

Interactive Print Solutions

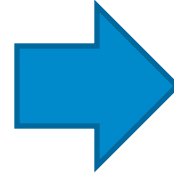




Interactive Print Solutions

It's the Experience, not the Technology.

Interactive Print Solutions



Optimized
Mobile
Content
and
Calls-to-
Action

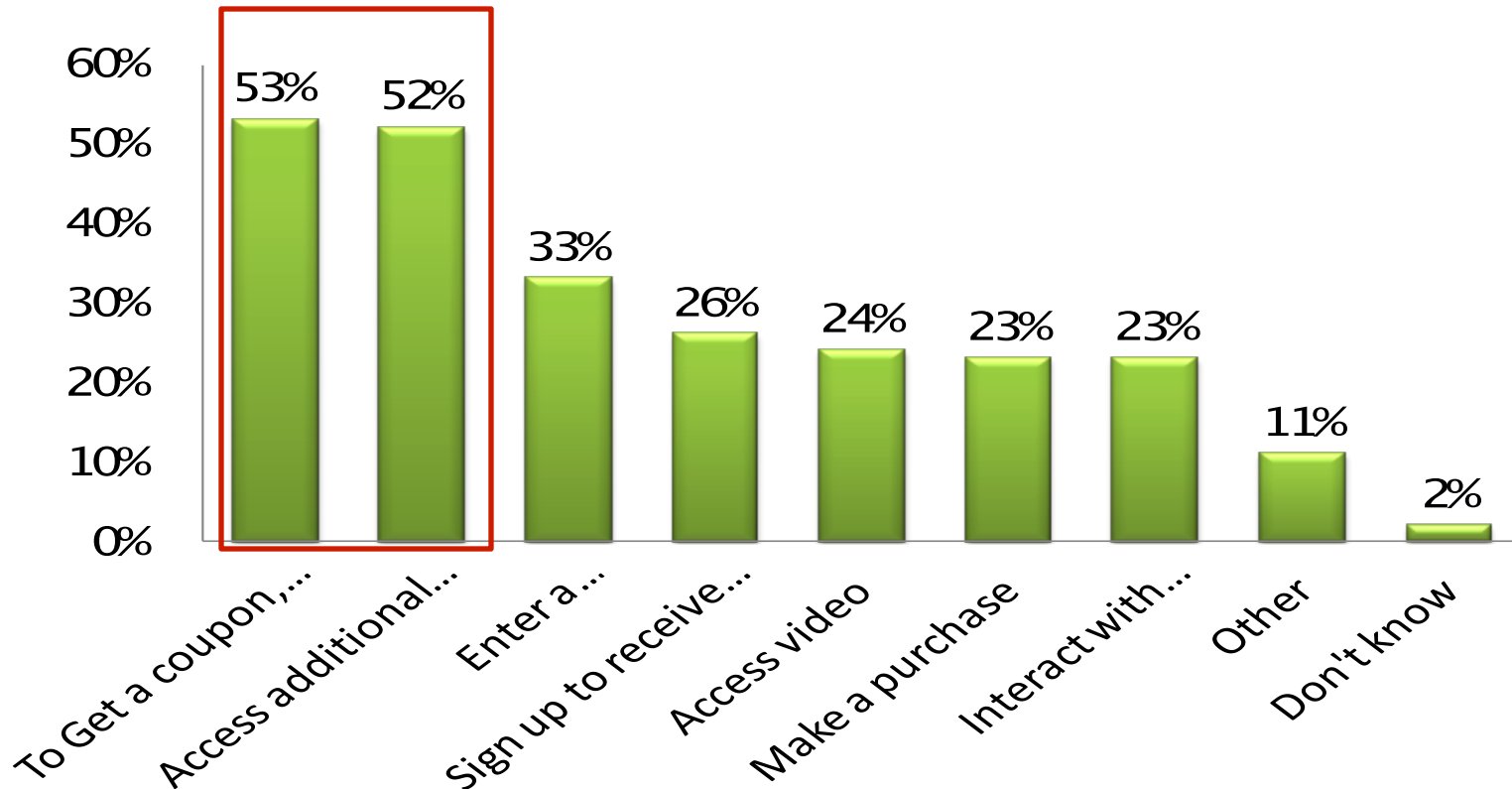


Today's Customer

- **Variety and Availability**
 - Wants to find products when and where he/she wants them
- **Engagement and Interaction**
 - Increasingly Social, Increasingly Connected
- **Clean and Easy**
 - Purchasing
 - Learn More/Rich Media
 - Social Sharing
 - Loyalty Programs



