



# case study

- project:** ebrochures
- cost savings:** in addition to the all important environmental benefits a flash ebrochure can provide, there are a number of areas where they can be of real advantage. digital distribution reduces both postage and print costs, while retaining the reading experience.
- flexibility:** ability to update files quickly and efficiently without having to re-print your material.
- increase market contact:** ebrochures are available with the click of a mouse to a global audience. volume of distribution is unlimited.
- easy to read and use:** quickly browse through contents and articles, while a simple click gives an enlarged or zoomed view. readers can also easily print pages of interest.
- increased impact of message:** the effective inclusion of one or more videos (of any length), audio clips or image movement can help in communicating with your target audience, without adding to the download time of the brochure.
- vastly reduced response time:** requests for information can be dealt with instantaneously.
- convenience:** deliver your brochure anywhere worldwide that readers have Internet access, at any time, day or night. purely browser-based - no plug-ins or special software required for the end user.
- audience specific:** allows for accurate market segmentation, and targeted marketing.
- reporting & results:** the second a customer opens an ebrochure – or clicks on any links within the document – their action is recorded. this gives a great insight into the products or services they are interested in. the results of the activity can then be collated and supplied in a wide range of formats.