

TBD

**PRINT
IN A DIGITAL
WORLD**

2017



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The relationship between brands and consumers has changed dramatically. Consumers engage with your brand wherever, whenever and however they want. In this connected world you have to be a strong storyteller and understand how to merge marketing, content and technology in bold and exciting ways.

Historically, two innovations have transformed the way we communicate. The first is the Gutenberg Press, the second is the Internet. Today we are in the midst of the next communication revolution, where borders no longer exist between print and digital. The possibilities are nothing short of extraordinary.

Brands are creating immersive experiences, bringing together the tactile nature of print and the technological wonders of digital. Innovative print techniques are turning ads into art with craftsmanship, creativity and design. And ink is no longer simple droplets on a page. It makes music, lights up the night and can even be a snack. Print in a digital world connects on an emotive level in ways that weren't possible before.

We have scoured the globe to bring potent examples that will inspire you to find your own marketing nirvana. Enjoy the ride, things are about to get interesting.



ART, NOT ADS

From smartphones to desktops and tablets to wearables, we cannot escape real-time digital experiences. Real disruption goes beyond swipes and taps. It comes from creating a wider sensory and immersive experience.

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AIRBNB

In 2017, Airbnb launched *Airbnbmag*, a print publication that offers an insider's view of destinations echoing the spirit and reach of Airbnb. Content for the magazine is driven by popular user searches on Airbnb's digital platforms. Celebrating a global community with stories and tips intended to feel hyper-local yet universal, it aims to inspire readers to unleash their inner explorer.



CAA

To appeal to a younger demographic with more engaging content, the CAA clubs of Alberta, Saskatchewan and Manitoba re-branded their quarterly magazines in 2016. With a combined circulation of over one million, the three titles increased readership among both current and prospective members. The Alberta chapter also launched the AMA Insider website to showcase content from the magazine, as well as digital-only stories, visual storytelling and video.



KODAK

In June 2017, Kodak payed homage to its history and launched *Kodachrome*, a print-only magazine featuring articles from the worlds of art, film and all things analogue. The first limited edition run is currently back-ordered, proving the magazine has struck a chord with its target demographic.



JOE FRESH

FASHION Magazine and Joe Fresh collaborated to debut a unique “peel-to-reveal” cover of its Summer 2017 issue. The cover marked the second collaboration between the two brands, and the second interactive cover execution by FASHION Magazine in 2017.



ELLE UK

Announcing a new direction for the magazine with its September 2016 issue, *Elle UK* created five custom covers. For one of the covers, *Elle UK* partnered with bespoke embroiderer Hawthorne & Heaney. Bound by white fabric to represent a blank canvas, it featured an embroidered tag with the words, “Now What?”

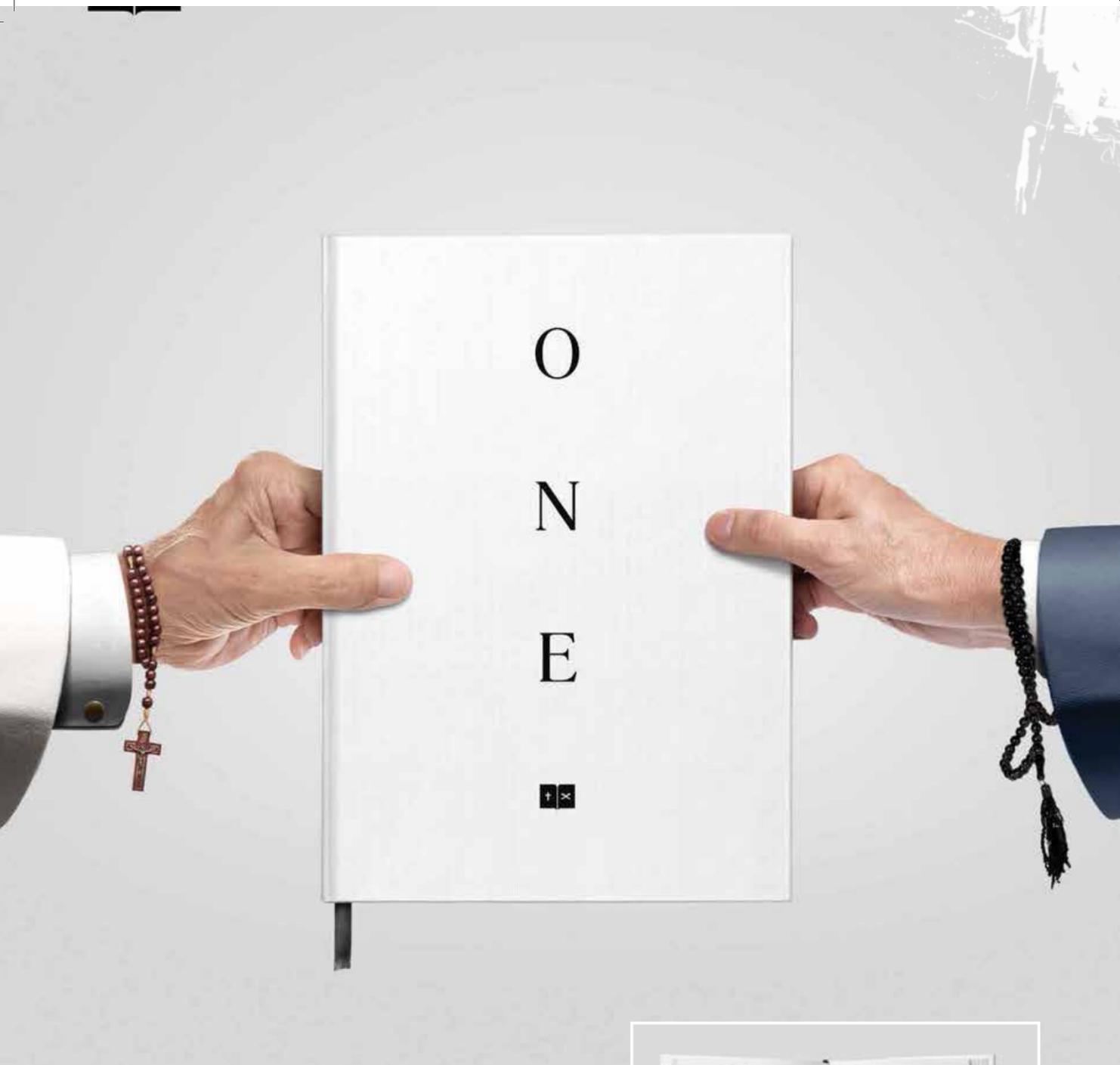


AMTRAK

In November 2016, Amtrak launched *The National*, an onboard magazine to celebrate the railroad's unique position as a true American company that unites the country. By incorporating the Amtrak tagline — “see where the train can take you” — the content covered in the magazine can be experienced along the national Amtrak network.

