

Cover Wrap Campaigns

TouchPoints That Matter®



What is Cover Wrap Marketing?

The Simple Overview of Highly Tactical Targeting Solutions

Our cover wrap campaigns custom-bind your co-branded messaging on the front covers of any of 400+ highly-respected media brands.

Your co-branded content is then delivered direct to your target audience or location. Get tangible engagement with your exact targets – *in offices, homes or public places.*

Combined with interactive devices like NFC tags, you drive your targets to any online UX for increased engagement with your sales team.

Layered Targeting is Producing Best Results
Choose any user experience, including CEO video updates, product promotions, direct call-to-action options, for sales engagement.



Choose from Over 400+ Publishing Partners Based on Objectives



Two Campaign Platforms



Direct-to-RECIPIENT



Direct-to-LOCATION

- Target any human, anywhere – by **Recipient** or by **Location**
- Campaigns cultivate *interest, appreciation, and reaction*
- Impact is confirmed by customer interaction & call-to-action.



Examples of Four Types of Database Targets

Direct-to-Recipient Targeting



BUSINESS Targets

In-Office Engagement
Any Selected Executives
Your CRM or Our Data File

1:1 Any B2B database of decision-makers based on target engagement IN-OFFICE



AFFLUENT Targets

In-Home Engagement
Any Selected Affluent HH's
Your CRM or Our Data File

1:1 Any AFFLUENT database of consumers based on target engagement IN-HOME

Direct-to-Location Targeting



POINT-of-CARE Targets

Physician's Office Engagement
Any Select Waiting Rooms
Matched List to Our 5MM+

POINT-of-CARE targeting is prioritized from our file of 50+ Physician Network Types



CONSUMER Retail Targets

Out-of-Home Engagement
Any Select Locations
Chosen from Our 5MM+

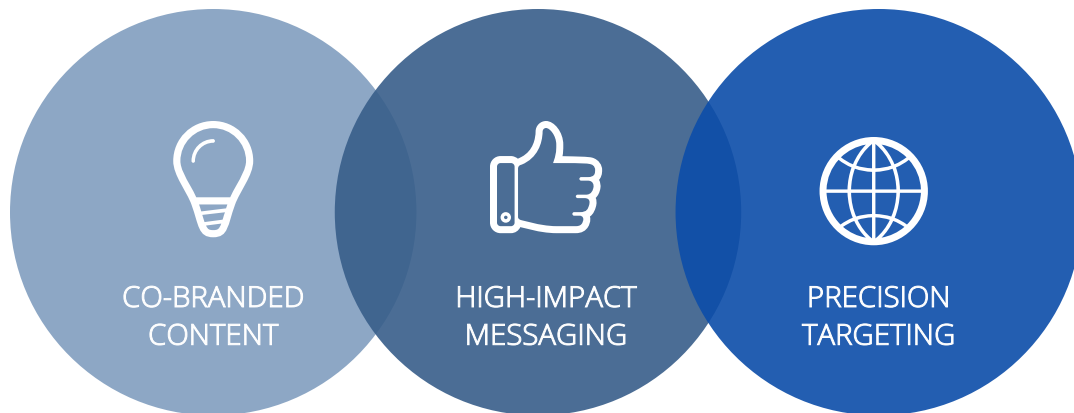
PUBLIC PLACE targeting is prioritized from our file of 5MM OOH retail locations

Precision targeting starts with your database or with one we build for you.





Why is Cover Wrap Marketing so impactful?



CO-BRANDED CONTENT

Co-branded content lifts your brand, and provides opportunity to establish co-branded connection.

VIBRANT MESSAGING

With billboard-style creative units, the impact is tactile and visual, and creates an interactive relationship.

PRECISION TARGETING

Combined with exact targeting, campaigns give tangible engagement, and zero wasted coverage.



Campaign Benefits

Amplify *any* target audience with a high-impact campaign, valued touchpoints, sequenced messaging and, bridge-to-online interaction.



Reach Your Exact Targets



Deliver Value & Impact



Get Data-Driven Results



How Do Cover Wraps Deliver Such Results ...



NEAR ZERO WASTE

All targets are thoroughly vetted for accuracy and, near-zero waste.



TANGIBLE GETS NOTICED

High-value messaging delivers exceptional awareness scores.



UNPARALLED READERSHIP

Due to the nature of mechanism, readership is consistently high.

Call-to-Action Scores Often Exceed **50%** – See [Website](#) for ROI & Stats



Campaign Results & ROI Examples

Targeting Results & Sales ROI are Proven with 1000's of Targets

1:1 DIRECT: B2B &

Affluent

Results vary by brand, target, goals, and many factors, though the sales proof and ROI has continued for literally thousands of campaigns over many years.