Mobile Marketing: Why Consumers are Scanning



Source: Source: MGH's QR Code Usage-
February 2011

Interactive Print Technologies: Value-Based Applications

- Catalog, DM & Retail
 - > Simple Mobile Commerce (One-Click Buying)
 - > Social Sharing
 - > Product Showcases, Embedded Content (Video, Rich Media, and Computer Generated Imagery)
 - > Add a mobile shopping cart and order form to their catalog
 - > Consumer “Activity” and Purchase Analytics

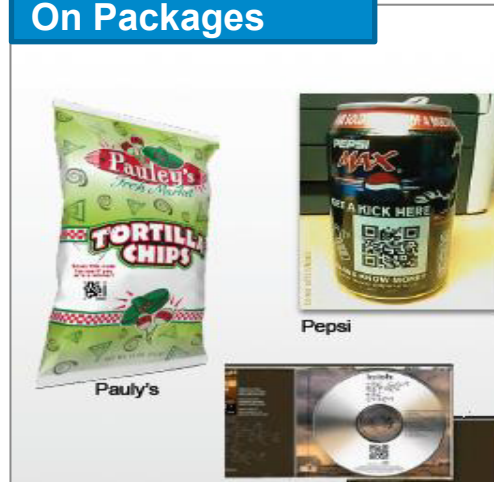


Interactive Print Technologies: Quick Response (QR) Codes

In Print



On Packages



Mass Media



In Store



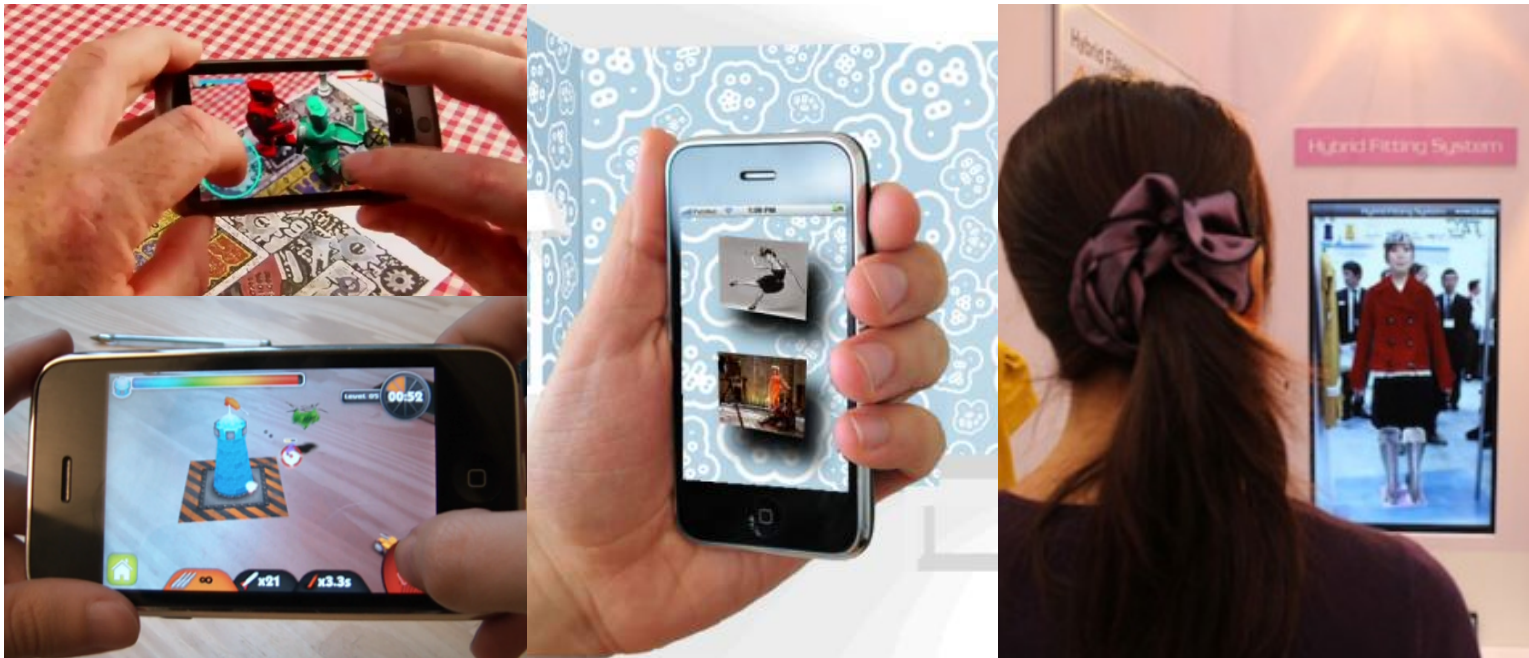
Interactive Print Technologies: Image Recognition