MAHARASHTRA DYSLEXIA ASSOCIATION

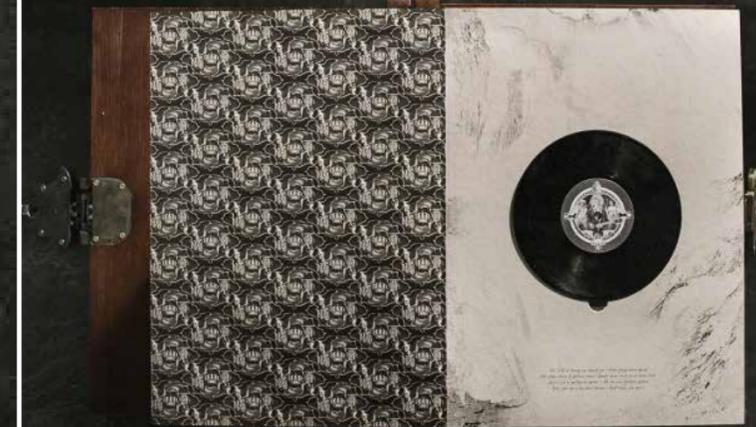
To reinvent how dyslexic children are taught to read, the Maharashtra Dyslexia Association released *Dancing Letters*. The book uses fun and interactive pop-up typography to illustrate the common reversals, making it easier for them to distinguish between similar looking alphabets, words and symbols.



#ONEBOOKFORPEACE

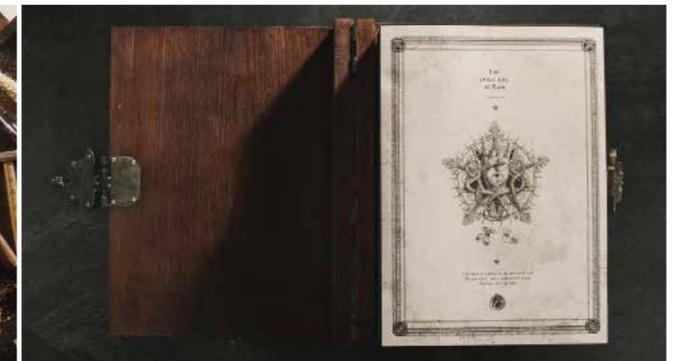
One Book For Peace is an initiative started by the Inter-religious Council in Bosnia and Herzegovina in an attempt to break down prejudice and raise awareness of the importance of inter-religious dialogue. Available for free at onebookforpeace.org in written and audio form, the work gathers teachings from both the Bible and the Quran, comparatively showing the similar messages of each.

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KISS FM

Brazilian radio station Kiss FM believes that rock is much more than a genre of music; it's an entire culture. To highlight rock's rich history, Kiss FM produced *The Book of Rock* with biographies and illustrations from various classic rock bands, accompanied by a record player and 10 records featuring rock classics.



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LEGO

Beyond bricks, parts and minifigures, Lego is built around inspiring and developing the builders of tomorrow. Its "Build the Future" campaign showed kids literally envisioning their future careers by building them from the inside with Legos. The series of award-winning print ads served to reinforce Lego's brand mission to inspire the next generation of builders.

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GEOMETRY GLOBAL CAPE TOWN

To document the stories of the tens of thousands of slaves in Africa who were torn from their homes and stripped of everything including their identities, Geometry Global Cape Town produced "The Slave Calendar." The piece has become a local and international news story and is now an ongoing exhibit at the Iziko Slave Museum in Cape Town.



DONATE LIFE AMERICA

Donate Life America is focused on increasing the number of donated organs and tissues that save and heal lives through transplantation. Its "Your Name Saves" interactive campaign spanning print, outdoor and social media highlighted the names hidden within a person's name as a metaphor for all of the lives one organ, eye and tissue donor can help. Individuals can see how many names are in their name at YourNameSaves.org, and then easily register to be a donor, turning the metaphor into a reality.

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PUMA

In early 2017, Puma launched a loyalty program to recruit and reward its next generation of soccer players. In welcoming newest members, Puma sent their soccer cleats in a sleek, padlocked, polypropylene case. Each case was etched with Puma's brand promise and included various stories, stickers and visuals for the recipient to enjoy.



SECTOR ALARM

Small business owners are swamped with direct mail campaigns. To stand out, Sector Alarm deployed "An Alarming Letter" direct mail campaign, complete with a built-in alarm that triggered when the letter was opened, instantly grabbing the recipient's attention.



EHINGER KRAFTRAD

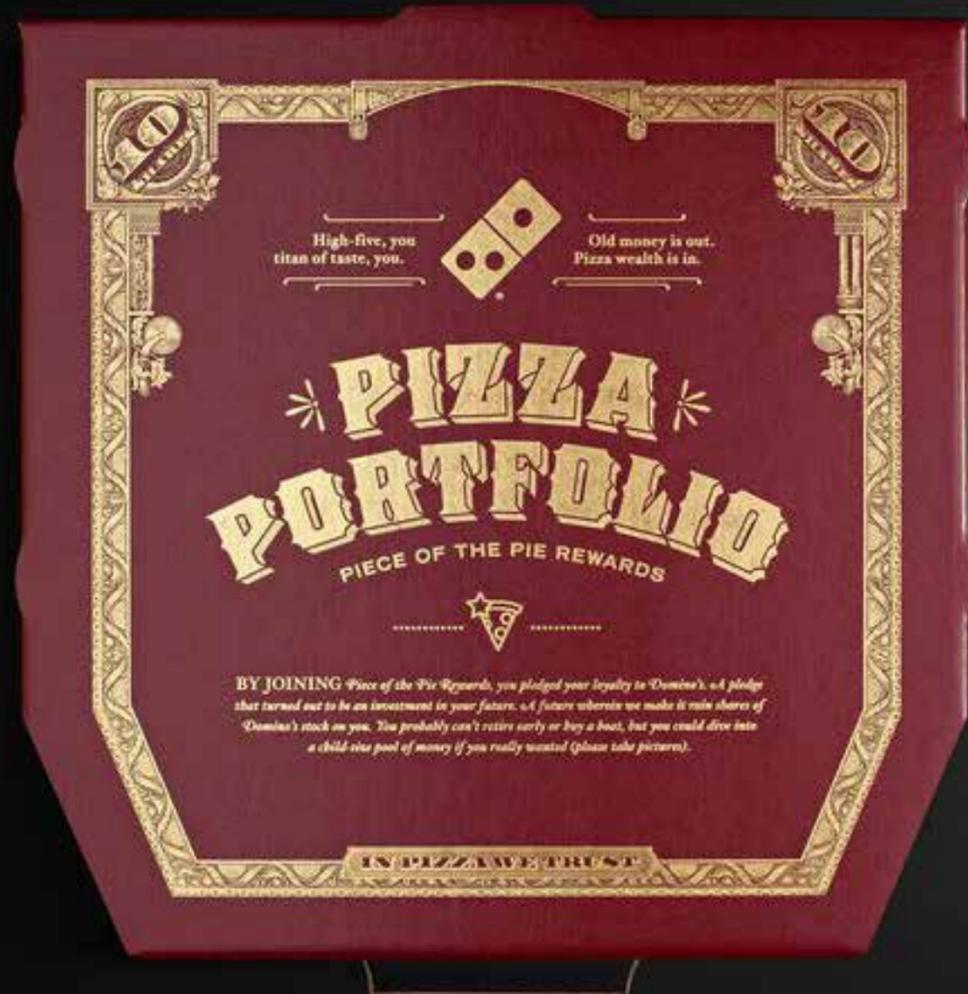
German retailer Ehinger Krafrtrad launched a new brand of gin that appealed to lovers of iconic Harley Davidson motorbikes. Beautifully packaged and using bottles containing original Harley engine parts from across the decades, *The Archaeologist* embodies Harley Davidson's true spirit.



