

# > *Be Distinctively Different* <

with Video in Print Advertising from Structural Graphics

Combine outstanding dimensional print design with compelling Video in Print technology to drive increased marketing results.

Video in Print Advertising delivers a powerful multi-sensory experience. The tactile engagement of print, with the compelling motion and sound of video is a marketing force multiplier. **Consider that 80-90%<sup>1</sup> of direct mail gets opened and 64%<sup>2</sup> of consumers are more likely to buy a product online, after viewing video content.** That's a formula for success.

<sup>1</sup> <http://snip.ly/wO64#http://www.dmnews.com/direct-line-blog/the-top-15-postal-articles-of-2015/article/462419/>  
(Taken from the Direct Marketing Association).

<sup>2</sup> <http://www.insivia.com/50-must-know-stats-about-video-marketing-2016/>



In 2017, we won the U.S. Postal Service's prestigious Irresistible Mail™ Grand Champion Award for our Lincoln Continental Video Mailer.

Structural Graphics has been at the forefront of Video in Print from the beginning. We have produced successful Video in Print campaigns for brands such as Microsoft, Aetna, Fidelity, Nationwide, Scotts.

This Video in Print mailer showcased the new Lincoln Continental before the car hit showrooms. Customers received a display folder with an embedded video screen allowing them to watch a story about the heritage and features of the vehicle. The accompanying tri-fold brochure described the ownership experience, and offered a framed print to those who placed pre-orders.

## Video in Print done right with Structural Graphics.

Video in Print is a powerful marketing tool that enables your brand to stand out from the rest and be distinctively different; but there are a number of critical success factors. Based on our extensive experience, here are six of the most important to consider.

### 1. Success is not guaranteed just because your print piece includes video.

Design, message, packaging and production values are all part of the overall brand experience. **Beware of "turnkey solutions" that are shipped sight unseen from supplier to your prospects.** Structural Graphics has a high-tech, high-touch production process that puts it all together for you. Our production and quality control includes the ability to press proof your piece before shipping at one of our North American facilities.

## 2. Not all Video in Print players are created equal.

Speakers, video screens, battery packs and wiring can all vary in quality. Make sure your supplier uses top quality components and has a thorough quality control process in place. **Structural Graphics has a 10+ year relationship with our Video in Print player supplier.**

Our custom-designed frame uses die-cut antistatic PE (polyethylene) foam for the video components, ensuring that soldering points and all components are protected and will hold up during shipping and mailing. This is critical for the video units arriving in working order.



Telescoping Flip Slider Video in Print design

## 3. The power is in the playback.

Choose the right file formats and the right settings for video playback. Here are some proven guidelines and specifications:

- Video File Format: MP4, WMV, AVI, MOV, (Codec: MPEG-4, Divx, Xvid 720P)
- Audio output: Mono speaker
- Sound level: 75 - 80 dB
- USB cable for recharging (many competitors do not include this)

## 4. Keep it short.

- Video is a great vehicle for delivering a 30 -60 second message (like a TV spot). If you need to deliver a longer story, consider breaking it onto individual video "chapters."
- Touchscreen playback allows users to select individual videos.
- We spec 128 MB of memory for our Video in Print players, so we can accommodate multiple videos (some vendors spec less; and then upcharge for more memory). **Don't forget the call to action so you can track responses.**

## 5. Source global. Inspect and ship local.

This is critical for a number of reasons. Video in Print players are sourced almost exclusively from the Far East (that's where we get ours from). If your Video in Print program is produced and shipped from the Far East, the battery has to be powered down to 30% of rated capacity to meet International Air Traffic Association (IATA) regulations. This can negatively impact playback quality. **We always fully recharge our batteries locally before shipping. Our battery configuration is not only approved by the US Post Office, it is also CE ROHS certified,** which means that our product has met the standards for consumer safety, health and environmental requirements in Europe, as well as in the US.

## 6. There's no substitute for experience.

Structural Graphics is the leader in designing and producing engaging, interactive and dimensional print communications for over 40 years. Our paper engineering and hand assembly expertise ensures we deliver communications that get the attention of your audience and drive higher ROI for your marketing dollars. We have produced hundreds of thousands of video units for some of the top Automotive, Pharmaceutical, Financial Services, Manufacturing and Entertainment brands in the world.



Take a look at our **Video in Print portfolio** and give us a call.  
We'll show you how to be distinctively different.

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