

Case Study **Video in Print**[®]

Project: New Orleans Saints Super Bowl Ceremony VIP[™] Book

Client: New Orleans Saints

Brand: New Orleans Saints



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

Challenge. How do you tell the story of the Saints' Super Bowl victory in a way that truly captures the exhilaration of a triumph that both celebrated and defined the rebuilding and resurrection of New Orleans itself from the ground up?

Solution. Americhip worked with the front office of the Super Bowl winning New Orleans Saints to design a commemorative NFL Champions VIP[™] Book to be presented to the players, coaching staff and management during a lavish ring ceremony. Using Americhip's patented VIP[™] 4.1" screen, the one-of-a-kind casebound book allows the entire team to re-live the highlights of the unforgettable 2009 run to glory. But beyond just the highlights on the field, the Saints included a special customized video segment that highlights the Saints' and all of New Orleans' fighting spirit in responding to adversity and challenges. Only Americhip's Video in Print can deliver such a compelling story in such a unique way.

Impact. "When we all sat down to plan our ring ceremony, we wanted something special that would be able to capture the passion, the energy, and the power that this win represented not just for us, but for this city," said Saints Executive Vice President/General Manager Mickey Loomis. "It is a keepsake, so our decision was made easy when Americhip presented a new technology that could provide us with something this extraordinary. The book is a celebration of that victory. It should make people happy every time they look at it and bring them right back to that defining season."

Talk to us: (310) 323-3697
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