

AmerIKYP Launches Video Passport® DM, Video Passport® EX and Video Passport® SE for Travel Industry 2020

New for 2020 - One Of A Kind Marketing Tool Video Passport® DM (Direct Mail), Video Passport® EX (Experiential Marketing), Video Passport® SE (Special Edition)

LAKE WORTH BEACH, FLORIDA, USA, January 22, 2020 /EINPresswire.com/ -- AmerIKYP Marketing Group, LLC , a global leader in the design, development, and manufacture and distribution of technology-in-print media and direct mail advertising and marketing solutions for top agencies and brands across the globe has introduced an industry first, VIDEO PASSPORT®. Video Passport® is a clever, attention grabbing replica of a real travel document, with simulated leather cover, gold foil stamp accents, full color cover to cover printing and an embedded high definition IPS/LCD screen that plays a crystal clear marketing video with digital sound when opened.

“Ideal for travel & tourism, hospitality, destination, cruise, entertainment industries and more, Video Passport® is dynamic, memorable and perhaps the quintessential direct mail marketing product that gets opened, noticed and remembered”, said company managing director and Video Passport® creator, Rich Butler. “For 2020, we’ve developed three unique and exciting Video Passport® models, each with their own features, functions and applications”

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Video Passport, is ideal for travel & tourism, hospitality, destination, cruise & entertainment industries and more...”

Richard Butler

automatically when opened by the user.

Video Passport® DM is typically packed and addressed in a mailer box that is printed, “Your



The image displays the Video Passport DM product. At the top, the text reads "Video PASSPORT® DM (Direct Mail)". Below this, there are three views of the product: a closed blue leather-textured cover with gold foil accents and the text "Video PASSPORT to your unforgettable cruise North Star LUXURY CRUISES"; an open view showing a 3" high definition screen displaying a video of a cruise ship; and a view of the product being held by a smiling man and woman. To the left of the couple is a grey mailer box with a red flag and a white envelope slot. A list of features is provided:

- * Ideal for direct mail
- * 3" High definition screen
- * Video autoplays when opened
- * Volume buttons
- * Huge open rate!

Video Passport DM - Direct Mail with a unique marketing tool

Passport Inside".

"Direct mail marketing with video is dynamic, and memorable", said Butler. "Who wouldn't open a mail piece that contains a "passport"? Travel brands can expect huge double digit open rates with Video Passport® DM".

Video Passport® EX (Experiential Marketing)

Next in the exciting line up, Video Passport® EX, (Experiential Marketing), is a version that allows brands, particularly in travel & tourism, hospitality, entertainment and cruising industries to offer guests a "Vacation Memories" chapter button to which personal homemade videos may be transferred and uploaded seamlessly, from the users smartphone directly to the Video Passport® itself.

"Experiential marketing is a growing trend that involves marketing a product or service through experiences that engage the customer and create an emotional attachment to the product or service", said Butler. "Now, customers and guests will be able to connect with travel brands like never before by transferring their personal vacation video memories, recorded on their Smartphone, to the Video Passport® creating a uniquely engaging keepsake that will be shared & cherished with family and friends for years to come. Video Passport® EX is perhaps the quintessential experiential marketing product for today's travel industry guest."

Video Passport® SE (Special Edition)

Larger 4" LCD screen size and multiple chapter buttons define this special edition passport. Ideal for Casino Gaming tutorials, as well as any other verticals that have multiple brands, or messages, Video Passport® SE is a revenue enhancer that teaches, trains, educates and markets to consumers with dynamic multiple video chapters or channels.

Video
PASSPORT® EX
(Experiential Marketing)



Transfer your personal vacation videos!

- * Clever Experiential Marketing Souvenir
- * Ideal for all State Rooms & Cabins
- * Chapter Buttons for Official Corporate Video and Personal Vacation Video Transfer
- * Larger 4" High Definition Screen

Video Passport EX - Experiential Marketing at it's best...

Video
PASSPORT® SE
(Special Edition)



- * **Special Edition Casino Gaming Tutorials**
- * **6-8 Chapter Buttons for Gaming Instruction**
- * **Increase Casino Revenues**
- * **Larger 4" High Definition Screen**
- * **Ideal for all State Rooms & Cabins**

Video Passport SE - Special Edition offers the Extras in a Unique Marketing Experience

AmerIKYP offers a full suite of other innovative Video with Print marketing products in the form of video brochures, video business cards, video tablets, video books, video shelf talkers, video presentation boxes, video magazine inserts, specialty video packaging, and so much more.

"The options are endless!" says Butler, "Video with print is dynamic, results driven marketing that connects with consumers unlike any other form of marketing and helps brands stand out in a cluttered digital world"

About AmerIKYP Marketing Group, LLC

AmerIKYP Marketing Group, LLC has been a pioneer and a leader in the design, development, manufacture and distribution of technology-in-print media and multi-sensory audio and video for direct mail marketing products for agencies and top brands.

With factories in Shenzhen, and USA sales offices & digital art & design studios in Las Vegas and

South Florida, the Company has an experienced and talented team with all of the skills necessary to make each facet of their client's audio & video promotional branding, advertising, and direct mail marketing campaigns relevant, engaging, effective, and uniquely creative.

AmerIKYP is a United States Postal Service Preferred Vendor and can ship worldwide.

For more information, contact your preferred print or promotional products distributor, and ask about Video Passport®, only from AmerIKYP. SAGE 69655

Visit: www.amerIKYP.com, or www.mvideopassport.com

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