

americhip
Shopper Marketing Catalog
2010



A Shopper Marketing Showcase

What can Multisensorizing do for you?

Multisensory marketing works.
It's a fact.*



The more consumer senses your marketing materials touch, the more memorable your marketing becomes.

At Americhip, we have been working with best of class brands like yours for years; helping you make merchandise fly off the shelf. We put together this showcase of Shopper Marketing products to make your job easier.

As Shopper Marketers, your job depends on selling your product. It depends on getting consumers into the store, and coming back. It depends on expanding your shelf space, making sure that your product gets noticed, even making sure that consumers go to the store to look for your product.

We have worked with all the major retailers where you sell your products. We have worked with the major pharmaceutical companies where we contact consumers and physicians to get their attention. We have worked with the suppliers of cosmetics and beverages, and what we have learned is that every one of these major brands rely on you to get their products sold.

We would like you to look at this catalog as an idea book. A place where people like you – people who drive consumers to buy – can start with an idea and take it to the next level.

We can help. We're a studio, a lab and a plant all in one, and we have a team of talented people with all of the eclectic skills to make each facet of your job consistently successful and uniquely creative.

Innovation? Just take a look. Our newest technology is called Video-in-Print™ and it has hit the marketing world by storm. The internet and new publications haven't stopped talking about it. Just google the term "Pepsi Video Insert" and you will see what we mean.

Take a look through our Shopper Marketing Showcase and give us a call, we can develop something unique and compelling for your next campaign. We hope you'll soon join us as a valued Americhip client and partner.

*Multisensory marketing has been scientifically tested and is documents in several books including Americhip's friend and advisor Martin Lindstrom. Martin's latest findings have been published in his latest book, Buy*ology

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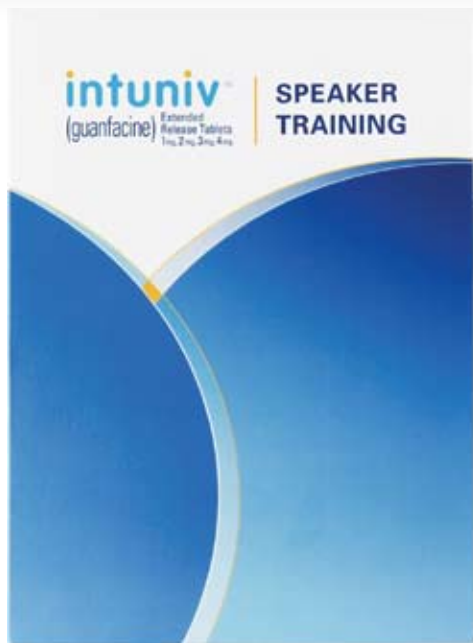
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COMMUNICATING WITH YOUR CUSTOMERS AND PROSPECTS

Driving consumers into the retail environment

Shopper Marketing Direct Mail

NEW! Video-in-Print™ Executions



VDM1091

Video Invitation

Features:

2.4" Video screen insert.

Slide-tongue activation shows spokesperson discussing benefits.



VDM1084

Video Mailer

Features:

2.4" Video screen insert.

Slide-tongue activation shows new product benefits.

Multi-page brochure follows video highlights in print.



VDM1089

Video Mailer

Features:

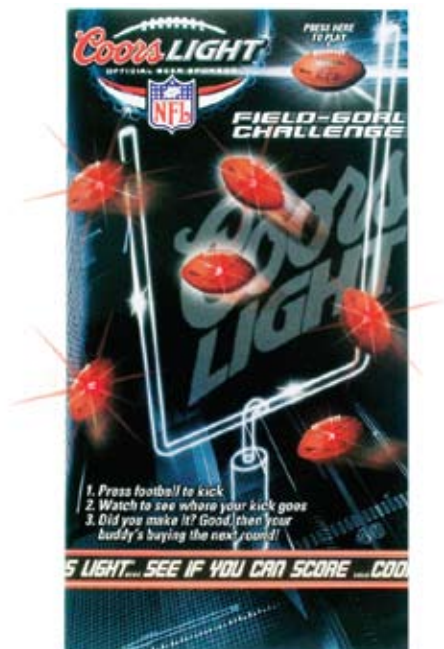
2.4" Video screen insert.

Slide-tongue activation plays features of new product

with demonstration of consumer benefits.

Shopper Marketing Direct Mail

Audio & Lighted Executions



MPL64X7

Lucky 6 Lighted Postcard

Features:

Press a button and 6 lights flash in a random pattern. After flashing, the lights stop in one position. Great consumer interaction – turn a buying decision into a game.



NEW
WIND SENSOR



MPWS5X7

NEW! Wind Sensor Mailer

Features:

Blow on the flickering lighted candle when card is opened and the flame will go out and your message will play.



POPRF104

RFID Card Mailer

Features:

Get them in the store with a WINNING card. Redeem at the store by scanning card at reading station. RFID cards are as thin as a credit card and can be attached to any mailer.



MPL429

Audio & Lighted Mailer

Features:

When card is opened, jingle plays and computer screen lights up. Perfect to highlight a special feature.

Shopper Marketing Direct Mail

Dimensional Executions



MP2100A

Flippit Mailer with Coupon

Features:

8 Panel patented Flippit makes product appear to move and morph with the pull of a tab.

Send more than a coupon, with a Flippit you send a keepsake toy for just pennies more than a mailer card.



MPSO5X7

Scratch-Off Postcard Mailer

Features:

Not just the usual scratch-off, this technology has a surface than can be printed in black & white or full color.

Perfect to show new and improved concepts!

