

Brands Turn to Video-Integrated Print to Overcome Digital Fatigue and Boost Engagement

Video Plus Print merges HD video with premium print to deliver Video Brochures, Mailers, Boxes, and Folders that transform global brand engagement.

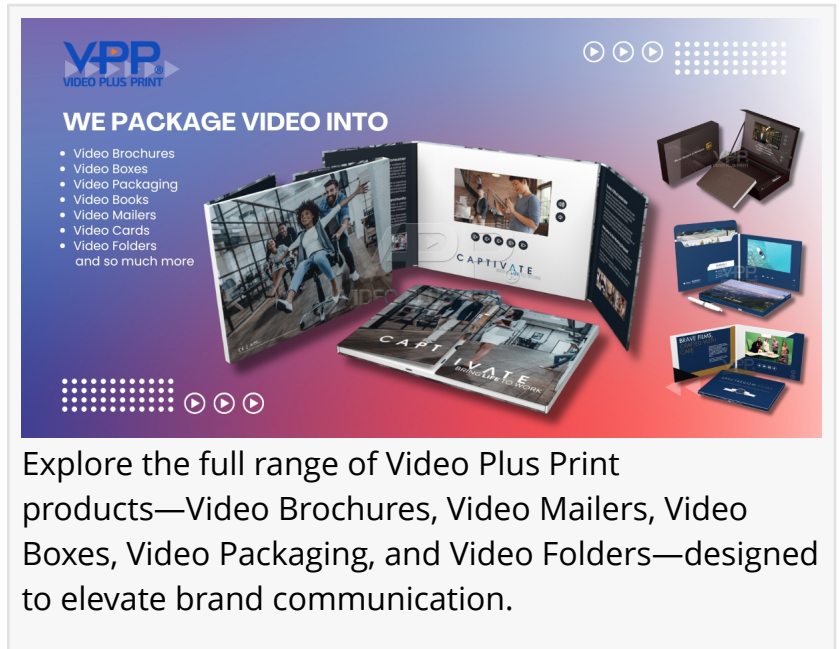
DALLAS, TX, UNITED STATES, October 31, 2025 /EINPresswire.com/ -- Key Business Takeaways from this Press Release:

- Video-in-print formats like [Video Brochures](#) and [Video Mailers](#) are helping brands cut through digital clutter.
- Video Boxes, [Video Packaging](#), and Video Folders elevate unboxing, product launches, and B2B communication.
- The format combines tactile engagement with dynamic video storytelling for stronger brand retention.

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Combining video with print creates unforgettable brand moments that captivate, engage, and drive measurable results across every industry.”

*Scott Manduck, Global
Director of Sales & Marketing
Video Plus Print*

The advertisement for Video Plus Print (VPP) features a collection of video-in-print products. On the left, a list titled "WE PACKAGE VIDEO INTO" includes: Video Brochures, Video Boxes, Video Packaging, Video Books, Video Mailers, Video Cards, Video Folders, and "and so much more". The central image shows a large white box labeled "CAPTIVATE" with a video screen on its side, surrounded by various brochures and mailers. To the right, there are smaller images of video boxes and folders. The background is a gradient of purple and blue, with decorative dot patterns and play button icons.

- Businesses globally are using www.VideoPlusPrint.com to create impactful campaigns across multiple industries.
- The move signals a shift toward premium direct marketing experiences with measurable results.

As traditional digital marketing channels grow increasingly saturated, brands are reimagining how to capture attention. Video Plus Print, a global leader in integrated media solutions, is spearheading this shift with the rise of video-in-print formats such as Video Brochures, Video Mailers, Video Boxes, and other advanced Video Packaging tools.

By combining high-resolution video screens with custom print materials, these hybrid products offer a physical-digital fusion that marketers are calling “the most powerful first impression tool available.”

