



v u e t v[®]

A **Vip** product

PRODUCT GUIDE

WHAT IS VUETV®?

VueTV® incorporates a HD video screen loaded with bespoke content, within a range of premium printed, branded and personalised video brochures.

Experts in innovation, VueTV® offer an extensive choice of video in print items including gift boxes, point of sale, direct mail and bespoke products. With the UK's market leading turnaround time of just five days, VueTV® is widely recognised for its responsive service and premium products.

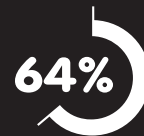
- No minimum order quantity
- Highly competitive pricing structure
- Fastest turnaround times in the UK

All VueTV® products can be used across a range of applications including point of sale, packaging and direct mail so you can select a size, shape and style to meet your needs.

www.vuetv.co.uk



95%
of B2B companies are planning to use video in their content marketing strategy over the next year



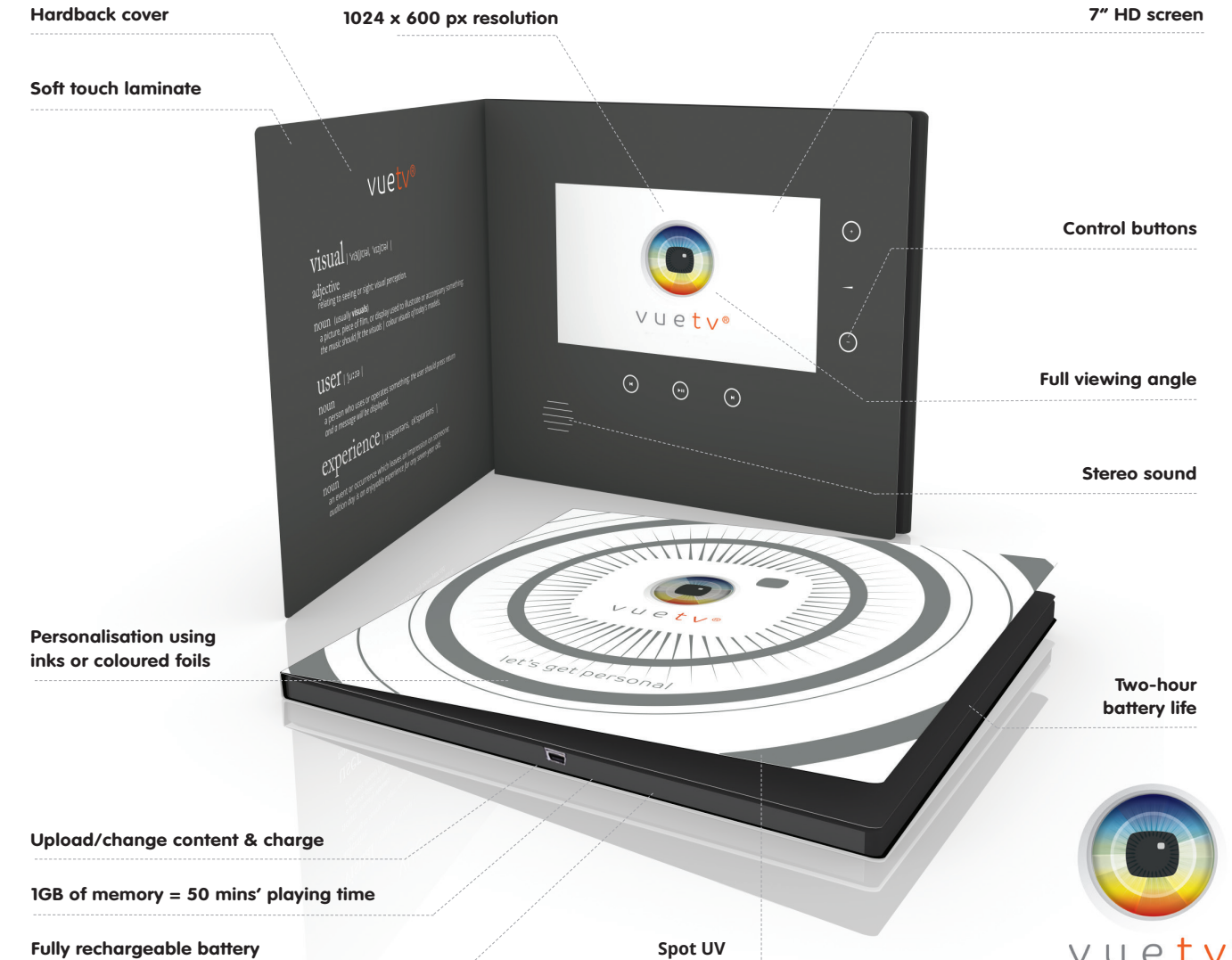
64%
say they were influenced to purchase by video marketing materials

"Thank you for our video brochures, they have just arrived and look awesome."

British Independent Retail Association

THE MOST POPULAR VIDEO BROCHURE - THE ULTIMATE

HD



vuetv®
A Vlp® product

LET'S GET CREATIVE

VueTV®'s stunning range of video brochures plus video in print gift boxes and bespoke creations are making an impact on markets all over the UK and beyond. Adding sound and vision to your message makes a greater impression on your colleagues, prospects and clients through engaging video media.