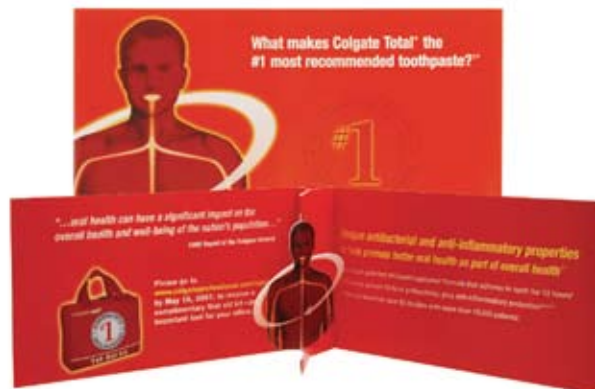


MPRH10

Heat Reveal Postcard

Features:

Place your hand on the specially printed area and body heat will reveal the answer to a question, or even a winning code.



MP300

Spinner Mailer

Features:

Open the card and the middle image pops-up and spins, a great way to call attention to the most important feature of your product.

Shopper Marketing Direct Mail

Dimensional Executions



MPSL2969

Color/Scent Mailer

Features:

Die-cut 4-fold card with color chart and scent. The perfect way to get your brand message kept by the consumer - with a usage chart.



MP309

3D Environment Mailer

Features:

Multi-level card opens to show a scene. Create drama with your mailer and get it passed along.



MPPU4242

Audio & Pop-Up Invitation

Features:

3-level Pop-Up moves the center towards the viewer when opened. Create more drama with tropical drums and voice over.



MPSL57

Slide & Reveal

Features:

Pull the bottom and the product in the center changes to show your new and improved product! Add a coupon for extra value.

Shopper Marketing Information Guides

Information Guide Executions



VDM1094

Video Sample Book

Features:

2.4" Video screen.

Slide-tongue activation plays video about how to select the perfect product for the specific application.

Skip button allows viewer to scan through video.

Printed samples added in binder.



VDM1099

Video Collateral Ring Binder

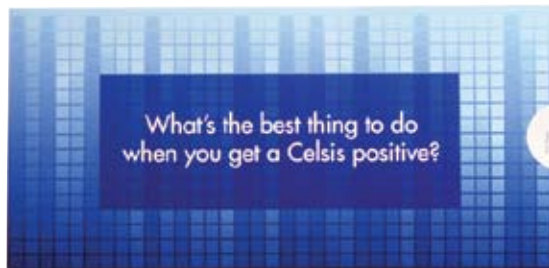
Features:

3.0" Video screen insert on divider page.

Push-button activation plays seminar information.

Printed materials added in binder.

Teach consumers how to use your products.
Tell store managers how to show your products.
Show your team the benefits of new promotions.



MP1000WK

Web Key Pull & Pop

Features:

Pre-programmed Web Key.

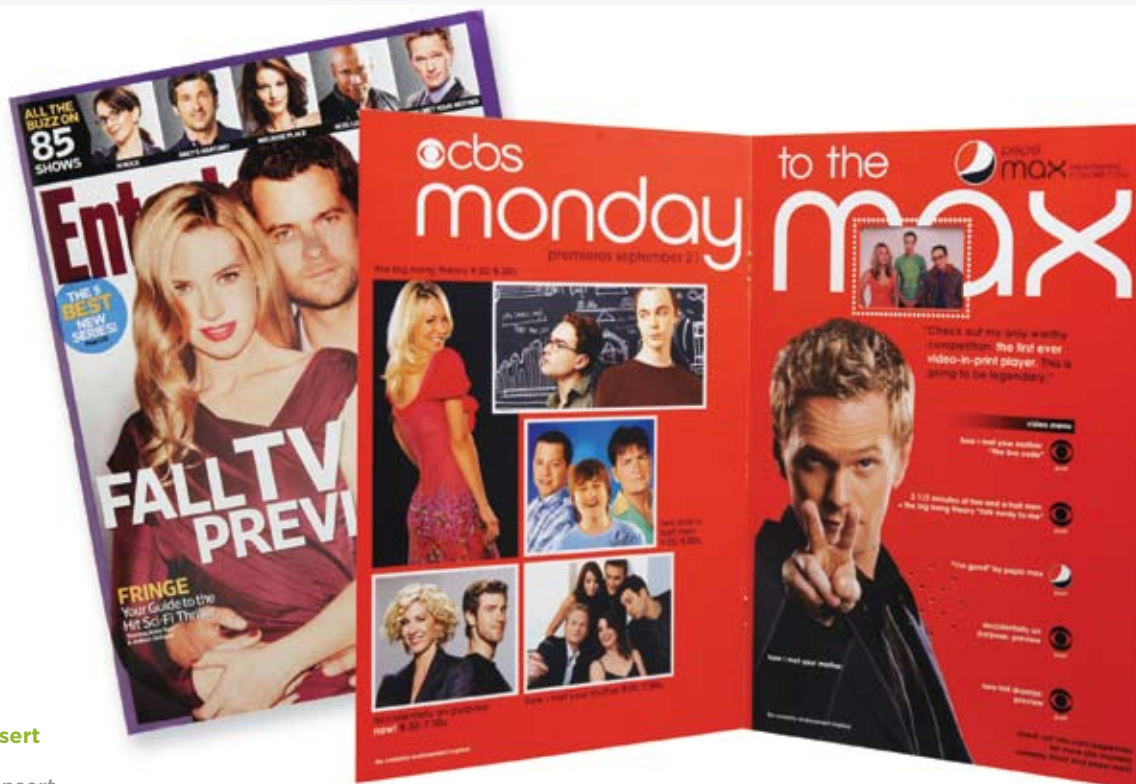
Pull the tab and the Web Key pops out the top.

Drive consumers to your site for special orders, special services or non-store merchandise.



Shopper Marketing Magazine Inserts

Video & Audio Executions



VMI3200

Video Magazine Insert

Features:

2.4" Video screen insert.

5 Push-button activation shows new fall show line-up and product sponsor commercial.

Even consumers who don't read ads will watch yours.



MIA1002

Audio Magazine Insert

Features:

Song plays brand jingle upon opening.

Slide-tongue activation.

Starch Research Results:

100% Brand Association

100% Brand Recall

100% Read the ad

Shopper Marketing Magazine Inserts

Audio, Lighted & Scent Executions



MIK1001

Karaoke Magazine Insert

Features:

NEW! Karaoke Audio technology.
Song plays upon opening, then allows consumer to record themselves singing along.
Great for CPG sponsored films.
Sample product tipped on as added feature.