From Print to Playback: The Rise of Video Brochures:

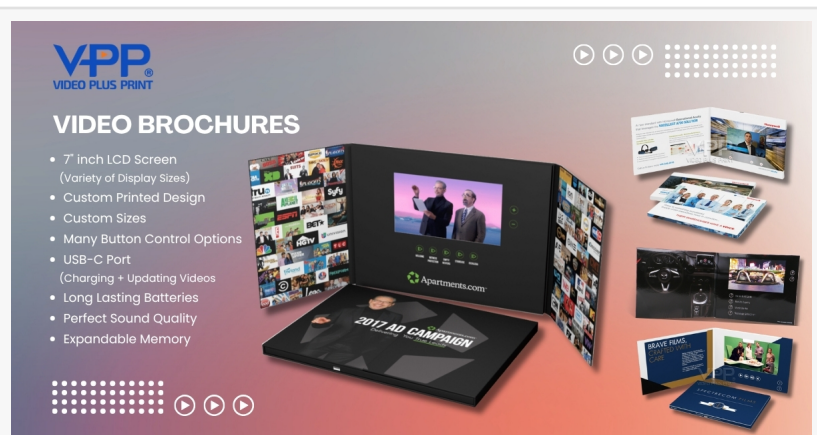
Video Brochures are among the fastest-growing media formats for brands looking to re-engage their audience in a more tangible, memorable way. With embedded LCD screens that auto-play when opened, these brochures allow brands to showcase stories, products, or case studies in high definition, all within a printed, handheld format.

According to Video Plus Print, industries using this format range from healthcare and finance to real estate and luxury retail. "We've seen a significant uptick in client engagement and recall when video is added to print," said a company spokesperson. "It's no longer a gimmick—it's a proven engagement driver."

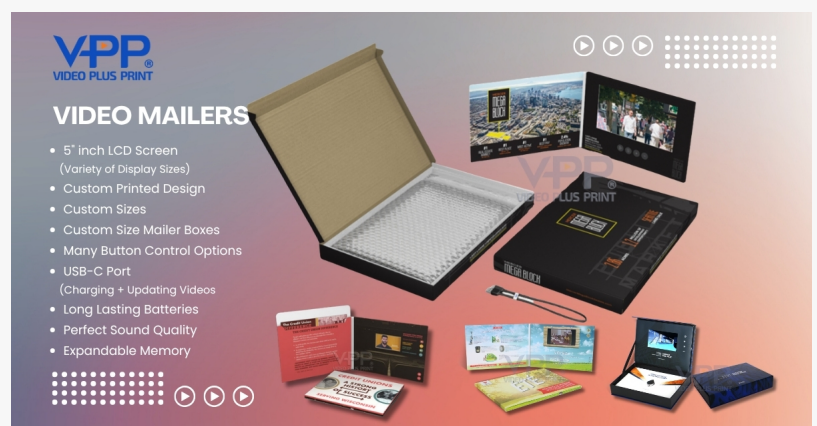
The Power of Video Brochures in Modern Marketing:

Video Brochures represent a major evolution in corporate communications. Designed to auto-play a video upon opening, they serve as a hybrid medium that combines the trust and feel of print with the dynamic engagement of digital content.

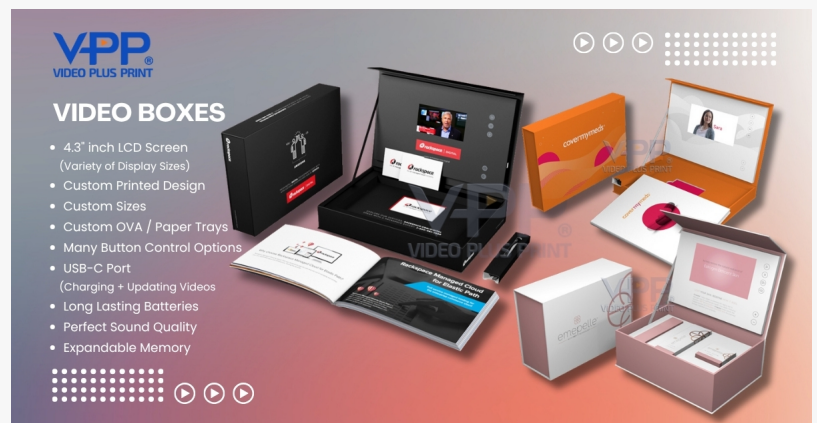
Marketers are using Video Brochures for product launches, sales enablement, internal onboarding, investor relations, and more.



Video Brochures combine high-definition video with premium print to deliver unforgettable brand messaging in every open.



Video Mailers deliver targeted brand stories with built-in screens, designed to captivate the moment they're opened.



Video Boxes combine luxury packaging with video technology for unforgettable product reveals and high-end brand experiences.