More campaigns than ever now include a video element with 96% of consumers agreeing that video helped their decision to buy. 70% of B2B marketers say video is the most effective medium for driving conversations.

Video content is the most popular form of media for a reason. People engage with video in a unique way. The combination of sight and sound conveys information in a way that they really enjoy.

The human brain only retains approx. 20% of what it hears alone

The human brain only retains approx. 30% of what it sees alone

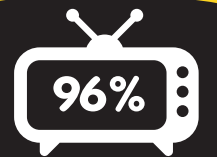
BUT, the human brain retains approx. 50% of what it sees and hears together

Video content engages the user. Whether your marketing objectives are designed to encourage loyalty, improve lead generation, promote brand awareness, or launch a new product or service, bespoke video content delivered through a personalised VueTV® product can deliver a fantastic ROI.

www.vuetv.co.uk



of B2B marketers say video is the most effective medium for driving conversations



say video was helpful in making a purchase decision

"Thank you for the video books, the quality of the screen is fantastic."

Kier Group

LET'S GET YOU THINKING

Whatever your objectives, VueTV® products can be fully adapted to help achieve your goals. VueTV® could help you to:

- Launch a new product
- Showcase your events or exhibitions
- Inspire your employees
- Share product demonstrations
- Deliver training sessions efficiently
- Bring case studies and testimonials to life
- Present a dynamic pitch
- Create a high-impact marketing campaign



LET'S GET PERSONAL

Personalisation is proven to increase open rates, engage your audience instantly and increase your return on investment.

Our video brochures can be individually personalised with a named contact, image or message on all units. Make a statement with foils, spot UV varnish and a hardback cover with a soft touch matt laminate finish.

OUR STANDARD VIDEO BROCHURE RANGE

	GRAND	ULTIMATE	LITE	POCKET
Size	305 x 218mm	222 x 175mm	155 x 110mm	120 x 60mm
Landscape	▶	▶	▶	▶
Portrait	▶	▶	▶	▶
Full colour print	▶	▶	▶	▶
Soft touch laminate	▶	▶	▶	▶
UV Gloss	▶	▶	▶	▶
Personalisation	▶	▶	▶	▶
Screen size	10" & 7"	7" & 5"	4"	3"
HD Screen	▶	▶	▶	▶
Hardback cover	▶	▶	▶	▶
Softback cover	▶	▶	▶	▶
Express (Delivery in 5 days)	▶	▶	▶	▶



"We have been super impressed working with the team at VueTV® from start to finish. The quality of their service, attention to detail and end product has been second to none."

Global Marketing Director - Dunlop



LET'S GET INSPIRED

We're always innovating to create new VueTV® concepts that delight and surprise our clients. Whether you need a dynamic POS display, an exhibition showcase, a special reward for your clients, or an invitation to an exclusive event, we can build our video screens into items of any material, shape or format. The only limit is your imagination.

Our premium bespoke creations, inspired by clients, have included:

- A video gift box with integral LED lights
- A 4" HD video screen contained within a 5mm acrylic illuminated cube
- A bespoke VIP invitation individually personalised to all guests
- A free-standing video POS display activated by a motion sensor

Our quality assurance processes are to the highest standard and we always keep our promises, delivering complete customer satisfaction.



Creative and engaging

www.vuetv.co.uk

OUR WORK

We work in partnership with agencies and clients across the world.
Our personalised approach is perfectly tailored to your requirements
regardless of your business type, sector or location.

A selection of amazing companies we work with;



"We've had a great experience working with VueTV® from the initial briefing to the final result. We had brilliant support in delivering within challenging timescales, and the final product was positively received.

Vodafone - Partner Marketing Specialist



"Our brochures look amazing and were ready so quickly; we only approved them a week before delivery."

Travis Perkins

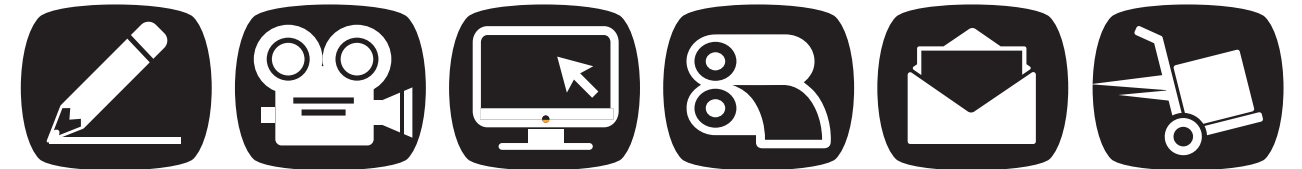
www.vuetv.co.uk

OUR APPROACH

We will engage with you throughout the entire process and support you with any animation and video content that your video in print project requires.

You can further improve the impact of your VueTV® project with specialised packaging, complementary merchandise, bespoke fulfilment and delivery. We specialise in delivering high quality products with a fast turnaround time. Our standard video brochures can be personalised and delivered in just five days.

WE CAN MANAGE YOUR VIDEO IN PRINT PROJECT THROUGHOUT ITS ENTIRE JOURNEY



We would love to support you on your next project.

Talk to a member of the VueTV® team to discuss your requirements by calling **0330 20 21 200**, you can email **info@vuetv.co.uk** or visit **www.vuetv.co.uk** for further information.



Delivery in 5 days



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VueTV® is a trading style of Video in Print Ltd.

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