RANDOM HOUSE

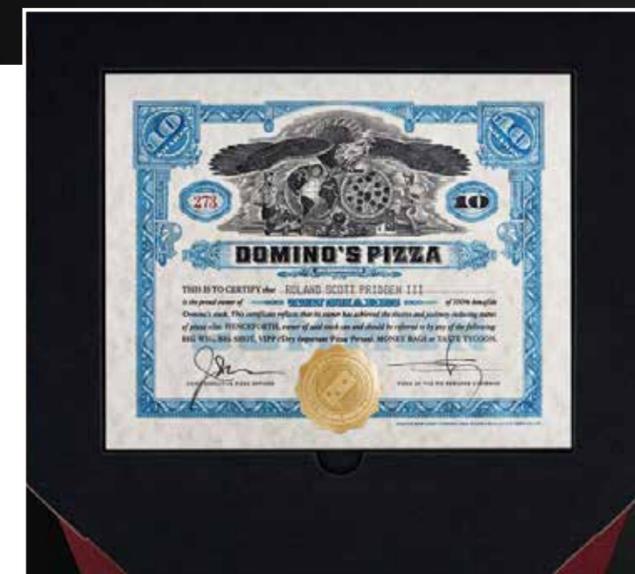
To promote the release of its new 80s disco-music era novel, *Schotten Disco*, Random House released special-edition packaging that highlighted one of the most iconic items from the era: the cassette tape. A sample of the book was printed on special tape and integrated into the retro cassettes. In typical 80s fashion, readers used a pencil to rewind the tape for a special reading experience.

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DOMINO'S

Domino's wanted to reward its *Piece of the Pie Rewards* members with both a literal and figurative "piece of the pie." In 2017, all reward program members were eligible for a chance to win free shares of Domino's stock. Until November 2017, Domino's will randomly select 25 rewards members every month to receive 10 shares. The direct mail package sent to winners includes a portfolio box with a stock certificate and a gold-colored pizza slicer.



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AUTISM FORUM SWITZERLAND

Children with autism can easily lose themselves in details, which often leads them to feel helpless. To raise awareness about this aspect of autism, Autism Forum Switzerland launched a series of print ads. Headlines included “The Unbelievable Buckle” and “The Amazing Dresser Handle” to highlight how everyday objects can fascinate children with autism for hours.

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NIKE

In China, parents want their children to have fun playing sports but are nervous about the possibility of injury. During this year’s Children’s Day, Nike offered a tangible symbol of their dedication to sport in China: the “Badge of Honor.” The sports-themed bandage sets were packaged in special sleeves that unfolded into comics telling fictional stories of young athletes who fall but get back up again.



NTT DOCOMO

In December 2016, mobile company NTT Docomo installed mini dispensers for toilet paper to be used on smartphones in the stalls at Japan's Narita International Airport. The campaign was in response to findings that smartphone screens can carry more than five times the amount of germs of a toilet seat. The sheets included messages such as tips for disinfecting smartphones and how to connect to Docomo's WiFi service.



BURGER KING

For Valentine's Day 2017, Burger King in Israel tried to bring its guests a bit of love with the release of its "adult" meal. The specially packaged 18+ meal box came with some items to spark a bit of romance including a scalp massager, feather duster and satin sleep mask; the rest was up to the imagination of the guests.



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KFC

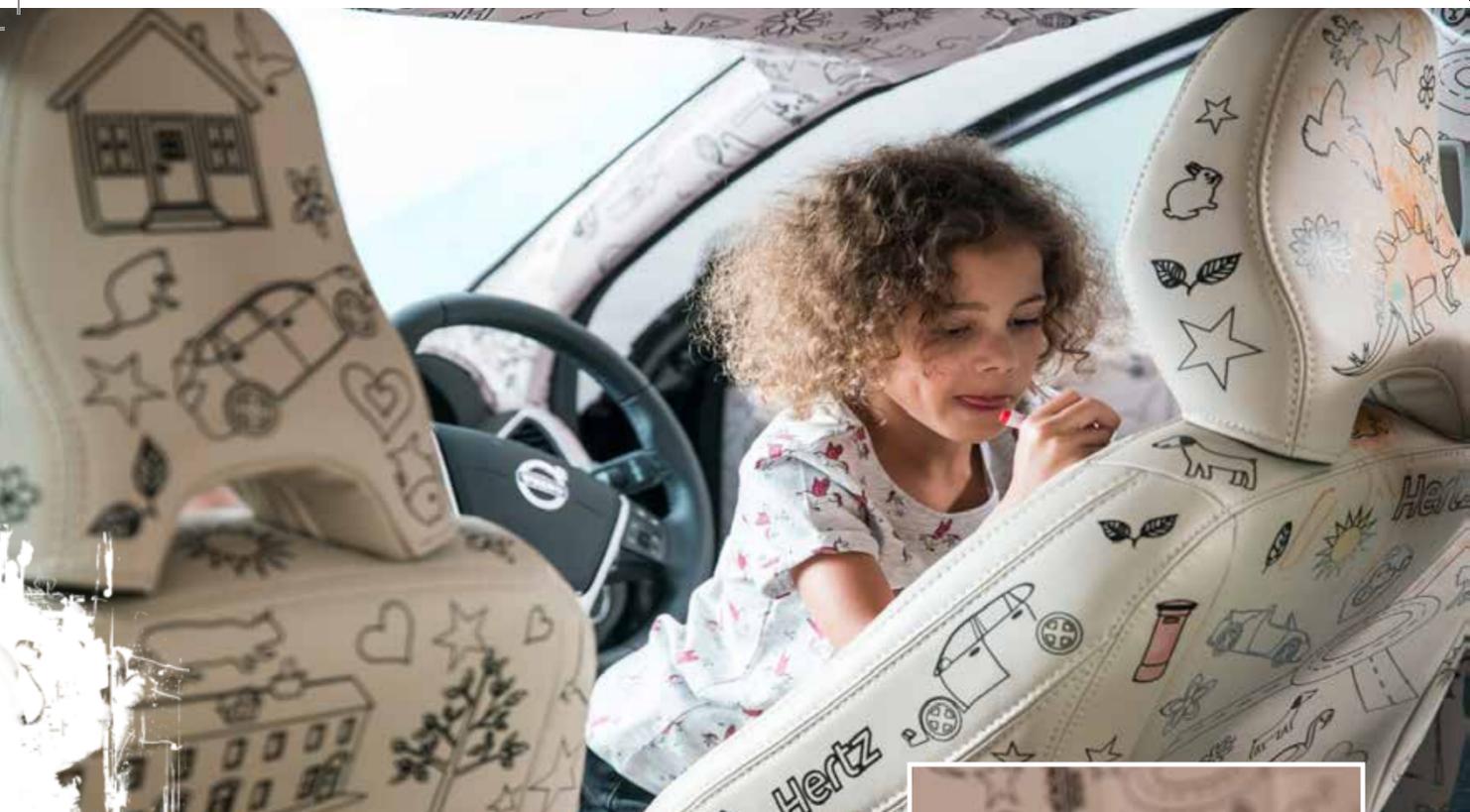
KFC South Africa re-imagined its iconic bucket, converting it into a summer-time theatre. Linking limited edition packaging with built-in mobile technology, the KFC "Supertime Stories" bucket lit up the night for families as they slipped their phones into the mouth of the bucket to unlock one of three traditional African folktales using the accompanying app.



