

**philm** ▶ **Press Kit of Tomorrow**






**Effective alternative to paper and CD's**

- Eco friendly and innovative
- Cost effective content updating (last minute changes, additional information after press event, price and product changes, etc.)
- Allows use of videos for emotional and/or convincing communication with enhanced impact (TV spots, product briefs, image/branding campaigns, etc.)
- Capability to track usage rate and behavior by individual stick

**Complements press portal perfectly**

- Makes information tangible as the traditional press kit
- Allows the user to access information and rich media (e.g. photos in tiff or psd format) fast, easy and on the go
- Pulls the user to the press portal - bridges online and offline

|   | Paper Press Kit   | Philm   | Press Portal   |
|---|---|---|--|
| <b>Object</b><br>(You can hand it out)  | <br><b>High</b> | <br><b>High</b> | <br><b>Low</b> |
| <b>Access</b><br>(Easy and convenient information access for press contact, wherever she/he is)                   | <b>High</b>   | <b>Medium</b>   | <b>Low</b>   |
| <b>Up-to-date</b><br>(Possibility to update content and make last minute changes)                                 | <b>Low</b>  | <b>High</b>   | <b>High</b>  |
| <b>Impact</b><br>(Enables use of videos and other rich media to communicate in a convincing and/or emotional way) | <b>Low</b>  | <b>High</b>   | <b>Medium</b>  |

**Some of our clients who have been using Philm for press:** Audemars Piguet II Audi II Cartier II European Club Association (UEFA) II Ferrari II International Olympic Committee II International Watch Corporation IWC Schaffhausen II Jaeger-LeCoultre II Piaget II Jenzabar II Nespresso II Nestlé II Piaget II Swiss Time II Vacheron Constantin II Rado II Tissot II Vincent Bérard II Wyler