

Case Study Video in Print®

Project: *Panorama* VIP™ Insert

Client: Mondadori

Brand: Banca Mediolanum, bwin, ENI, IBM, Skoda



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

Marketing Challenge.

Mondadori, the Italian publisher, wanted to enlist a top advertiser to run a Video in Print® insert in its leading magazine, *Panorama*. While several advertisers expressed interest, Mondadori was not able to get any one of them to commit for the upcoming issue. With the advertisement deadline looming, the Mondadori publisher needed a creative solution.

Solution.

Mondadori teamed with Americhip and our patented technology, Video in Print®, to allow five separate advertisers to deliver their unique messages through this new publishing platform. Each advertiser “owned” one chapter button on the VIP™ unit allowing each brand to tell its story through 10 minutes of video.

Impact.

Five non-competitive brands were able to display their logo and present their video story for a fraction of the cost. This creative campaign maximized the power of VIP™ in a functional and economical fashion. The collaborative advertisement created significant media buzz for each brand that participated at a steeply discounted price.

Talk to us: (310) 323-3697
Check out other VIP™ clips and news stories at: www.americhip.com