MCDONALD'S

McDonald's had a vision to turn ordinary drink trays into what the company dubbed the McDonald's Boombox. Available only on July 28, 2017, at Toronto's Woodbine Beach, the Boombox worked with any smartphone and was designed to double a device's maximum built-in volume by increasing sound pressure levels via the cardboard speaker enclosure.

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HERTZ

Car rental company Hertz has developed a prototype for a unique rental car that makes long drives with kids a bit easier. Hertz converted a Volvo XC60 into a “moving canvas” by installing a specially designed upholstery featuring illustrations such as animals, flowers and cars for children to colour in.



MATTEO CORREGGIA

Librottiglia, the new brand from Italian-based winery Matteo Correggia, is a combination of the Italian words for “book” and “bottle.” Fittingly, each bottle of the Librottiglia line has a short story as part of its label that is perfectly suited to the characteristics of the drink inside.



DAAN ROOSEGAARDE

Dutch artist Daan Roosegaarde has created the world's largest lenticular print, which has been installed at Amsterdam's Schiphol Airport. Created with printing technology using lenses to produce the appearance and effect of movement and perspective, *Beyond* spans 400 feet.

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THINK BEYOND THE PAGE

COPY MISSING

apps can be easily introduced to individual campaigns, while more sophisticated brands are integrating these technologies into their



CASTORAMA

French retailer Castorama believes that bedtime is one of the most precious and magical moments for a family. For this reason, it produced the first ever interactive wallpaper that allows both children and parents to actively enjoy storytime together. Children can scan one, or multiple, characters for a unique story featuring their selections. In all, there are over 46 hours of stories and 892 possible combinations to choose from.

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MACALLAN

In November 2016, *Esquire* magazine partnered with Macallan to launch an augmented reality front cover promoting the whiskey brand. Readers who scanned the front cover received custom content including Esqy, *Esquire's* mascot, coming to life and pouring a glass of Macallan's new scotch blend, Double Cask.



EMIRATES

Premium airline Emirates has re-imagined its economy amenity kits to include augmented reality entertainment. Travellers can scan their amenity kit to unlock entertainment content including a calming playlist, an Emirates doodle for the kids and travel and health tips to create a relaxing experience on board.



W MAGAZINE

In September 2017, *W Magazine* released a special collector's edition that included augmented reality content throughout the issue. Readers could use *W Magazine's* Beyond the Page app to unlock content including a digitized version of the front cover featuring Katy Perry.



GOOGLE TRANSLATE

To celebrate Google Translate's 10th anniversary, Google opened a pop-up restaurant in New York City dubbed Small World. By using the Google Translate app and holding their phone over a menu, diners could have the names of the dishes instantly translated. Menus were printed in multiple languages including Turkish, Indonesian and French. A line-up of international chefs was also on hand to demonstrate how "Everyone Speaks Food".



ONITSUKA TIGER

Japanese footwear giant Onitsuka Tiger joined forces with fashion label Anrealage to create the first pair of augmented reality sneakers. Available in two designs, the Monte Z looks like an ordinary pair of black and white sneakers until you look at them through Anrealage's AR app. Once scanned with the app, the Anrealage logo virtually pops out, as music by Japanese band Sakanaction plays in the background.

VITAL FARMS

Early in 2017, Vital Farms unveiled a new egg carton design emphasizing that its cage-free eggs come from chickens that are raised on pastures. Augmented reality brought the packaging design to life; using the Roar app, the carton transformed into a scenic field showing chickens roaming freely. As an incentive for using the app and viewing the interactive animations, consumers were rewarded with a coupon code and invited to "like" on Facebook to win a T-shirt.



PEZ

In August 2016, the iconic candy dispenser manufacturer Pez launched its new social app, PEZ Play, to reach a new, highly digital consumer. To promote the app, Pez built an interactive experience via augmented reality that enabled consumers to unlock games and special content by scanning the product bar code.





SPORTS ILLUSTRATED

For its May 2017 issue, *Sports Illustrated* bridged the gap between paper and digital by creating an interactive edition complete with scannable pages that invited readers to unlock exclusive digital content. The issue's cover story, "Capturing Everest" featuring amputee Jeff Glasbrenner and cancer survivor Lisa Thompson, was accompanied by a four-episode VR experience to further depict their incredible expedition.



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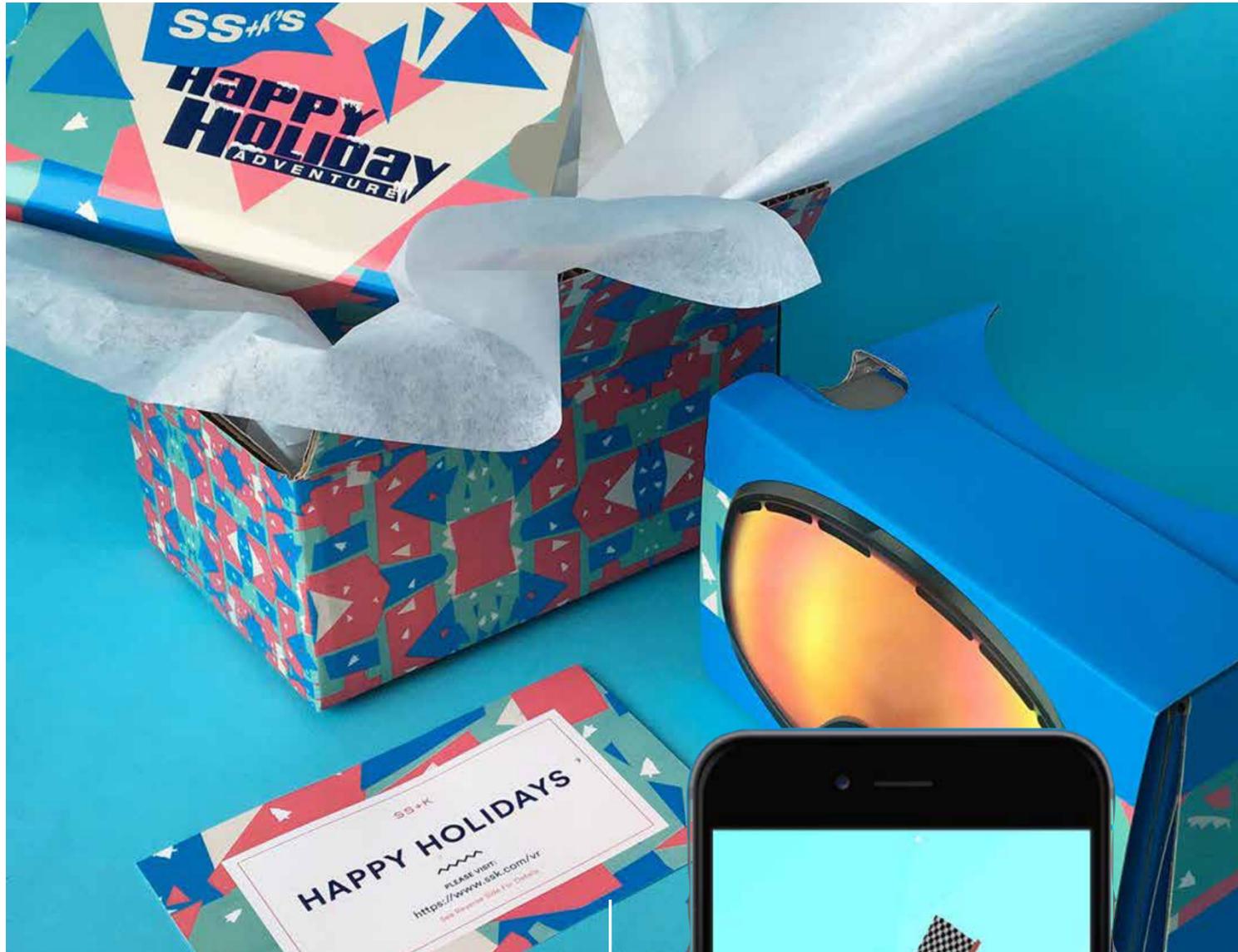