MIA1008

Audio Magazine Insert

Features:

NEW! Phone recognition technology.
Song plays upon opening, and invites consumer identify song.
The answer is activated on Verizon cell phones by the music and allows a free download of the song by computer.



MIL4200

Lighted Magazine Insert

Features:

4 Lighted firefly tails glow in an unforgettable light show.
Push button activation.



MIPU2102

Audio/Pop-Up and Scented Magazine Insert

Features:

Upon opening, song for new campaign plays and pop-up opens showing music notes suspended on acetate.
Scent introduces the new product smell.

Shopper Marketing Magazine Inserts

Dimensional & Material Executions



MIPU2111

Pop-Up Magazine Insert

Features:

Pop-Up acetate allows butterflies to float above page.



MIPU2511

Pop-Up Magazine Insert

Features:

Pop-Up beverage can tips down as page is opened.

2 layers of paper simulate liquid "silk" pouring out of can for new flavor introduction.



MIE1010

Sticker Magazine Insert

Features:

Economy insert features die-cut stickers with printed liner to enhance campaign attributes.

Peel off sticker to read printed liner.



MIM2012

Material Magazine Insert

Features:

Economy insert features die cut space with bubble wrap inserted to simulate carbonated beverage launch.

Starch Research Results:

95% Brand Association

96% Ad recall

Shopper Marketing Promotions & Premiums

Video Executions



VPRO5718

Video Compact

Features:

- 2.4" Video screen.
- 5 Push-button video activation shows entire line of cosmetic products.
- Buttons activate videos to show how to use each product, the ultimate gift for cosmetic use.
- Rigid molded construction with slim profile for purse.



VPRO6801

Video Leather PadFolio

Features:

- 4.1" Video screen on front cover.
- Push button activation plays event highlights.
- Deluxe textured leather with interior pockets and paper pad.



VPRO5695

Video Hand Held Premium

Features:

- 2.4" Video screen.
- 5 Push button activation shows any story in 5 chapters.
- Show features of your product line and build price point attributes with each button.
- Molded construction with rubberized buttons.



VPRO5692

Video Hand Held Premium

Features:

- 2.4" Video screen.
- 5 Push button activation shows any story in 5 chapters.
- Turn your premium into a video sales person, show features of your product, a car or even an entire store.
- Each button will tell the consumer about the benefits of the product.
- Molded construction with rubberized buttons.

Shopper Marketing Promotions & Premiums

Audio & Lighted Executions



PPA1722

Audio Computer Replica

Features:

Slide-tongue activated. Sound of computer keyboard and spokesperson message is played when lid is lifted. Computer window opens with additional product information as disk drawer slides out to reveal promotional disk.



PPL1998

Lucky 6 Lighted Keyholder

Features:

6 LED lights flash in a random pattern and land on a different place every time the button is pushed. Perfect premium tie-in to ad campaign and also an engaging promotional "decision maker" product.



PPA1978

Audio Matchbook

Features:

Real matchbook with audio from the campaign gives consumers an unexpected twist to a familiar product with sound.



PPA1764

Audio Mini Player Replica

Features:

Slide-tongue activated. Sound of product is made when opened. Show product features with audio replicas made from paper.

Shopper Marketing Promotions & Premiums

Economy Executions



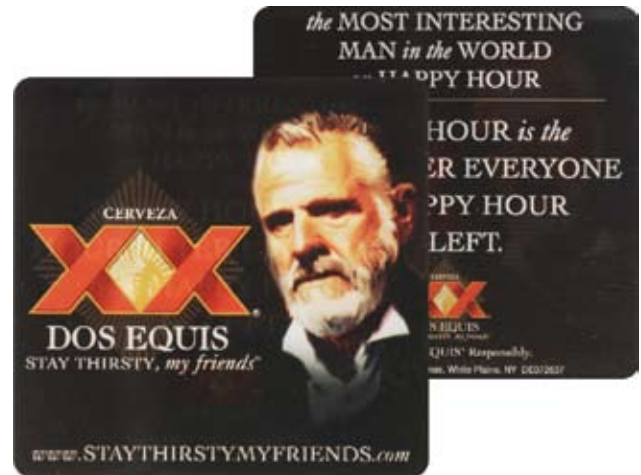
PP1769

Tissue Packet

Features:

An imaginative brand sponsored tie-in for a "tear-jerker" new show or film.

Tissues packed in a flat premium get your brand exposed, in purse and car.



PPL2422

Lenticular Coasters

Features:

Americhip lenticular printing is the highest quality available and dramatic messages, as well as deep 3D artwork, makes premiums like this coaster "a keeper."



PPHR2769

Heat Reveal Hand-Out

Features:

Liquid crystal heat activation lets consumer match the color of their body heat with the chart.

Make a game to "match your mood" with the chart.



PPI2894

Finger Pump Inflatable

Features:

Perfectly flat custom shape that can be inflated and re-inflated over and over.

Ideal for product mascots or any product symbol.

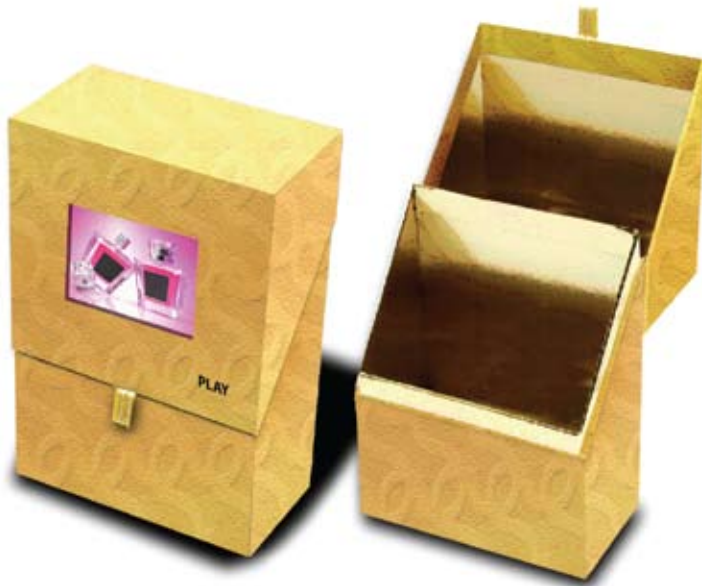
Tip on to a mailer for added value.