PUBLIC PLACE: Retail Locations

Place-based campaigns in hair salons, nail salons, barber shops, auto dealers, and 200 other location types have long been a staple of out-of-home retail targeting.

POINT-of-CARE: Physician's

Offices

Long proven as a significant user of place-based cover wraps, pharma Rx campaigns continue to produce big results, time-and-time consistently.

341%

RETURN-on-INVESTMENT

BUSINESS-to-BUSINESS

16% Purchased Business Vehicle in 6-Months

Repeated 7 Years

56%

ACCEPTED INVITATION

AFFLUENT & OUT-of-HOME

Luxury Auto Dealership Invitation to Test Drive

Repeated 3 Years

31%

SALES SCRIPT INCREASE

POINT-of-CARE PHARMA

Urologists Offices Targeting Males 50+

Repeated 4 Years



Targeting: **Direct-to-Recipient**

DIRECT-to-RECIPIENT TARGETING

BUSINESS

AFFLUENT

TARGETING
EXAMPLES

IN-OFFICE ENGAGEMENT

C-Suite & Executive
Channel Partners
Enterprise Targets
Commercial Buyers
Trade & Retailers

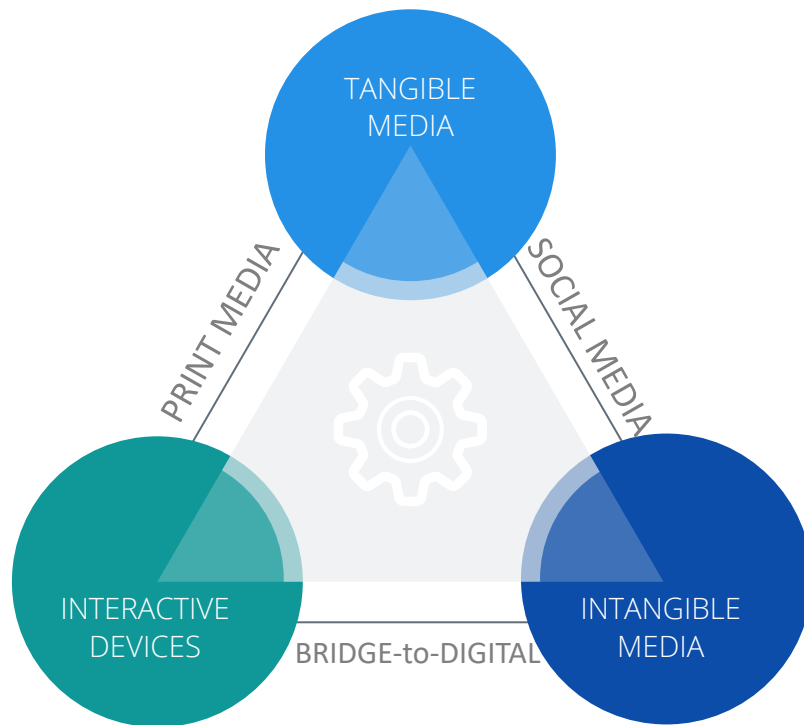
IN-HOME ENGAGEMENT

Affluent Households
Affluent Females
Affluent Males
Luxury Purchasers
Automobile Selects

TARGETING
DEFINITION

Any B2B target who can be defined by CRM or database criteria in any sort of database filter selection.

Any AFFLUENT target who can be defined by CRM or database criteria, in any sort of filter selection.



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Targeting: **Direct-to-Location**

DIRECT-to-LOCATION TARGETING

RETAIL

OUT-OF-HOME LOCATIONS

TARGETING
EXAMPLES

Hair & Nail Salons
Spas & Resorts
Barber Shops
Auto & Oil Centers
200+ Location Types

