



Video in Print Advertising: Tips for Success

Video in print advertising (VPA) is a marketing vehicle that has been used for the past several years to help companies promote their products. VPA has grown in popularity over the last two years due to lower costs and the proven effectiveness of videos to increase sales and deliver a higher ROI on your marketing spend. There are now dozens of companies offering video in print advertising so we thought these tips on ensuring successful production of your job would be helpful.

- 1) **Pick a reputable supplier.** Anyone with a web site and an electronics supplier in China can sell video in print advertising so make sure the supplier you choose has design and manufacturing expertise.
- 2) **VPA itself is not patented.** While some suppliers claim it is, only a few of the scores of designs available are covered by patent protection so you have many choices available to you.
- 3) **All video units are not the same.** Speakers, video screens, battery packs and wiring can all vary in quality. Make sure your supplier uses top quality components.
- 4) **Chose the right files.** To ensure the quality of your video and sound we recommend using the following:
 - a. Video File Format: MP4, WMV, AVI, MOV, (Codec: MPEG-4, Divx, Xvid 720P)
 - b. Audio output: Mono speaker
 - c. Sound level: 75-80 dB
- 5) **Quality is everything.** VPA relies on electronics and electronics can fail. Make sure your supplier has a stringent quality procedure built specifically for VPA to ensure your video performs as expected.
- 6) **Understand where your job is being produced.** Many suppliers create prototypes in the U.S but turnkey the production of your job at a third party supplier in China. This is a common practice but the best suppliers have long standing partnerships with reputable suppliers and offer U.S based QC checks before your job ships.
- 7) **Keep it short.** Video is a great vehicle for delivering your message if done effectively. Keep your videos short (30-60 seconds) and entertaining while delivering your message and don't forget the call to action so you can track responses.
- 8) **Break it down.** If you have multiple messages to deliver, individual video chapters are an effective way to allow the user to choose the content they are interested in. Touch screen video units make this easy and cost effective to accomplish.
- 9) **Check the packaging.** Make sure the shipper will hold up in the mail and deliver your video unit in working order.
- 10) **Don't forget the design elements.** Designing the VPA unit with print treatments and engaging design elements can help you match the piece to your company's personality.

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