COMMUNICATING IN-STORE

*Communicating your brand story
across critical points of contact*

Shopper Marketing On or In Product

Video Packaging Executions



VP4040

Video Packaging with Pull-back Lid

Features:

2.4" Video screen.

Stop consumers in the aisle while they watch their product packaging play a music video.

Push button activated.



VP2973

Video DVD O-Sleeve Package

Features:

2.4" Video screen.

Products fly off the shelf when consumers can watch them.

Push-Button video activation shows film trailer.

Retail quality paper sleeve holds plastic film case.



VP4208

Gift Box Package with Fold-back Video Lid

Features:

3.0" Video screen shows fragrance collection in music video format with product application.

Push button activated.

Deluxe chip-board construction.

Shopper Marketing On or In Product

Audio & Lighted Packaging Executions



MPL2426

Lighted Specialty Packaging

Features:

Make your packaging sparkle in the aisle with fiber optic toppers or LED lights that augment your product with dramatic lighting effects.



MPA1999

Audio Product Label

Features:

Push-Button activated musical melodies for special occasion packaging.

Easy to attach to existing products.

Turn a product into a special gift giving occasion.



MPA1967

Audio Specialty Packaging

Features:

Motion activated box plays themed music when box is opened.

Audio in children's packaging is a unique way to differentiate products on the shelf.



MPA2966

Audio Packaging

Features:

Make noise in the aisle with this tuck box package that activates a "wolf whistle" sound effect when opened.

Shopper Marketing On or In Product

Dimensional Packaging Executions



MP2605

Telescoping Product Packaging

Features:

Packaging that becomes a consumer “keeper.”
Box pulls open to reveal two cavities for products.



MPL7893

Leather Padded Box Packaging

Features:

Deluxe leather material with padded top brings packaging into the home as a useful box that will keep your brand around for years.



MP860

Exploding Gift Packaging

Features:

Outer box opens to reveal inner sleeve which, in-turn, pulls open to reveal an explosion of color and mini pop-ups.

A gift package that pleases the giver as much as the recipient.

Shopper Marketing On or In Product

On-Pack Executions



PP400

Flippit Sample Pack Premium

Features:

Introduce a new product, or invigorate an old one with this mini sampler that gives the consumer an interesting toy along with the product.



VPR06892

Video On-Pack Holiday Keepsake Ornament

Features:

2.4" Video screen in molded construction.

Push-button video activation plays home video holiday memories downloaded by user.

Hang on tree for an unforgettable ornament that plays video at the touch of a button.



PP678

Tattoo On-Pack Premium

Features:

An On-Pack that appeals to adults-tattoos are a hot trend that will have your customers wearing your brand.



PP2979

Flocked Sticker On-Pack Game

Features:

Fuzzy flocked animal stickers let children position their own creations on back of sticker scene.

Perfectly flat to fit in almost any application.

Shopper Marketing On or In Product

Dimensional On-Pack Executions



BN500

Dial Product Attachment

Features:

Ring hook attaches to any bottle or spray bottle.
Give information with this dial attachment that turns to show different uses of product.



BN100

Exploding Product Attachment

Features:

Ring hook attaches to any bottle or spray bottle.
Gives an oversize presentation to any marketing message.



BN600

Lighted Product Attachment

Features:

Ring hook attaches to any bottle or spray bottle
In addition to product information, a lighted necklace premium is packaged in holder.



BN400

Telescoping Product Attachment

Features:

Ring hook attaches to any bottle or spray bottle.
Pull out 3 panels to attach product recipes or usage instructions.

Shopper Marketing Displays

Video, Audio & Dimensional Product Replica Executions



VPOP3859

Video Product Replica

Features:

2.4" Video screen inserted in molded plastic shape.

Motion activation shows product commercials in sequence.



VPOP3856

Video Cut-Out Product Replica

Features:

2.4" Video screen mounted behind printed acrylic cut shape.

Motion-activated video shows product commercials on the counter or shelf.



PP2040

Dimensional Product Replica

Features:

Product replica turns into take-apart puzzle.

Play value in store or at home.



PPA9041

Audio Product Replica

Features:

Push-button musical product replica with 6 different sounds makes big noise at the check out.

Shopper Marketing Displays

Video Shelf Executions



VPOP3895

Vertical Video Shelf Display

Features:

2.4" Video screen in printed paper cover.

Push-button activation shows product commercials in sequence.

Also available as motion activated.



VPOP3896

Horizontal Video Shelf Display

Features:

3.0" Video screen in printed paper cover.

Push-button activation shows product commercials in sequence.

Also available as motion activated.



VPOP3865

Video Shelf Display

Features:

3.0" Video screen in molded plastic shape.

Motion activation shows product commercials in sequence.

Display can be used on shelf or counter.



VPOP3996

Video End Cap Display

Features:

4.1" Video screen inserted in molded plastic unit.

Motion activation plays product commercial.

Custom display features bamboo material replica.

Designed to fit into shelf space.

Shopper Marketing Displays

Video Shelf Executions



VPOP3887

Curved Video Shelf Display

Features:

2.4" Video screen in molded curved frame.

5 Push buttons show different product available from brand.

Also available with motion activation.



VPOP3898

Deco Video Shelf Display

Features:

2.4" Video screen inserted in elegant molded frame.

5 push buttons show uses and benefits of product.

Also available with motion activation.



VPOP3888

Flat Video Shelf Display

Features:

Either 2.4" or 3.0" Video screen in super flat aisle violator design with molded frame.

