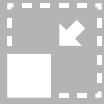


01 >>



## Size Matters

Determine the brochure's role then decide on a size that works best for you. It may be a convenient business card, a larger presentation size or go for broke with custom.

## Get Creative

Get your creative hierarchy right with a strong headline, powerful visual and an irresistible call-to-action that directs audiences to your main event – the video.



<< 02

03 >>



## Screening Process

The screen forms the centrepiece of your brochure so consider it carefully. Text heavy videos require bigger screens and if price is a consideration, then consider a mid-size or smaller screen.

## User Experience

Include play, pause and volume buttons for user engagement or make it easy for your user with simple auto play. Improve shelf life with a hard cover or include a personalized recipient message.



<< 04

05 >>



## Distribute Evenly

Your brochure is a big deal so ensure it's delivered accordingly. Consider one of our purpose-built mailing boxes to protect your brochure and never send it by mail unprotected.



We've completed 50,000 units to date for a range of SMEs too numerous to mention along with multinationals like Shell, IBM, and BMW, so we'd be more than happy to provide you with the expertise you need. They say you only get one chance at a first impression – We'll make sure yours is the right one so we'd be more than happy to provide you with the expertise you need.