

Case Study

VIP Door Hanger

Video in Print, Powered by Americhip



Syngenta connects with conference attendees using patented VIP™ technology from Americhip

CHALLENGE:

Syngenta is a leader in crop protection and sells to farmers all over the world. It's most recent challenge related to the upcoming 2011 Seed Trade Association Conference-how could it stand out from the crowd of other exhibitors and drive foot traffic to its booth?

SOLUTION:

Americhip worked with Syngenta's PR Agency, Gibbs & Soell to create the first ever Video in Print door hanger. Americhip embedded its patented 2.4" VIP screen in a rugged foam core to produce a breakthrough communication tool with great visibility.

SIGNS OF SUCCESS:

Attendees to the show couldn't miss it as it was hanging from their hotel rooms when they first checked in and included a personal invitation from the VP of Marketing. Needless to say, the Syngenta Booth was mobbed all day long.

Video
Interactive
Case Study
AMERICHIP



PROJECT: 2.4" VIP Door Hanger
CLIENT: Gibbs & Soell Public Relations
BRAND: Syngenta
TECHNOLOGY: VIP
VERTICAL: Agriculture

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This case study is available online (www.americhip.com) in our exclusive Video Interactive Format. Please contact your Americhip Representative for a user key.