



# Global DM Innovation Trends



# Innovati ns

Print Sponsor



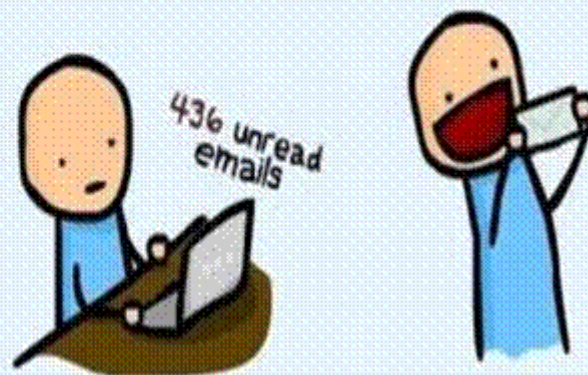
Lunch Sponsor



10 YEARS AGO



NOW





# Technology is Enabling a DM Renaissance

New Response Devices

New Engagement Devices

Member-Get-A-Member Makeover

## The New Response Devices

### Mobile Barcodes

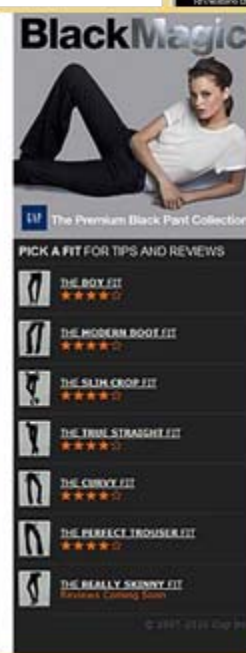
- Large storage capacity
- Link to unique landing pages, bonus content, videos, printable offers and digital coupons.
- Testing using traceable QR codes



AT&T Mobile Promo clip



# Mobile barcodes & mail



# Mobile barcodes & mail



## The New Response Devices

### Digital Watermarks & Image Recognition

- Enriched experience
- Devices sense the world around them - "see and hear" media content.
- Platform for engaging consumers and allowing immediate action.



Digimarc Discover™ Promo Clip

# Digital Watermarks & Mail



# Digital Watermarks & Mail



## New Engagement Devices

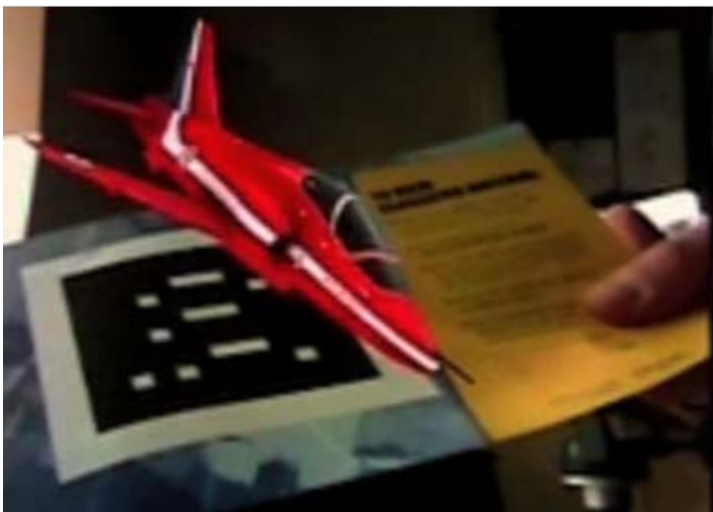
### Video In Print

- Combines print with audio & LCD screen technology.
- Slim and lightweight yet robust enough for a mail system
- Sensory Engagement: Unites packaging 'touch and feel' with video 'see and hear'. And could add 'smell' too.



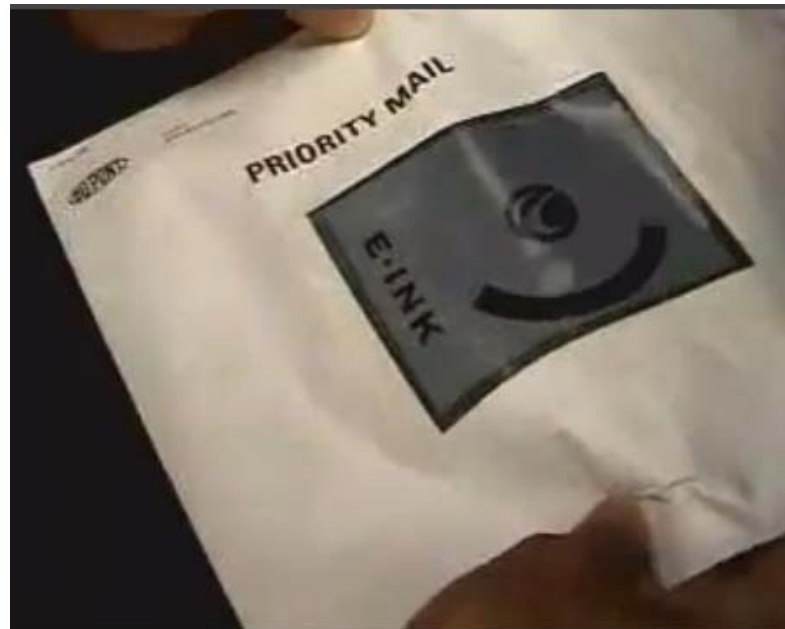
## New Engagement Devices

### Augmented Reality



## New Engagement Devices

### Electronic Paper





## Member-Get-A-Member Program

Social Media & Mail



## Member-Get-A-Member Program

### Social Media & Mail

- QR Code integrated into reply card
- Facilitates referrals with link to address capture.



## Member-Get-A-Member Program

### Social Media & Mail

- SMS – “Send me now” product sampling engagement



Print In Veronicagids (met Try Now logo)



Try Now huis-aan-huisfolder

# Member-Get-A-Member Program

## Social Media & Mail

**EAT FREE CHIKIN**

Activate your cards in 1 easy step!

[www.giftfila.com/johndoe](http://www.giftfila.com/johndoe)

**WIN MOR CHIKIN**

**FREE** Chick-fil-A Chicken Sandwich

**FREE** Chick-fil-A Chicken Biscuit

6:30am-10:30am

<John Doe>

You must activate online before using.

**Chick-fil-A**

Enjoy free breakfast. Then enjoy free lunch.  
Exclusively from your Covington, LA Chick-fil-A locations.

Activate both of your cards in just two steps, then head to Chick-fil-A and start enjoying your chicken!

Please enter your information below.

First name:

Last name:

Email:

Birth-day:  /  /

Gender:

**WIN FREE CHICKEN FOR A YEAR!**

When you share you'll have a chance to win **FREE CHICKEN FOR A YEAR!**

Facebook, Twitter, Email, SMS icons

U.S. members that share their Chick-fil-A Chicken Sandwich & Meal (includes Medium Waffle Potatoes from TM and Medium Soft Drink).



Enjoy The Morning!