

brandaid 2016.3

Product Name: VIP/BIP (TTI [2376/2375](#))

Description: The VIP portable USB charger features a 5200 mAh battery, video display screen with play/mute button, one USB charging port and battery test button with digital display.



Brand Narrative

Full color multimedia is the champion for delivering the highest impact brand impression. When augmented with a high utility power bank, the combination creates perhaps the most powerful branding vehicle yet to hit the promotional industry.

Because of the power bank, the recipient may engage with the multimedia content on a regular basis for the next few years. Never has there been a branding vehicle that can deliver rich multimedia, presentation, or training content in multiple runs over a span of years. The branding potency, whether conscious or subliminal, is unprecedented and unrivaled.

In addition, if the content is sufficiently interesting, the user may become your “brand extender” by sharing it with others.

Demo

It may be helpful to employ the USBP7800 as a “highly successful legacy product” reference. This reference will engender confidence to the VIP/BIP as a power bank leveraged upon a “market tested” product. Even if people don’t care for the video, the power bank in itself will be a compelling keeper.

Key Features & Differentiation

- For full brand impact, the video starts with audio for the initial 15 play cycles. For user retention, the video will start on audio mute as default beginning the 16th play cycle, so to not drive the user crazy every time the video powers up.
- Content can be refreshed with the devices sent back to the supplier.
- VIP holds up to 30 minutes of video that can be segmented into multiple clips. BIP holds up to 30 pictures.

Suggested Application

1. The VIP/BIP can readily play into any project that video cards are being considered.
2. One key consideration is to make the first 3-5 seconds captivating enough to motivate further viewing or bring about a positive impression, even if the user does not pay attention to the rest of the video run.
3. Highly suitable for colleges or sport teams with rights to highlight clips. Excellent medium for “one of a kind” gift for donors or retail product for fans.
4. Movie/TV studios and property development companies can drive awareness for their highly complex and content rich products on a sustained, high frequency rate that is not possible with any other branding medium.