Change graphic panel as often as required without removing display-just place new printed label over the top.

Back side is flat to allow for product promotion on 2 sides.



VPOP3890

Transformer Video Shelf Display

Features:

2.4" Video Screen inserted in rugged multi-level molded frame.

5 push buttons show products for different situations - a perfect way to cross-sell merchandise.

Also available with motion activation.

Shopper Marketing Displays

Audio Shelf Executions

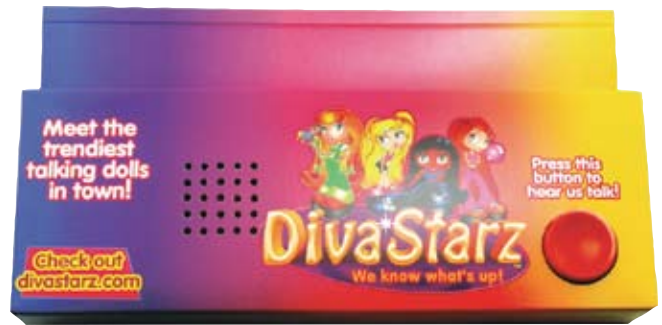


MDAPOP275

Audio Shelf Display

Features:

Push-button audio display in aisle violator design. If the sign doesn't get attention, the audio will!



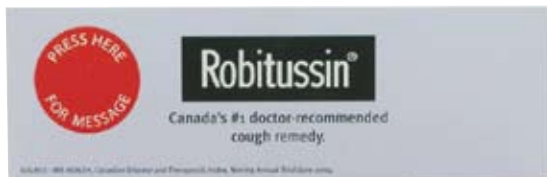
MDAPOP294

Audio Shelf Display

Features:

Push-button audio features a message that will draw attention and get noticed.

Paper housing fits in existing shelf track.



MDAPOP215

Audio Shelf Display

Features:

Push-button audio display with billboard message. Display easily flips up to allow consumer to reach product behind display.



MDAPOP204

Audio Shelf Display

Features:

Push-button audio features multiple messages that change up to 6 times when they are pushed. Add dimensional characters for extra interest.



MDAPOP195

Audio Shelf Display

Features:

Multiple push-button audio features messages that correspond to each image.

Shelf talker is housed in molded plastic case.

Shopper Marketing Displays

Lighted Shelf Executions



MDLPOP396

Backlit Shelf Display

Features:

Timer-activated LED display features printed acetate with backlighting for a dramatic eye-catching message.



MDLPOP299

NEW! Magic Mirror Shelf Display

Features:

Mirrored acetate shows reflections and fits in shelf track. When button is pushed, a lighted image shows in mirror.



MDLPOP387

Lighted Shelf Dangler

Features:

Flashing LED with rugged plastic die-cut shape dangles in the aisle and gets attention.



MDLPOP316

Lighted Shelf Dangler

Features:

Multiple flashing LEDs simulate whirlpool effect and is designed to fit in existing shelf channel.

Shopper Marketing Displays

Dimensional Shelf Executions



MDPOP405

Shelf Spinner

Features:

Our most popular and economic shelf display. Die-cut shape spins when consumer passes by and draws attention to anything on the shelf.



MDPOP406

Double Shelf Spinner

Features:

Double the impact with this economic shelf display. Two die-cut shapes spin and show different product applications with a universal aisle violator clip to hold to any shelf track.



MDPOP388

Shelf Dangler

Features:

Economic die-cut shape fits in shelf track and dangles in front of product. Sell more product for just pennies.

Shopper Marketing Displays

Video Counter Executions



VPOP3910

Video Counter Display

Features:

- 3.0" Video screen inserted in edge lit acrylic cut-out.
- Motion activation shows beverage commercials.
- Lighted product replica molded into acrylic.



VPOP3960

Video Counter Display

Features:

- 2.4" Video screen inserted in header card.
- Motion activation plays highlights from movie promotion.
- Compact shape is perfect for counter purchase decisions.



VPOP3942

Video Literature Holder

Features:

- 3.0" Video screen inserted in molded plastic frame.
- 5 Push-button activation shows different benefits of product and testimonials.
- Custom display includes "take-one" brochures, lighted product replica and interactive lighted display.



VPOP3858

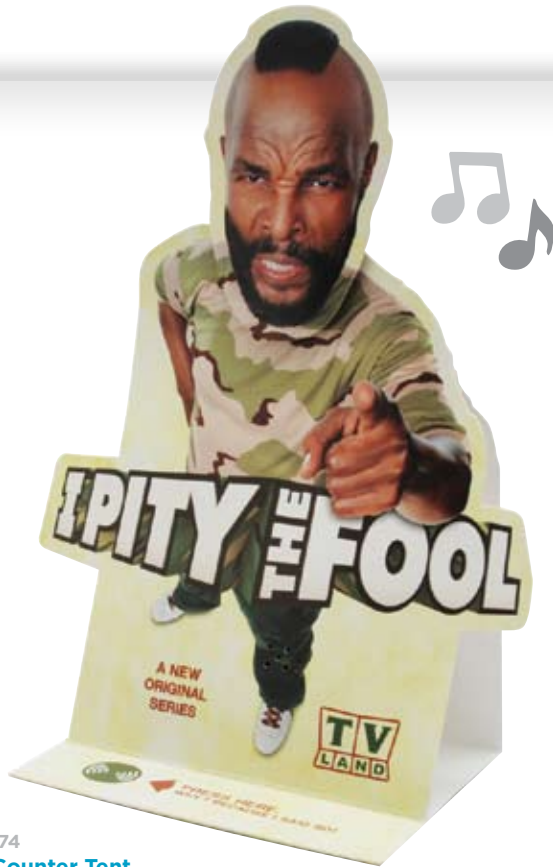
Video Cut-Out Product Replica

Features:

- 2.4" Video screen mounted behind printed acrylic cut shape.
- 5 Push buttons show product commercials at the counter for an effective check-out reminder.