IBM WATSON

In April 2017, IBM Watson created an interactive guide enabling people to have conversations with artworks in Brazil's Pinacoteca de São Paulo Museum. The "Voice of Art" guide uses a conversational database (using data from newspapers, books, articles, interviews and biographies etc.), allowing museum visitors to ask artwork questions about the history of an artwork, its technical composition and its relation to contemporary events.

MINDCOTINE

MindCotine is a virtual reality kit designed to empower smokers to quit. The program combines a cardboard virtual reality device, a smartphone app and biofeedback to create an immersive experience that helps users manage cravings and develop skills necessary to prevent relapse.



SS+K

Last Christmas, SS+K wanted to break the traditional flat holiday card stack by offering some holiday cheer that included a 360° virtual reality bobsled rides. Their "Happy Holiday Adventure" campaign included a custom designed Google Cardboard mailer what connected recipients to an interactive virtual Christmas wonderland.



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TAIWAN NATIONAL MUSEUM

In May 2017, the Taiwan National Palace Museum unveiled "The Spirit of Autobiography," a virtual reality installation themed on Chinese calligraphy. Museum visitors were immersed into the installation through a VR headset and given a virtual pen to create their own calligraphy.



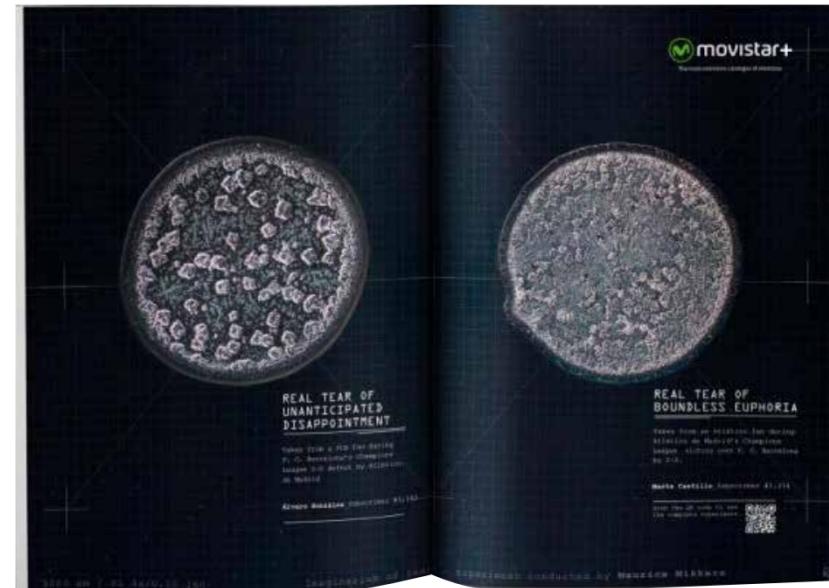
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TIME MAGAZINE

For their October 9th cover, Time Magazine is illustrating why US President, Donald Trump, has been so resilient in the face of so many challenges. The front cover of the magazine depicts a football player engaging with a tackling dummy dressed-up as Trump. The cover becomes animated on social media and links viewers to their article focusing on Trump's current battle with the National Football League.

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MOVIESTAR+

Scientists have discovered that every tear takes on a different shape depending on the emotion that caused it. Spanish television network Movistar+ incorporated this phenomenon with the launch of its "Behind the Teardrops" print ad campaign that linked the network's wide array of content with the emotions it elicited in a visual catalogue of emotions.



KITKAT

In 2017, KitKat launched a campaign to give away more than 55,000 personalized candy bars. Promo packs included a unique code inside the wrapper that consumers could redeem online to see whether they'd won a personalized bar. Winners uploaded their photo of choice and then waited for their pack to be delivered to their door in a customized box.



DORITOS

In April 2017, Doritos partnered with Marvel Studios to produce limited edition packaging to promote the *Guardians of the Galaxy Vol. 2* movie. The special bags of the tortilla chips featured a built-in rechargeable cassette player running the movie's soundtrack. Buyers could listen to the 14-song album via a headphone jack on the front of the bag.



LAYS

Frito Lay's global campaign, #SmileWithLays, encouraged customers to upload a selfie at the contest site and apply one of its fun filters for a chance to win a prize. The campaign also included special packaging with wide smiles printed onto the bags of Lay's core chip flavours, as well as point of sale materials, TV, social media and PR.

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TOSTITOS

During Super Bowl LI, Tostitos released a limited-edition "Party Safe" bag that could tell when users had been drinking and highlighted whether it was safe for them to drive home. The bag came equipped with a sensor that detected small traces of alcohol on a person's breath. If any alcohol was detected, the sensor turned red and formed the image of a steering wheel, along with an Uber code and a "don't drink and drive" message.



BBVA

Starting in October 2016, Spanish banking group BBVA modified its banking ATMs in Peru to sell tickets for a high-demand soccer match between Peru and Brazil. Consumers could get tickets to the soccer match from 50 specialized kiosks placed throughout Lima.

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SHORT ÉDITION

French publisher Short Edition tried to make commuting a bit more entertaining for riders. More than 70 vending machines were placed throughout France that printed short stories on demand. The machines had numbered buttons, allowing passengers to choose whether they wanted their story to take one, three or five minutes to read.



TERRED ES FEMMES

Domestic violence affects one in four women in Germany. Terres es Femmes, a non-profit women's rights organization, set out to bring awareness to this statistic with the help of one of Berlin's most iconic features: the photo booth. The #ChangeThisPicture campaign used facial recognition software to digitally modify photos taken in the photo booth to deliver a powerful message against domestic violence.



GO SPORT

To use football stars as unintended spokespeople, sports retailer GO Sport partnered with sports newspaper Sports360 to launch the “Champions Hijack” advertising campaign. Using real-time photography from two big quarter-final games, newsroom editors digitally removed the players’ bodies from images to show just the apparel and accessories. The ads, which ran in print and digital, also generated social media buzz and led to a 25% sales increase for Go Sport.

