book so that the experience was targeted to and specialized for each unique recipient. The VIP® Book was so impressive that multiple Google offices around the globe have expressed interest in using the technology in their territories as well.

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