Shopper Marketing Displays

Audio Counter Executions



MDTT6274

Audio Counter Tent

Features:

Push-button activated audio with multiple messages-every push sounds out a different message.

Call attention to your product with a message from your celebrity spokesperson.

Ships flat and assembles with double-sided tape.

Take-one brochure holder on backside.



MDTT6325

Audio Counter or Table Tent

Features:

Push-button activated audio with music, sound effect or voice-over.

Call attention to your product with a message from your celebrity spokesperson.

Ships flat and assembles with double-sided tape.



MDTT6482

Audio Counter Tent

Features:

Push-button audio with product jingle is the perfect check-out counter reminder.

Ships flat and assembles with double-sided tape.



MDPOP7223

Audio Counter Box Display

Features:

Motion-activated audio with eerie ghost sound backer card for corrugated product holder.

Ships ready to fold up and use.

Shopper Marketing Displays

Lighted Counter Executions



MDL3401

Lighted Counter or Table Tent

Features:

Push-button activated "Lucky 6" LED Light effect.
6 random flashing lights land on one answer to make a game out of making a purchase.



MDL3411

Lighted Counter Display

Features:

Motion-activated light display with fiber optic twinkling lights, backlit acetate and flashing LEDs.
This deluxe display illuminates a multi-plane pop-up with motion-activated music.
Folds flat and opens to become an easel-backed counter display.



MDL2897

Lighted Counter or Table Tent

Features:

Push-button activated "Lucky 6" LED Light effect.
6-random flashing lights land on one answer to make a game out of making a purchase.



MDL3456

Lighted Counter Display

Features:

Opti-flasher single LED light gets attention at the counter for a new product.

Shopper Marketing Displays

Dimensional Counter Executions



MDTT4874

Snap-Up Dimensional Counter or Table Tent

Features:

Display automatically snaps open for a dimensional base that holds a die-cut shape.

Flat tent fits together with double sided tape in seconds.



MDTT0080

Flippit Dimensional Counter or Table Tent

Features:

Pull the side and panels automatically flip to morph from one image into another.

Flat tent fits together with double-sided tape in seconds.



MDPU7081

Dimensional Counter Display

Features:

Dramatic multi-layered pop-up with pockets for consumer take-one information.

Folds flat for shipping and creates its own stand to be "counter-ready" in seconds.



MDOP6662

Dimensional Counter or Table Tent with Spinning Motor

Features:

Push a button and the battery-operated motor spins the hand and lands on a "decision" randomly.

Flat tent fits together with double-sided tape in seconds.

Shopper Marketing Displays

Window & Wall Executions



VPOP3989

Video Window or Cooler Door Display

Features:

4.1" Video screen inserted in printed foam core display.
Motion activation starts video commercials with door movement, or walking by.
Time-out function saves battery life.



MDC8468

Dimensional Open/Closed Display

Features:

Printed acrylic sign with your brand slides to reveal "Open" or "Closed" for a door or window application that keeps your brand where the consumer sees it first.



MDL7253

Lighted Window & Cooler Door Display

Features:

LED backlit message with cavity to display actual product.
Motion activated LEDs start a light show when customer walks by.
Suction cups hold sign securely on glass.



MDL7158

Lighted Wall/Sign Display

Features:

Multicolored LEDs twinkle on die cut shape.
Lights get attention and more lights get more attention.
Foam tape on back allow this holiday theme to be added to existing displays - add motion activated audio for more impact.

Shopper Marketing Displays

Video Floor & End Cap Executions



VPOP4200

Video Standee

Features:

7.0" Video screen inserted in die-cut Standee. Motion activation displays Santa's "Naughty or Nice" list by scrolling names on video display. Consumer can watch to see their name, or use the skip button to find if their name is on "the list." Perfect consumer interaction for any holiday merchandising.



VPOP3994

Video End Cap Display

Features:

4.1" Video screen inserted in corrugated display. Motion activation plays holiday commercials. Custom display holds gift cards.



VPOP4220

Video Pole Toppers

Features:

4.1" to 7.0" Video screen inserted in die-cut Standee. Motion activation displays commercials for product, or recipes for consumer use of product.

Shopper Marketing Displays

Audio/Lighted Floor & End Cap Executions

MDPOP7620

Life-size Audio Standee

Features:

Motion activated audio gets noticed in a busy store when the standee talks.



MDPOP7632

Audio & Lighted Pole Topper

Features:

Motion activated audio with holiday songs and flashing lights for extra attention grabbing effect in the aisle.



MDPOP7647

Lighted Product Sampler

Features:

Customize your display for each consumer. Lighted buttons glow when consumer makes choices to show which product is right for them.



MDPOP7666

Audio & Lighted Standee

Features:

Motion activated audio plays brand song while sequential lights flash the product's brand.

Shopper Marketing Displays

Dimensional Floor & End Cap Executions



MDPOP7654

Rotating Dimensional Pole Topper

Features:

Oversize product replica rotates at the top of pole.

Box features elegant holiday display of ribbons and translucent streamers nestled in metallic silver box.

Easy for store merchandisers to assemble.



MDPOP7669

Audio & Dimensional Corrugated Displays

Features:

Tuck-tab construction with motion activated audio draws attention when an elegant display isn't enough.

Folds flat for storage and shipping.



MDPOP7722

Rotating Dimensional Display

Features:

Large rotating disk catches the eye, even in a crowded store.

Hang from the ceiling, or on a pole for an end cap display that will never be missed.

COMMUNICATING AFTER THE PURCHASE

Relationship marketing

Shopper Marketing After the Purchase

Video Packaging in the Home



VP4110

Video Cosmetic Case

Features:

2.4" Video screen recessed into molded plastic insert.
Push-button video activation plays make-up applying techniques.

Communicate with your client long after the purchase with a package that gives helpful tips.
Available with skip button, or push button activation to show additional chapters and information.



VP4068

Video Engagement Ring Keepsake Box

Features:

2.4" Video screen recessed into lid.
Slide-tongue activation plays customer supplied video.

IMAGINE your brand as a keepsake...