TARGETING
DEFINITION

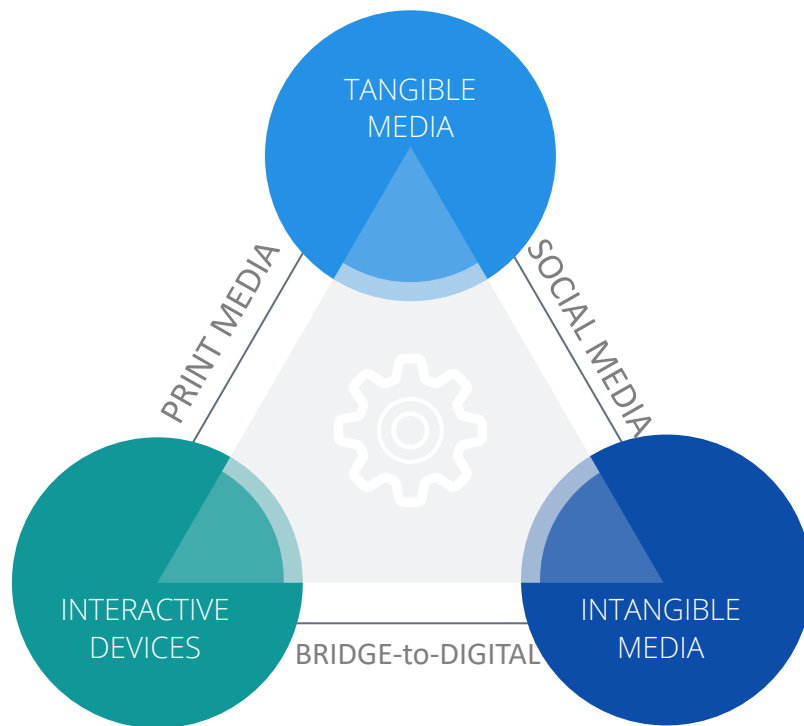
Any CONSUMER target who can be defined by any geo/demo filters for interaction in GPS-centric public places.

PHYSICIAN'S

POINT-of-CARE LOCATIONS

50+ Physician Networks
Any Footprint
Any Geography
Any Select Clusters
Total/Partial Universe

Any PATIENT target who can be defined by select physician types, and including matched lists for exact selects.



Campaign Timing & Minimums

DIRECT-to-RECIPIENT TARGETING

DIRECT-to-LOCATION TARGETING

BUSINESS

AFFLUENT

RETAIL

PHYSICIAN

IN-OFFICE ENGAGEMENT

IN-HOME ENGAGEMENT

OUT-OF-HOME LOCATIONS

POINT-of-CARE LOCATIONS

CAMPAIGN ALIGNMENT

12 Months+, 6 Months & 3 Months Depending on Messaging Objectives

12 Months, 6 Months & 3 Months Depending on Messaging Objectives

12 Months, 6 Months & 3 Months Depending on Messaging Objectives

Database 500+ & 1,000+
No Maximum Quantity

Database 1,000+ & 2,000+
No Maximum Quantity

Database 1,000+ & 2,000+
No Maximum Quantity

ACTIVATION COMPONENTS

Database Development
Announcement Letter
Full-term Subscription

Database Provided
Announcement Card
Full-term Subscription

Professional List Match
Announcement Card
Full-term Subscription

Multiple Cover Wrap Units

Multiple Cover Wrap Units

Multiple Cover Wrap Units

Recipient Response Survey
Turnkey Activation

Location Response Survey
Turnkey Activation










Location Response Survey
Turnkey Activation





Campaign Activation Example

Turnkey Activation for Each Campaign & Best Practices to Guide Creative Process

ACTIVATION COMPONENT	TIMING DUE	3-Months	2-Months	1-Month	Month 1	Month 2	Month 3	Month 4+
DATABASE PREP WORK STARTS at APPROVAL	2-8 Weeks							
ANNOUNCEMENT LETTER, CARD or OTHER	1-4 Weeks							
1 st COVER WRAP PRODUCED & DELIVERED	2-6 Weeks							
ADDITIONAL WRAPS SEQUENCED MESSAGING	-							
*ADDED COMPONENTS FOR ADDITIONAL IMPACT	-							
RESPONSE SURVEY is PREPPED & MAILED	2-3 Months							
SALES ANALYTICS & ROI are TABULATED for RESULTS	4-6 Weeks							

* Added components may include gatefolds, production elements, stickers, NFC tags, video folders, buzz cards, trade shows & other options.





Simple Steps to Start Your Campaign

We Guide the Planning Process, Working to Align All Partners

Target, Content & Start Date



Determine Details: target, content and timing, and finalize options for campaign scope & activation.

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Green light Confirmed: paperwork signed, billed confirmed, and Activation Call setup to launch asap.



Snapshot Review: all assets, determine components, and schedule Campaign Activation Call for all parties.



Launch Campaign: establish timeframe for response survey, internal sales tracking & other ROI analytics.



And 400+ More Options



Get Your Campaign Started Today



We'll Share Recommendations Based on Targets
Visit Us Online for Targeting Examples, Sales Results & Best Practices

888.241.6634 - audienceinnovation.com