

CASE STUDY

Imec Beer Bottle Labels

CHALLENGE: Imec wants to call on ad agencies, design firms, and marketing officers to educate them on the targeted nature and creative possibilities of variable data printing technology – a subject that’s not easy to grasp with mere verbal description.

ANSWER: We invite prospects at each company to a lunch meeting on their premises, and set up a website questionnaire by which each individual would RSVP. Questions ask for their name, date of birth, favorite sport, favorite color, etc. At the lunch, we present to each individual a bottle of beer – the label of which is completely personalized in both text and images. The beer “brand” is the recipient’s name. The chief illustration depicts their favorite activity. A symbol represents their zodiac sign. And clever copy works in their company name, birthdate, and more.

OUTCOME: The value of variable data printing is communicated in the most effective way possible: tangible demonstration. Added value: The process also demonstrates Imec’s capabilities in web development, database management, and packaging production. All through a keepsake gift, with an artistic design suitable to impress the high standards of the audience.



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target > create > deploy