You client just bought a wedding ring and is now going to propose marriage to his fiancé. When the ring is given, the store can download personal videos that are meaningful to the couple: the engagement dinner, the first date, first kiss...

This will be a box the bride will keep forever.



VP4062

Video Polygon Package

Features:

2.4" Video screen recessed into panel.
Make your packaging useful and your brand will be used over and over.
Keepsake video box opens to become 2 piece container.
Push-button video activation generates excitement on the shelf.
Deluxe chip-board construction with security clasp.

Shopper Marketing After the Purchase

Video Packaging in the Home



VP4041

Video Cosmetic Package

Features:

3.5" Video screen with 5 Push-button video activation shows features of cosmetic set.

Keep your brand packaging around long after the purchase with buttons which activate videos to show how to use each component of the cosmetic set.

Rigid chip-board construction with classic ribbon decor.



VP4052

Video Jewelry Package

Features:

2.4" Video screen.

Video turns any product packaging into a memory box.

Automatic video activation upon opening.

Video shows jewelry designer collection.

Molded rigid case with velvet lining.



VP4053

Video Watch Collection Box

Features:

3.5" Video screen.

Slide-tongue video activation shows entire line of time products, with ability for consumers to download personal videos over the top of commercials.

Video box becomes a keepsake treasure box.

Rigid molded construction with velvet insert.

Shopper Marketing After the Purchase

Collectible Packaging in the Home



MPL1278

Molded Packaging with Lighted Lenticular Insert

Features:

Rigid molded packaging holds DVD products and literature.
With a push of a button, the scene glows.
Turn your packaging into a collectable.



MPA1692

Audio Tuck Box Packaging

Features:

Integrate your ad campaign into an economy singing package.
Slide tongue activation plays music when the box is opened.



MPA1623

Audio & Dimensional Packaging

Features:

Upon opening the box plays classical music to compliment an elegant pop-up concealed in the lid.
Turn your box into a keepsake that keeps your brand in use.



MPPU1252

Pop-up Chocolate Box

Features:

Make a package for your product that is designed to be used for a month or longer in your home.
Book-style box opens to show pop-up holiday scene and advent-style perforated windows dispense candy.

Shopper Marketing After the Purchase

Greetings in the Consumer's Home



MPA4196

Audio Occasion Card

Features:

You have your customers name, now leverage your list and keep your brand top of mind. Audio cards remind consumers of special upcoming retail events.



VDM1095

Video Greeting Card

Features:

2.4" Video screen insert. Send your customer a holiday concert. Slide-tongue activation plays corporate holiday spokesperson singing holiday song for store's elite member holiday mailing.



MPA4144

Audio Occasion Card

Features:

Leverage your customer list and keep your brand in front of your customer with audio card reminders that turn into souvenirs.



MPPU2844

Dimensional Greeting Card

Features:

Pop-ups remind customers that your brand is there and ready to help with their holiday gift needs.

Shopper Marketing After the Purchase

Greetings in the Consumer's Home



CC505

Dimensional Snap-Up Holiday Card

Features:

Send your customer a card they can use year after year, recalling your brand every time.

A snap-up scene folds flat for mailing and pops up to show a multilayered dimensional scene that can be hung on a tree.



MPA6169

Audio Greeting Card

Features:

Give your customers an audio greeting to remember. Take a traditional holiday scene and put your brand's stamp on the cover and on the audio.

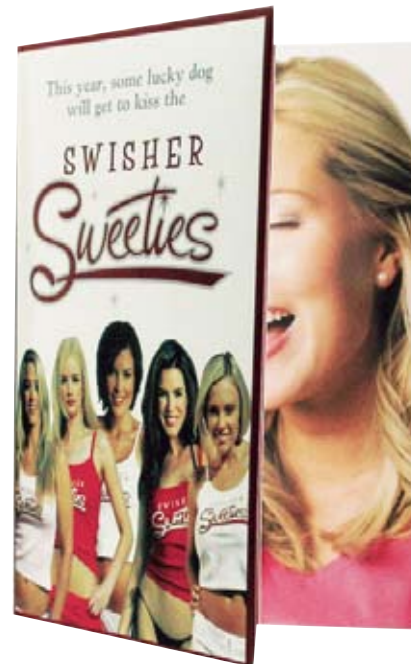


MPPU2816

Audio, Lighted & Dimensional Holiday Card

Features:

An unforgettable holiday keepsake, this book-style card opens to a holiday song and light show with flashing LEDs, fiber optics and backlit acetate placed in a dimensional retail store setting.



MPA5222

Audio Greeting Card

Features:

Let your customer know you appreciate their business with an audio card that extends your ad campaign through the holiday season and into their home.

Shopper Marketing After the Purchase

Gift Card Purchases in the Consumer's Home



GCL3624

Lighted Gift Card Holder

Features:

Your customer chose your brand as a gift.

Make sure the gift card holder is as memorable as your brand.



GCA3428

Audio Gift Card Holder

Features:

Make your gift card seem like a valued brand statement with a holiday song played upon opening the card.



GCL3633

Audio & Lighted Gift Card Holder

Features:

Your customer chose your brand as a gift, don't disappoint them, make sure the holder is as significant as your brand.



GCA3452

Audio Gift Card Holder

Features:

Create an audio statement the consumer can give with pride to their friends.

Shopper Marketing After the Purchase

Gift Card Purchases in the Consumer's Home



GCM3331

Material Gift Card Bag

Features:

A petite bag that makes giving a gift card chosen by your customer part of the brand experience.

These bags are covered in faux leather, denim and foils for an elegant touch.



GCPU3552

Dimensional Gift Card Holder

Features:

A holiday gift card purchase shows that your customer appreciates your brand.

This pop-up holder will appeal to the seasonal purchase with whimsy and charm.



GCH3325

Dimensional Gift Card Holder

Features:

Offer a gift card holder that is a boxed package.

Insert the gift card in the slot and as the lid is raised, the card is revealed.