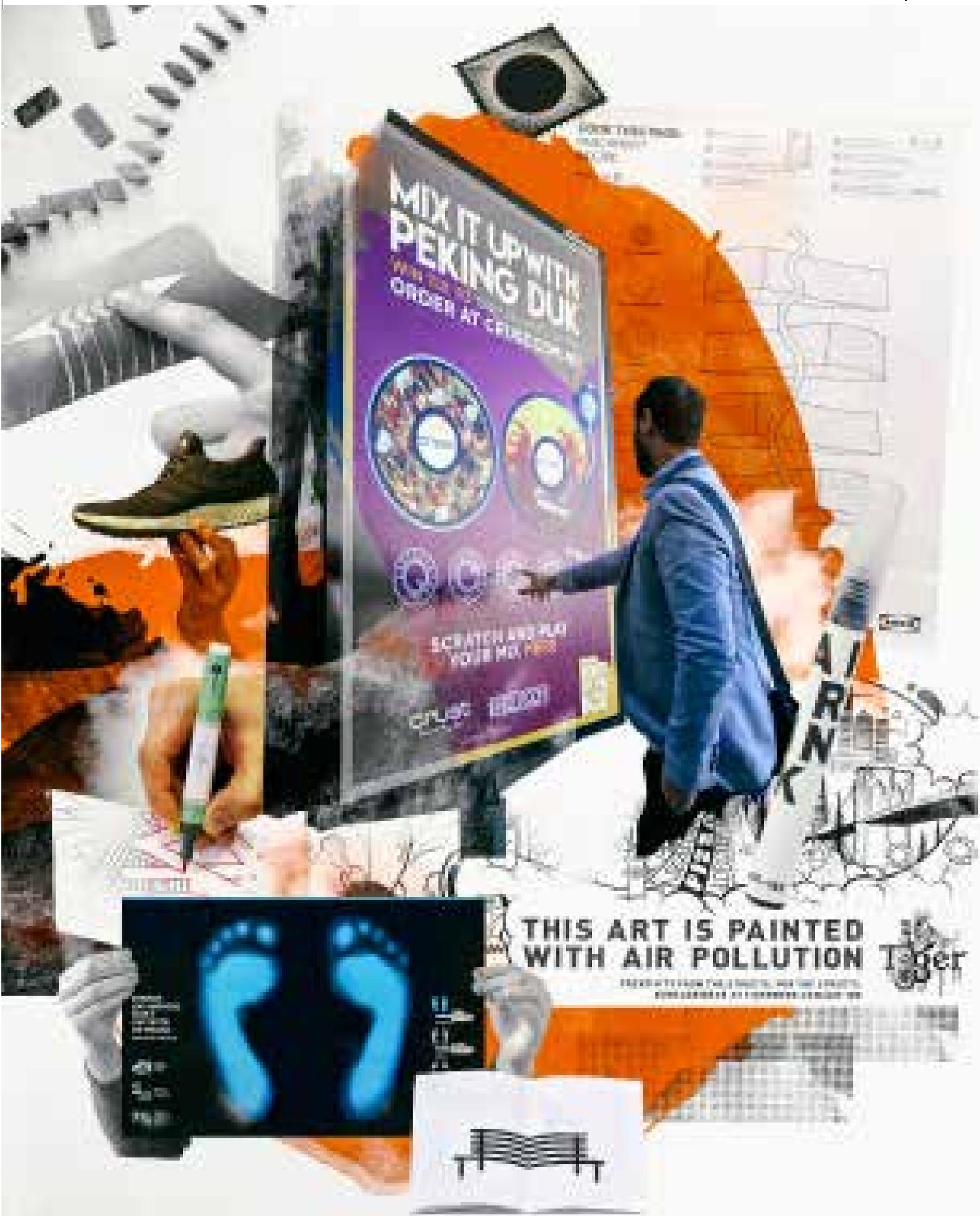
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GOOGLE + VOGUE

In August 2017, Google and Vogue announced its partnership to bring voice-activated content from the print magazine to Google’s home device. By prompting Google Home to “talk to Vogue,” users have the ability to ask questions about celebrities and access “behind the scenes” audio content from select Vogue interviews.

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FAR FROM TRADITIONAL

Thinking of print as 'traditional' is an old way of thinking. Ink is innovative. Consumers can camp at night, safely ride a bike and paint the next 3D masterpiece thanks to a printed piece. These are the types of interactions that are meaningful to consumers.

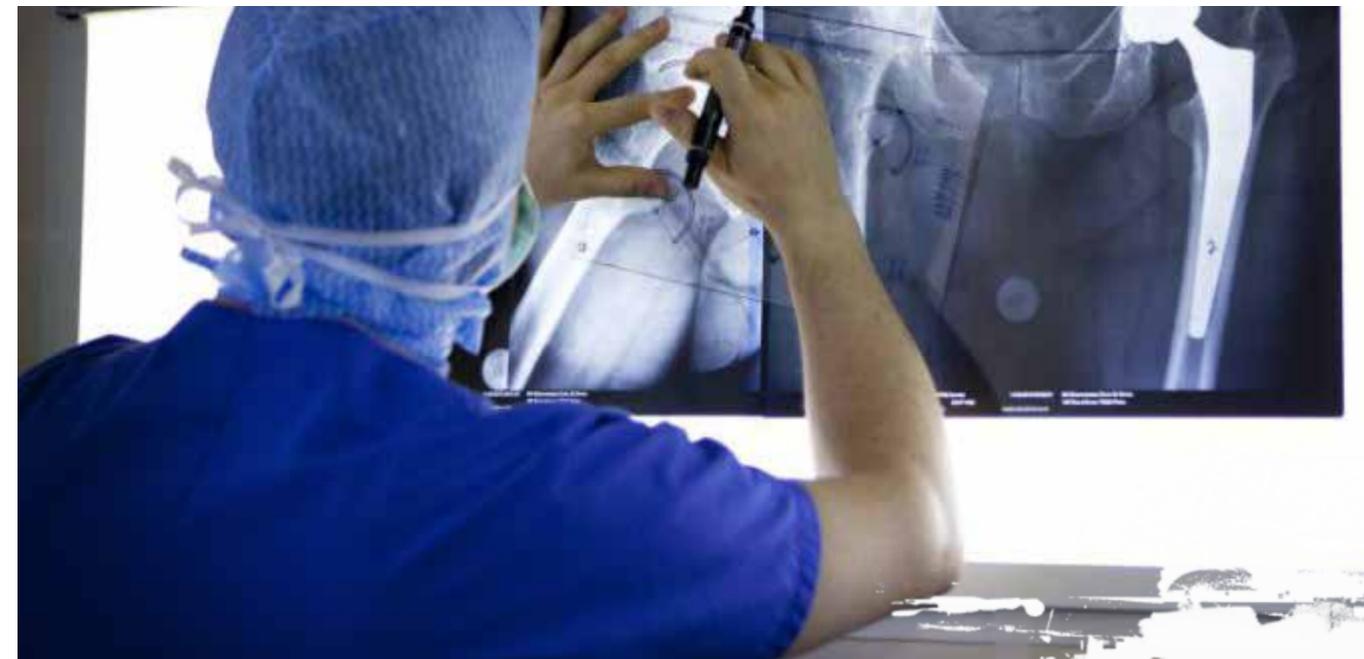
THIS ART IS PAINTED WITH AIR POLLUTION Tiger



ADIDAS

In 2017, Adidas launched a new sneaker with a 3D-printed sole called the Futurecraft 4D. It's the first piece of footwear made with an innovative manufacturing technique called "Digital Light Synthesis." Pioneered by Silicon Valley start-up Carbon, the process allows the midsole of the shoe to be "printed" using a photosensitive resin that hardens as light hits it. Adidas has plans to mass produce the Futurecraft 4D by 2018. The process also paves the way for the company to tailor-make shoes to a specific person.

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DEPUY SYNTHES PRODUCTS, INC.

