

BY INCORPORATING TECHNOLOGY WITH PRINT, WE WERE ABLE TO BRING A WHOLE NEW USER EXPERIENCE TO READING.

SITUATION

A pharmaceutical company wanted to take a static Medical Journal Ad and give it some life. Not only did they want the readers to have the ability to use their phones to direct them to a website with more product information, they also wanted to see how many people read their ad.

ACTIONS

- + Synergem produced a sticker with Near Field Communication (NFC) technology, which was programmed on-site at Synergem, and with a tap of their phone, directed the end user to the client's custom created informational website.
- + Through the Synergem Analytics software, the NFC stickers were also programmed to record and report the user activity, to give our client the ability to track reader interest and see their ROI.
- + The client ad with the programmed NFC stickers were placed in the New England Journal of Medicine and Clinical Endocrinology News publications.

RESULT

Incorporating the NFC stickers into the Journal Ad provided a great user experience, allowing the interested audience to instantaneously get more information about the product.

PROJECT ELEMENTS

- + NFC Stickers
- + Offset Printing
- + Synergem Analytics
- + Project Management
- + Fulfillment

Contact Sales at 732-225-0001 or sales@synergem.com



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