

Video in Print®: The ROI Success Story



The ROI Expectation

In today's competitive marketplace, every brand expects its marketing and advertising budgets to be spent in a meaningful way where results are measured against established criteria. Marketing teams demand return on investment for all of their marketing expenditures. Where programs cannot be supported by clear analytics showing their success, they are quickly terminated. Conversely, where programs are successful and generate true ROI they are re-run and expanded to build on that success.

Americhip's Patented Video in Print® Delivers Results

It's clear that Video in Print® delivers a wholly new and unique marketing and advertising medium—one that combines the best in digital media storytelling with the pinpoint accuracy of print. Global brands have quickly adopted the technology for a wide range of marketing and advertising programs. There is no better way to deliver a compelling marketing or branding message than through a high quality Video in Print product placed directly into the hands of your targeted audience. The question now is have they achieved positive results?

While our clients are not able to share their proprietary campaign results and data with us, the success of these initial campaigns and of Video in Print® in general is now coming into focus. First, there is the positive anecdotal feedback that arrives on almost every project whether from the marketing team, reps in the field, media coverage or individual consumers. But beyond that, there is now additional data supporting the actual performance of these VIP campaigns. In fact, in the first year alone, nearly 20% of the global brands that invested in Video in Print programs with Americhip re-ordered within 3 months. Senior level marketing executives do not approve expenditures for re-orders unless the critical analytics were met on the initial project. Video in Print is able to communicate your important marketing and branding message like no other tool available today. This explains why these leading global brands are among those that have already produced multiple campaigns utilizing our Video in Print® technology: Google, Avaya, AT&T, Astellas, Merck, Pfizer, Nestle, Citroen, Nobel Biocare, Serta, Honda, Acura, Jackson Financial, Phoenix Marketing and Brookfield Construction.

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