

MAKING YOUR PRODUCTS COME TO LIFE!

PPAI Trending Session By:
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NO APP REQUIRED
NO BATTERY SOURCE
REQUIRED

BE PART OF THE DIGITAL REVOLUTION

- Create new revenue by connecting your clients to customers through your promotional products
- Offer a digital plan to your existing promotional products you are selling. Eg, Add 5 digital experiences/messages to your products throughout the year for \$1000
- Update experiences/messages for already circulating goods that were sold years ago as a maintenance package
- Collect Data from your merchandise and offer Analysis as a value added service
- Simply forward customer data and Analytics for a fee
- Run special promotions so they are engaged and attached to your promotional products Eg. One lucky pen wins a trip to Mexico next month.

HOW TO ADD A DIGITAL LIFE TO YOUR PROMOTIONAL PRODUCTS



1 CLIENT - Which client do you feel would like to connect and engage with leads? _____

2 PROMOTIONAL PRODUCT - Which promotional product do you want to add a digital life to? _____

3 TYPE OF MICROCHIP - What type of microchip do you need? Check one that applies.

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Hard durable microchips

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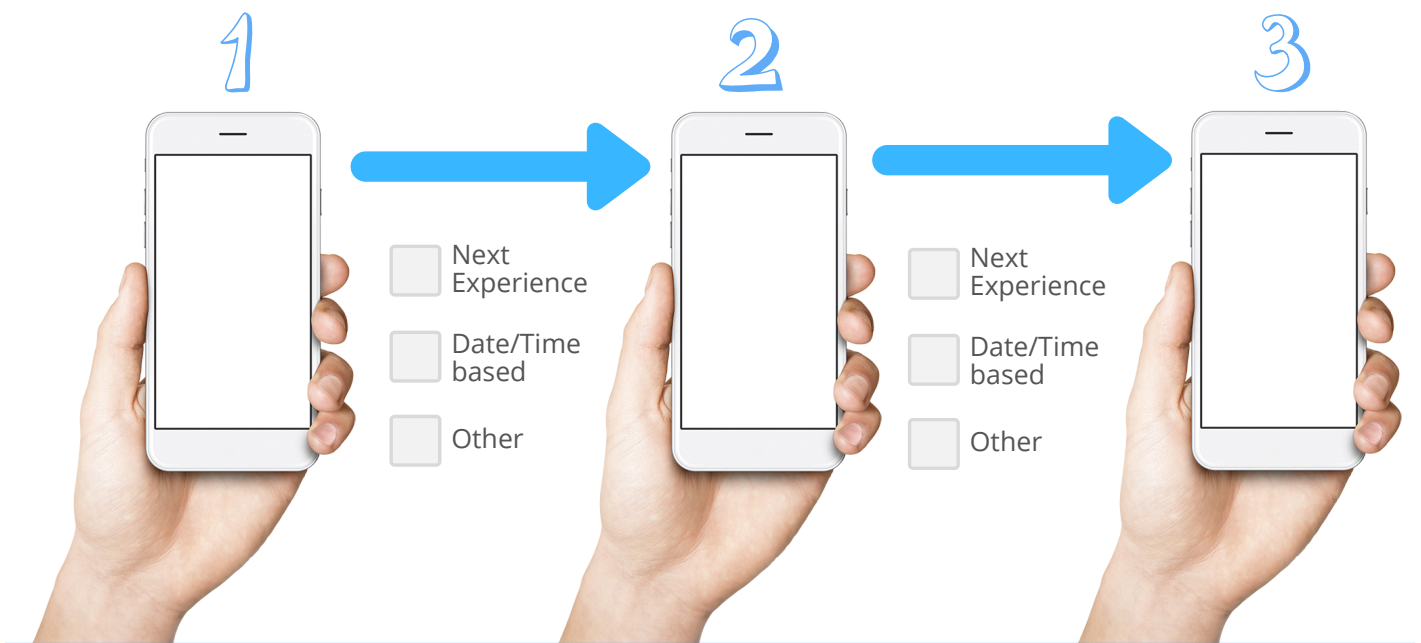
e-Stickers

HOW TO ADD A DIGITAL LIFE TO YOUR PROMOTIONAL PRODUCTS

4 QUANTITY - What is the quantity of microchips you want? _____

5 JOT DIGITAL EXPERIENCES WITH TRIGGERS - Brainstorm digital experiences. Draw/write the messages directly on the phone images below. These screens will be shown throughout the year from your promotional products. Use the check boxes to indicate the trigger to move to the next experience.

Note: You can have any number of experiences you choose.



Eg. Company Intro video, product info, testimonials,...etc

Eg. Learn about potential customer, surveys..etc Or run contests, pick a lucky pen that wins something.

Eg. Call to Action Ask them to buy or connect them to a live sales agent.

HOW TO ADD A DIGITAL LIFE TO YOUR PROMOTIONAL PRODUCTS

- 6 LOG IN AND SET CAMPAIGN** - Request login credentials to control and set marketing campaigns on all your promotional products.

Note: There is no technical knowledge required to create these experiences in the Authentic Or Not Storytelling platform.

- 7 EMBED OR AFFIX** - You can either place the e-stickers on packaging or have your supplier embed the microchips inside the product.

Note: If you are not interested in building a product by embedding the microchips inside, you can order a finished promotional product (Eg. Pens) with your custom designed messages from Authentic Or Not.

- 8 DELIVER** - Give your promotional products to your clients as per usual.

- 9 REAL-TIME ANALYTICS** - Sit back and see how your promotional products are doing around the world with real-time analytics. Assess ROI and show your clients data and graphs.

