

Case Study Video in Print®

Project: Renault VIP™ Insert

Client: Letras Digitais

Brand: Renault



U.S. Patent # 5,275,285 & other
U.S. and Worldwide patents pending.

Solution. To cement its position as one of the top auto makers in Portugal and to launch its new “Drive the Change” campaign, Renault featured Americhip’s new Video-in-Print® technology as a unique insert in the newsmagazine *Sábado*.

The VIP™ unit, complete with 5 push buttons highlighting the history of Renault and the outstanding quality of its line, was the first ever of its kind in Portugal.

The VIP™ Insert also promoted a special contest to win a weekend getaway at Pousadas de Portugal, <http://www.pousadas.pt>, an historic hotel in Portugal. The prize was limited to those consumers purchasing the magazine with the special VIP™ insert.

Renault found a dual purpose for the VIP™ brochure by also displaying it at dealerships throughout Portugal.

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