To repair bone injuries, doctors often take bones from other parts of the body or use implants. 3D printing has provided a safer alternative that provides more custom fitting using flexible materials. DePuy Synthes Products, Inc., an arm of Johnson & Johnson, acquired this 3D printing tech from Tissue Regeneration Systems, Inc. (TRS) in 2017. The platform is able to create implantable bone-like structures covered with a special type of coating that helps the body absorb them. They can be used in bones throughout the body, including the face and skull.



FOODINK

The world's first 3-D printing restaurant, Food Ink offers a one-of-a-kind gourmet experience in which all the food, utensils and furniture are completely produced through 3D-printing in an immersive futuristic space. Its "print-out pop ups" are planned to make a world tour, hitting cities such as New York City, Toronto, Mexico City, Dubai, Tokyo, Cape Town and Sydney.



TECH TATS

Created by Chaotic Moon, Tech Tatts are removable biosensor wearables fitted with small sensors and trackers that turn them into tiny smart devices. So far the tech can measure temperature, which can be used to monitor fevers, for example. Future applications are promised in healthcare and even banking, with the tattoos able to store data such as credit card information.



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DUOSKIN

DuoSkin makes temporary tattoos both aesthetic and functional. Microsoft Research partnered with a new MIT Media Lab to create technology that turns temporary tattoos into connected interfaces in three ways: acting as input for smartphones or computers, displaying output based on changes in body temperature and transmitting data to other devices via NFC.



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IKEA

To prove that “getting creative in the kitchen can be deliciously simple,” IKEA launched a series of interactive recipe posters. The “Cook This Paper” campaign used food safe ink to print illustrated recipes on parchment cooking paper. To prepare the dish, users simply had to follow the literal fill-in-the-blank instructions with the designated ingredients, roll up the paper and bake it. IKEA promoted the campaign at 18 locations across Canada, where all 12,500 parchment paper recipes were snatched up in a few hours.



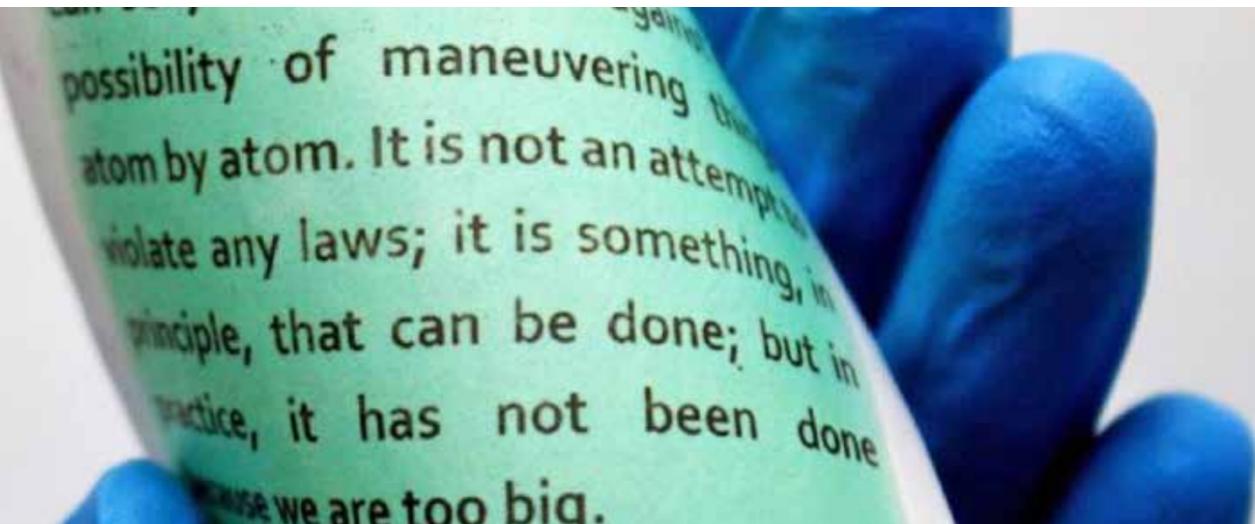
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THE UNITED STATES POSTAL SERVICE

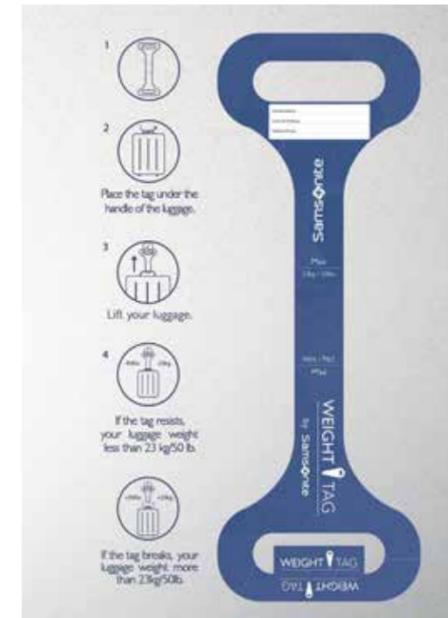
In 2017, the USPS marked the first total eclipse of the sun seen in decades with a commemorative stamp printed with thermochromic ink. The first stamp in the U.S. to use this temperature-sensitive ink, it allowed people to effectively eclipse the sun themselves with the heat of a finger. The solar eclipse can be seen until heat is applied at which point the moon is revealed. As the stamp cools back to room temperature, the solar eclipse reveals itself once more.



AMERICAN CHEMICAL SOCIETY

A new method for printing on paper using light promises to be much cheaper and environmentally friendly than traditional ink-based printing. A team of researchers from the U.S. and China say that their new high-resolution light printing technique could be used for anything from newspapers to labels. A special nanoparticle coating easily applies to normal paper and changes colour when ultraviolet (UV) light shines on it. The colour change can be reversed when the coating is heated to 120 degrees celsius and it allows for up to 80 rewrites.

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SAMSONITE

The Samsonite Weight Tab solves one of the biggest travel headaches for airline passengers: overweight luggage. The special paper tag is made with specific thickness and strategic perforations that can hold up to exactly 50 lbs, the maximum weight allowed on most airlines.

When a suitcase reaches that weight, the tag snaps, so passengers know to repack their luggage before heading to the airport, avoiding the costly fees or hassle of rushing to remove items.





DAMAN

Although the United Arab Emirates is the sixth sunniest country, an estimated 80% of its population is Vitamin D deficient, putting them at risk for bone and muscle-related health problems. Insurance company Duman raised awareness about this issue with its “Now You See Me” campaign. Using photochromic ink, the ads revealed the words “Vitamin D” as the ink reacted to direct UV light. Printed on the front cover of leading business and lifestyle magazines, readers received their daily dose of vitamin D during the time it took for the printed message to be revealed.

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REVLAR

Virtually indestructible, REVLAR paper is ideally suited for use any time printed materials will be subject to frequent handling or extreme weather conditions. It is waterproof, tear-proof, impervious to grease and chemicals, weatherproof and specifically designed to withstand high or low temperature fluctuations. While it's a synthetic paper made of plastic, it has the appearance, smoothness and printability of standard paper.



MONTBLANC

As the world becomes more digital, the ways of ink and pen have slowly fallen away. High-end brand Montblanc has found a way to bring the practice to the computer age, with its new augmented paper that integrates traditional writing into the digital workflow.

