

VideoPak[®]

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Case Study – Bruno Mars VideoPak[®]

The challenge:

Warner Music had an event where they were showcasing one of the worlds fastest growing music sensations - Bruno Mars. At this event there were VIP's that needed to be impressed and amazed by the show. At the end of the showcase, they wanted to give these important and influential people something special and unique that would leave them feeling WOWED and remind them of the Bruno Mars magic.

They wanted an audio/visual product that was highly engaging, novel and bespoke and in-line with the cutting-edge Bruno Mars brand. The product needed to be slim and easy to distribute yet robust and have a long advertising life.

Equally as important, Warner Music needed something that could be turned around quickly as the event was just 5 days away!

The solution:

Warner Music decided to produce a batch of VideoPak's to leave with the VIPs at the event. Three videos were selected to best showcase Bruno Mars on the high quality LCD/Speaker technology of the VideoPak. Artwork was quickly created for the printed elements and it was decided that a high quality Matt Lamination would be used to finish the packs.

The VideoPaks were produced in just 3 days and delivered in time for the important event!





The benefits and results:

The VideoPaks that Warner Music gave to the VIPs provided:

- a high quality, premium product that communicated key messages to important people in a powerful and exciting way.
- a promotional tool that is impressive and brand new to the market. It helped Warner Music stand out from their competition because they dared to be different and try something cutting edge but low risk.
- on-going advertising that will be passed around due to its engaging and unique appearance.
- a long-life product that is re-useable and easy to distribute.
- a bespoke printed pack that delivered maximum impact to a targeted audience.
- a deluxe yet environmentally friendly product turned around very quickly and within budget

For more information:

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