GCPU3565

Dimensional Gift Card Holder

Features:

A gift card purchase is the biggest compliment a consumer can give to a brand.

Make sure that you have a product that compliments your consumer.

Shopper Marketing After the Purchase

Video Membership Benefits in the Consumer's Home



VP4108

Video Membership Package

Features:

2.4" Video screen.

Send video membership packages to show consumers the benefits of their new elite program.

Let them watch the membership video in the comfort of their own home.

Once the video is completed, the consumer can record over with their own video memories and create a home video memory book.

Deluxe slipcase with membership tags.

Push-Button video activation showing membership benefits.



VDM1085

Video Benefits Package

Features:

2.4" Video screen.

Exclusive membership clubs are reflected in exclusive membership brochures.

Let a video brochure detail the benefits by showing products in a way that print never will.

Oversize tri-fold brochure with multi-pocket folder on back.



VPRO5811

Video Paper Wallet Premium

Features:

2.4" Video screen in 18pt paper "wallet."

Slide-tongue video activation plays membership commercial about Gold Club benefits.

Show special messages about the advantages of becoming members in special programs.

Consumer can download updated membership video over as availability occurs.

Shopper Marketing After the Purchase

Membership Benefits in the Consumer's Home



MPA6442

Audio Membership Package

Features:

Audio plays theme music as replica record is removed. Invite your customers to special benefits with a mailer they will never forget.



MPB1107

Audio Benefit Package

Features:

Flip book designed to describe the benefits of specific plans are enhanced with audio as the consumer turns each page.

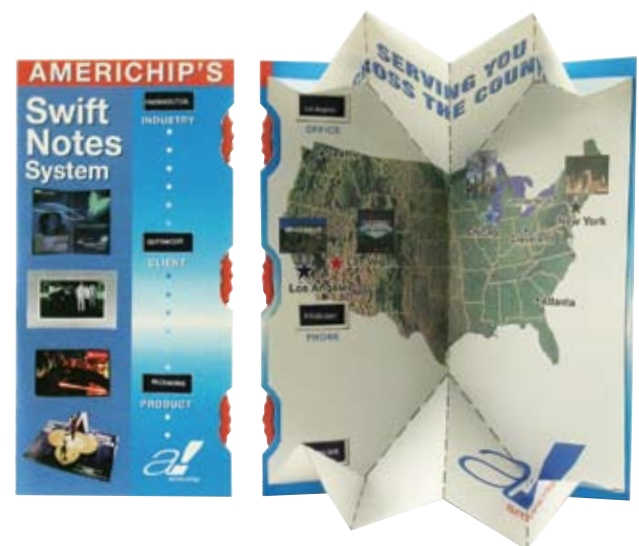


MP2282

Informational Package

Features:

Economy exploding mini brochure folds into pocket size guide to carry in a car or briefcase. Surprise your customer with a benefit guide they can carry with them that opens to map size.



MP4000

Informational Package

Features:

Consumers can use this pocket size guide to match each situation with the proper benefit plan by turning the wheels on the cover.

The exploding inner portion turns into a giant size print area to show additional benefit locations.

COMMUNICATING WITH RETAIL PARTNERS

Differentiating your Brand Story

Shopper Marketing Retail Partners

Video Planners and Press Kits



VDM1099

Video Planning Guide

Features:

3.0" Video screen insert on divider page.
Push-button activation plays new product launches to show retail partners selling opportunities.
Printed materials added in binder.



vdm1097

Video Planning Guide

Features:

3.0" Video screen insert on divider page.
Push-button activation plays new product launches to show retail partners selling opportunities.



VDM1098

Video Year Planner

Features:

3.0" Video screen.
Skip, backward and forward buttons.
Show strategic partners your first commercials and product launches.
Kit contains collateral and materials for future planning.



VPRO5715

Video Ear Bud Device

Features:

3.0" Video screen.
Skip, backward and forward buttons.
Show strategic partners year long plans in video, with ear buds to allow them to listen to proprietary information in public places.
Molded construction with rubberized buttons and disposable ear bud packages.

Shopper Marketing Retail Partners

Audio Planners and Press Kits



MPA3872

Audio Product Launch Guide

Features:

5 push button audio to show strategic new product launches with commercial sound tie-ins.



MPA3877

Audio New Product Guide

Features:

Slide-tongue activated audio that plays new commercial sounds. Multi-pockets allow for collateral material.



MPA3824

Audio Product Launch Folder

Features:

Slide-tongue activated audio plays special effects to get retail partners excited about shifting into profits. Pockets hold collateral materials.

Shopper Marketing Retail Partners

Dimensional Planners and Press Kits



MPPU3724

Dimensional Press Kit

Features:

Book-style box opens to giant pop-up.

Side has tuck box end to hold collateral materials.



MPPU3727

Pop-up B2B Holiday Book Program

Features:

Pop-up holiday snowman holds gift card for B2B retail gift programs.

Holiday music is activated upon opening book.



MPWK4430

Slide & Flip Mini-Planner

Features:

Dimensional slide & flip book automatically turns printed pages to see Q1 product planning.

Built-in USB drive contains proprietary product planning information.

Shopper Marketing Retail Partners

Dimensional Planners and Press Kits



MPDIM048

Dimensional Planner Guide

Features:

Book-style box opens a cavity to hold retailer planner and two uniquely designed pockets for collateral materials.



MPDIM088

Picture Changer Retail Guide

Features:

Front cover holds picture changer mechanism – with the pull of a tab the illustration changes from old product to new product, enhancing the new product introduction. Book-style box opens to display cavity for new retail packing sample.



MPDIM094

Pop-Up Press Kit

Features:

Multi-plane pop-up illustrates new club program with envelope for collateral material and dual cavity for samples.

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What does your brand
Feel Like?

What does your brand
Look Like?

What does your brand
Sound Like?

What does your brand
Smell Like?

What does your brand
Taste Like?

Multisensorize[®]
with
americhip

Multisensorized[®] Marketing: Communicating to all five senses.



Sound



Sight



Touch



Smell



Taste