- Utilize Image Recognition for **Direct Purchase** and **Shopping Cart** Functionality
- Drive **trigger-based** marketing touches via Direct Mail
- Lay the foundation for a **recommendation engine**



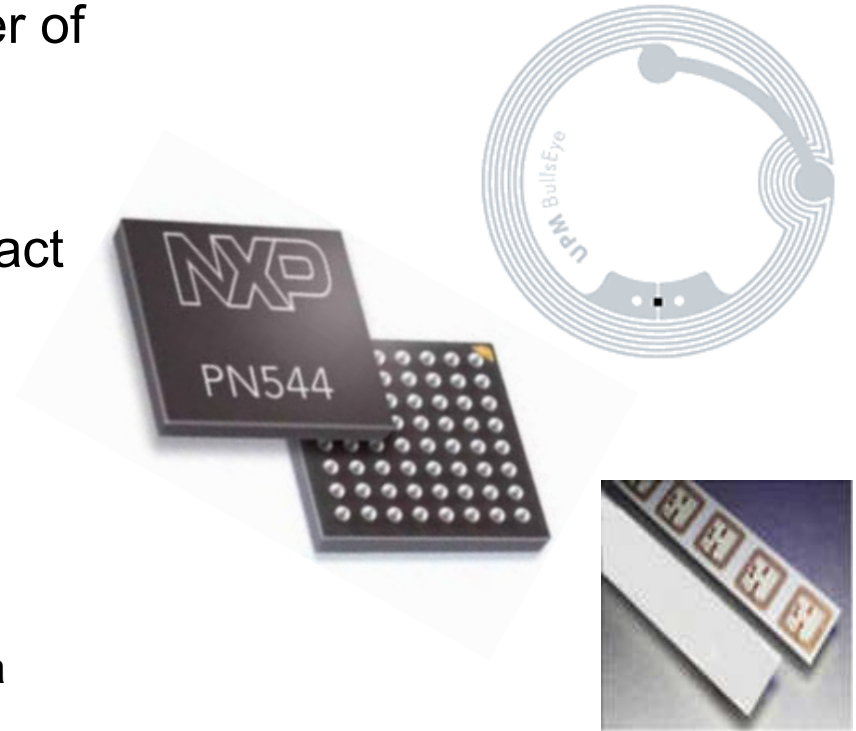
Interactive Print Technologies: Augmented Reality

- Combines 3D imagery and sound with catalog pages as viewed through an Augmented Reality Browser.



Interactive Print Technologies: Near Field Communications

- Another way to unleash the power of your brand across the mobile channel.
- NFC-enabled hardware can interact with tags that are:
 - > Programmable
 - > Trackable
 - > Secure
 - > Trigger Calls to Action
 - > Can be applied to any substrate via label



