

**PHOTOFLYER**®  
— INSTANT COMMUNICATION —



# WHAT IS PHOTOFLYER



## Photoflyer principle

The Photoflyer principle is simple: An instant 'polaroid' picture with a branded message. Photoflyer is a sufficient way to connect with your target market through a high quality product which spreads out as easily as a flyer. Photoflyer is a keepsake in the look and feel of your own product, brand or event through which you can communicate one on one with the consumer. Therefore Photoflyer is the perfect marketing tool with endless possibilities.

## Photoflyer results as marketing tool

- › Brand awareness
- › Traffic generator for online / website / social media
- › Traffic generator for fair stand / shops and stores / hospitality establishment
- › Quantity component for retail stimulus
- › High quality support at your event or promotion
- › Measurable results

## how does it work



1. Take a picture with the instant camera



2. The photo emerges from the camera



3. Place the photo in the stickerframe



4. Hand out the photoflyer



# PHOTOFLYER APPLICATIONS



## Photoflyer applications

By adding on extra applications to the photoflyer, your marketing goals can be reached easily and immediately.

If traffic to a website is the main goal, you can add a scratch & win, a QR - or wincode.

For traffic to your fairstand, shop or store, bar or other hospitality establishment go for a tear-off coupon or barcode. You could also add a sample of a product to the photoflyer.



› tear off coupon



› win code



› QR code



› scratch & win



› bar code



› sampling



› special print



› magnet



# MARKETING GOALS



1. Personalisation



2. Generating traffic to stores by using a discount coupon



3. Establishing a donor database using a authorization form



4. Generating traffic to a bar by using a discount coupon



5. Generating traffic to a website by using a unique code



6. Social media generator using a QR code



# PHOTOFLYER MATERIALS



## Photoflyer materials

- › Photoflyer bag
- › Instant camera(s)
- › Instant foto' s
- › Stickerframes



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**More info?**

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