Industries ranging from healthcare to tech have adopted the format. Brands report that audiences are three times more likely to engage with Video Brochures than with traditional paper or digital media. The product's physical nature helps cut through advertising fatigue, ensuring messaging is both seen and retained.

Direct Mail with Impact: Why Video Mailers Deliver:

While email open rates continue to decline, Video Mailers are gaining ground as a modern approach to direct mail. Designed to be mailed like a standard brochure but embedded with video content, they offer an unexpected and high-impact experience for recipients.

Discover what a Video Brochure is—where premium print meets embedded video for unforgettable brand storytelling.

Video Plus Print reports that clients using Video Mailers have seen response rates 3x–7x higher than traditional print or email campaigns. Industries using this solution include nonprofits for fundraising appeals, universities for alumni engagement, and SaaS companies for onboarding.

The High-End Edge: Video Boxes and Premium Packaging:

Video Boxes elevate product presentation by combining physical luxury with cinematic storytelling. Ideal for influencer kits, high-end sales presentations, or C-suite gifting, these boxes can house samples, merchandise, or promotional materials alongside a customized video message.

This kind of Video Packaging not only boosts perception of value but often leads to organic social sharing and word-of-mouth referrals—an increasingly rare commodity in today's algorithm-driven world.

“Our clients are seeing tremendous success by using Video Boxes in VIP invitations or investor relations,” said the product development team at www.VideoPlusPrint.com “The reaction from recipients is consistently, ‘I’ve never seen anything like this before.’”

Video Folders Combine Functionality with Multimedia:

Video Folders are another innovative format where documents, brochures, or legal paperwork can be included alongside an embedded screen. These are especially useful in B2B sales, onboarding kits, or internal corporate communication.

When paired with strategic messaging, a Video Folder transforms a standard information packet into an interactive media kit.

Flexible Formats and Customization Across Industries:

One of the most significant advantages of working with www.VideoPlusPrint.com is the ability to fully customize screen sizes, paper stock, video length, buttons, USB charging options, and finish options such as matte, gloss, or foil stamping.

With minimum orders starting at 100 units, small businesses and large corporations alike can adopt this premium format without large upfront investments.

Companies across the USA, UK, Canada, Australia, and the Middle East are already leveraging these solutions for:

- Product launches
- Franchise development
- Government outreach
- Conference invites
- Luxury real estate listings
- Brand reactivation campaigns

What Businesses are asking when it comes to these Video Plus Print Products:

What is a Video Brochure?

A Video Brochure is a printed marketing piece that includes an embedded LCD screen. It plays video automatically when opened and is used for presentations, product launches, and storytelling.

How do Video Mailers differ from regular brochures?

Video Mailers are designed for direct mailing campaigns and include a built-in video screen. They offer dynamic messaging within a compact, mailable format.

What industries are using Video Packaging?

Industries like cosmetics, fashion, finance, medical device sales, and software are using Video Packaging for gifting, onboarding, and promotional campaigns.

Are there different screen sizes available?

Yes, Video Plus Print offers screen sizes ranging from 2.4" to 10". Touchscreen and multi-button functionality are also available.

Is there a minimum order?

Yes, the minimum order quantity typically starts at 100 units depending on product type and configuration.

What is the typical turnaround time?

Production times vary but usually range between 3 to 6 weeks from proof approval to delivery, depending on specifications and volume.

Can I include multiple videos in one unit?

Absolutely. Many formats allow for multiple chapters, video buttons, or menu navigation via touchscreens.

Do these products work internationally?

Yes, Video Plus Print serves clients across the USA, Canada, UK, Australia, Asia, and the Middle East. Units are regionally coded for voltage and compliance.

Are these products reusable?

Most Video Brochures and Video Boxes are rechargeable via USB, making them ideal for extended or repeated use.

What makes Video Plus Print stand out?

With over a decade of experience and clients like Google, Microsoft, Disney, and Toyota, Video Plus Print is recognized for innovation, quality, and global logistics expertise.

A Future-Proof Marketing Strategy

As digital ad fatigue sets in and consumers demand more authentic, high-impact communication, video-in-print is not just a novelty—it's a future-proof strategy.

Video Plus Print is paving the way for this evolution, helping brands connect meaningfully with their audiences across physical and digital touchpoints.

Scott Manduck

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