The Augmented Paper kit comes with special paper, a Starwalker writing implement and a leather organizer that helps to connect the paper to any smart device. The process is simple: the user writes, scribbles or doodles on the special augmented paper. The handwritten notes are transferred to a mobile device and smoothly transformed into digital text, which can then be edited, searched, shared and organized.

ASICS

To help runners pinpoint the best shoes for their feet, in summer 2017 ASICS ran a print ad in Brazil with an interactive, practical purpose. The double page print ad unfolded like a mat and was covered in thermochromic ink. When the user stepped onto the mat, the ink reacted to the feet's heat, illustrating the foot shape. The user could then compare their result to the category examples shown down the side of the mat to help them make a more informed decision when buying their next shoes in store or online.



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WARSAW WALK

Winters in Poland are cold, leading to dozens of homeless people freezing to death each year. Walk, a PR agency in Warsaw, launched a public awareness campaign to create empathy and raise awareness for the people living on the street who are often passed by without a second thought. They scoured Poland for three homeless writers and published a book with a selection of their works. The book was printed with ink activated by low temperature, so to read it, it had to be taken to the place where the content was created: outside.



VICHY

Exposure to the sun for just a week is enough to damage your skin. To prove this, Vichy launched its "Facing the sun" campaign by selecting 200 social media celebrities to receive a personalized package of sunscreen. Vichy printed their photo on both sides of the box, but only exposed one side to the sun for the week, and the difference was obvious. Many of the celebrities posted a photo of their package on social media, creating a booster effect to the campaign by increasing brand awareness.



BUD LIGHT

As one of the main sponsors for SXSW Music and Interactive 2016, Bud Light commissioned Novalia to create four interactive installations around Austin while SXSW was in town, including a 50-foot playable wall. Providing an immersive, experiential environment, each playable wall allowed guests and attendees to remix music from artists such as X Ambassadors, Aluna George and Zedd. Touching the hotspots on the walls triggered a bluetooth signal that launched and layered up loops, beats, vocals and individual instruments. Users could then listen wirelessly either through integrated speakers or silent disco headphones.

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TAKE5

The limited edition TAKE5 Remixer is the first ever packaging in the U.S. to use conductive ink to create music on the spot. Designed and developed by Novalia in collaboration with IPG Media Lab and Barkley, it allows users to remix music by touching hotspots on the outside of the box. Encouraging musical collaboration, the battery-powered Remixer includes five rows of three beats with pause and stop buttons to produce more than 30,000 unique track combinations.

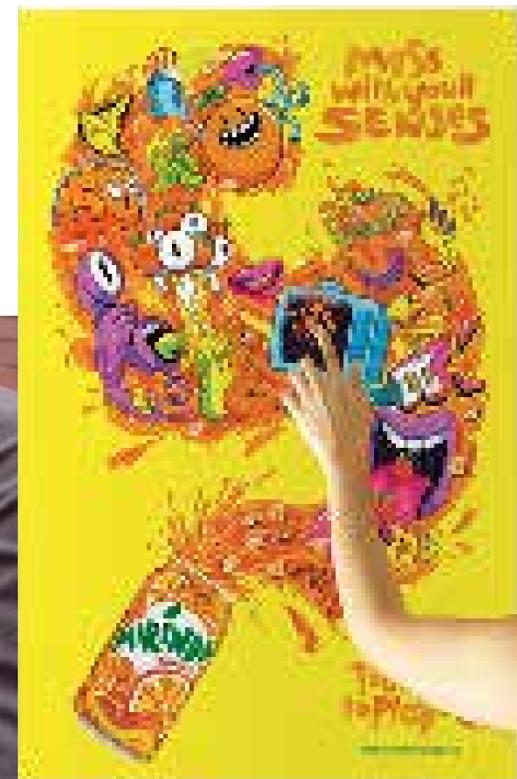


CRUST PIZZA

To bring “beats to the streets,” Crust Pizza in Australia launched an outdoor campaign featuring “playable” JCDcaux Citylights and StreetTalk posters. Vinyl panels embedded with Novalia’s capacitive touch technology invited passers-by to literally remix music on a giant pizza-shaped DJ deck. The beats were created by dynamic DJ duo Peking Duk who create music in the same way Crust makes its pizzas - out of the box.

MIRINDA

Released in 1,000 retail stores across seven regions in three continents, the “Mess With Your Senses” poster for soft drink Mirinda contained hidden interactive touch points that users could find to trigger loops, beats and one shots, allowing anyone to become a professional sounding DJ.



COFFEE DROP PRINTER

While RIT photography professor Ted Kinsman experimented with inks, wine and beer to fuel his printing invention, coffee became his medium of choice. The Coffee Drop Printer converts tiny, low-res images into large works of art using any liquid. Coffee's natural hues along with "ink" dispensed one drop at a time in varying sizes, give each print its tonal qualities.



AIR INK

AIR-INK is the world's first ink made out of air pollution. Developed by Singapore-based Graviky Labs and crowdfunded on Kickstarter in February 2017, the ink is created by capturing air pollution, purifying it and then converting the carbon-rich matter into a printing ink. The marker pens and screen-printing ink are safe, refillable and water-resistant. According to its creators, using 30 millilitres of AIR-INK will negate 45 minutes worth of pollution.

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LIVING INK

Living Ink is a biomaterials company changing the way ink is made by using algae as pigments for eco-friendly ink products. Its patent-pending ink can be used in a variety of printing presses for products such as packaging, marketing material, stationery and pen ink.



HANJET

A first of its kind, the HANDJET® is a fully portable, hand-operated inkjet printer that is equipped with a small print head, battery power supply and wireless control. Users can mark, code and label their products on the go and on multiple surface types including cardboard, concrete and wood.

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LIFEPRI

LifePrint is a travel-sized portable printer that allows users to print any image - or video - off their phone. Users can select a video clip with the LifePrint app and choose a frame from the video to print. Then by aiming the phone's camera at the print, augmented reality makes it magically come to life, playing the full video corresponding to the picture on the phone's screen within the frame of the print itself.

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HALAL FRIED CHICKEN

In spring 2017, Halal Fried Chicken in Amsterdam launched a billboard campaign culturally targeted to the concept of “dayparting” during the Islamic holy month of Ramadan. In this annual observance, adherents go without food or drink from sunrise until sunset. During daylight hours then, the billboard featured an empty bucket of Halal Fried Chicken. But after sunset, with the billboard lights a glow, it showcased a brimming bucket of the fried chicken.



COLUMBIAN MINISTRY OF ENVIRONMENT

Lionfish are a venomous species destroying the Caribbean ecosystem. To educate fisherman on the need to join the hunt for lionfish, the Columbian Ministry of Environment put out posters in a practical, useful format. Printed on an incredibly tough material, the posters were not only educational, they could transform into lightweight nets the fishermen could use to actually catch the fish.

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ABOUT US

St. Joseph Communications is spearheading transformational change by redefining the ways in which organizations connect with their customers.

Our omnichannel marketing approach lets us build solutions and ecosystems anchored by people, technology and insight that intuitively merge all data and visual assets to create multichannel publishing solutions for all mediums. This gives marketers the opportunity to be more efficient at creating and grouping content while focusing on strategy and analytics. Through these solutions we can deliver the widest array of interconnected solutions across our Content, Media and Print groups. By redefining how brands develop experiences, we build sales, boost loyalty and create evangelists across all communications channels and technologies.

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