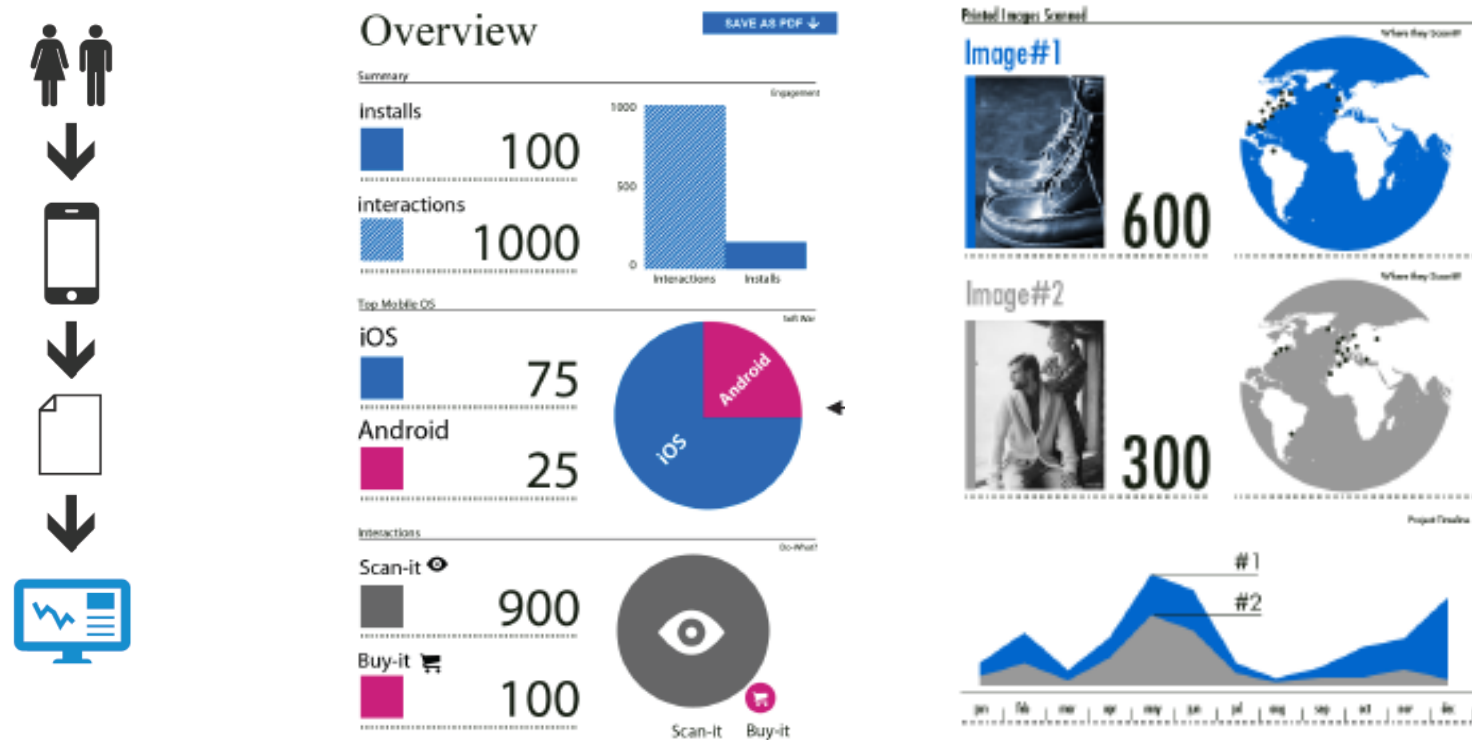


Interactive Print Technologies: Data Capture & Analytics

- Incredibly powerful data capture and analysis tools
 - > Real-time Response Data
 - > Wireless carrier
 - > Phone Platform (iOS vs. Android breakdown)
 - > Quantified Response by Call-to-Action
 - Coupons
 - Email
 - Poll / Survey
 - Video
 - > Geographic
 - Visual Display of Response by Geography

Interactive Print Technologies: Data Capture & Analytics

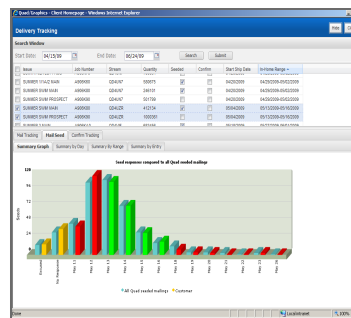
- More important than features: Simple and Usable



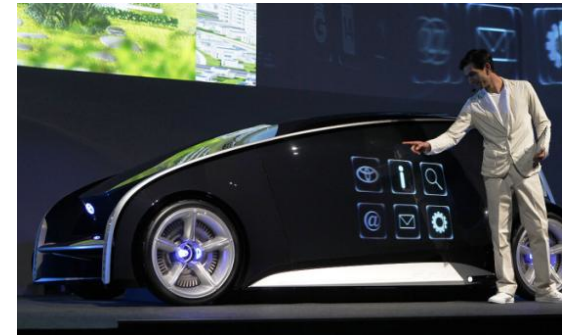
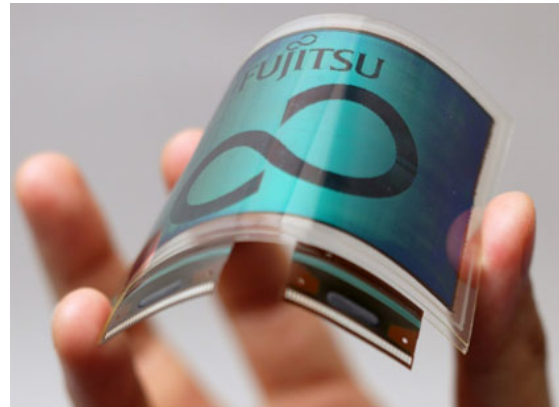


Providing Turnkey Solutions... Mobile Products & Services

- Manufacturing platform – Static print, variable ink jet or laser, digital print, POS displays
- Campaign Strategy – Integrating mobile into channel mix
- Creative – Print Discovery and Landing page design
- Analytics – Secure, web-based portal with campaign response data with customization and export options readily available



Where it's all headed...





The Internet of Things

What remains...





For Students of Marketing (All of us)

People

Products

Passion

Questions?

