



publi pocket

Your brand in a pack of advantages

What is *publi* *pocket* ?

Publi-Pocket, a 3 tissue pack with an ad insert, is a low cost, high impact tool for innovative advertising. This is a new way to grab a consumer's attention. First developed in Japan since the sixties, with enormous success, tissue pack advertising ad is now being introduced into the French and German market as an alternative marketing tool. We strive to diversify advertising through our unique *publi*  *pocket* sized "ad space" and put your branded message into the hands of your most targeted customer who, as a result becomes your personal ambassador.

Break away from your competitor with an efficient yet affordable campaign: *publi*  *pocket* is personally handed out to your customer hence creating a direct interactivity with your target.

publi *pocket* ensures you :

-  a direct impact and full visibility of your campaign with no false figures.
-  each customer becomes your brand personal ambassador by keeping and carrying your ad along.
-  to multiply the impact of your message or campaign for at least 3 times thanks to this innovating media strategy.
-  to boost the attendance rate of your business during low season (ie: with discount coupons or promotions vouchers).
-  an efficient tool throughout the year and the seasons.
-  a low cost and high impact advertising.
-  a direct interactivity with your target.
-  an original tool.

