

Coming at you

Far from a parlour trick, the attraction and functionality of lenticular applications are capturing the attention of marketing teams eager to put their campaigns in motion.

Remember reaching for the prize in your box of Crackerjacks and unwrapping a fun card with an image that flipped as you moved it from side to side? That eye winking or face smiling was a lenticular application that has entertained generations of snackers.

The illusion created by the lenticular process has been around a long time, making the two-dimensional appear 3D, or adding motion to an otherwise static printed piece. Today, thanks to recent developments in the lens material and printing technology the market for lenticular printing has expanded greatly, exposing the medium to a much wider audience.

In the past, producing lenticular images was a labour intensive process of lining-up and laminating a plastic lens to a pre-printed sheet. This procedure has been simplified through the ability to run sheets of the lens material direct-

ly through a printing press, both speeding up the process and improving the image quality.

A combination of new substrates, ink systems and improved on-press capabilities has opened the market to long runs of lenticular work making it cost-effective for marketing campaigns. At the same time, user-friendly automated software applications are making the image capture and manipulation necessary to create the desired effect much more accessible to the design community.

Lenticular works by using a flat sheet of plastic where one side is ribbed with parallel lenses that serve as a decoder for the image printed behind it. The visual effect is created by placing thin strips taken from multiple images and interlacing them so when viewed from different angles, the matching areas under the lens are magnified.

Marketers are discovering new appli-

cations for the process, from posters in zoned displays to smaller hand-held gimmicks to attract attention. The recent ability to bring down the cost and increase volumes is paying off for many marketing endeavors.

Release the Monster

Having fun while generating awareness and capturing attention was the goal of Monster.com, the job search website, when it launched its "Release the Monster" campaign. The company distributed a direct mail package containing an animated lenticular phone card featuring the cartoon-like image of Trump, the Monster brand icon.

The animated card was positioned to peek through a cut-out in the package highlighting the lenticular motion of Trump moving towards the viewer.

The convenience of the pocket-sized phone card allows the brand message to be reinforced every time the recipient uses the phone card.

Now you see them...

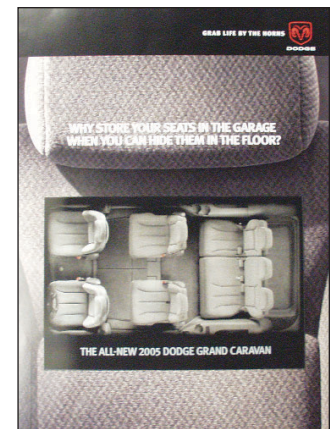
BBDO Detroit used lenticular to creatively promote the all-new 2005 Dodge Grand Caravan, with exclusive Stow 'n Go seating and storage. The agency's marketing objective was to promote the vehicle as the only minivan with two rows of fold-in-floor seats and in-floor storage bins. It found a perfect fit by using an animated lenticular image to visually illustrate their product's unique features to a large audience. A 4 x 6-inch tip-in was designed showing the seats folding down from upright into the vehicle floor.

Over 18 million two-page inserts were delivered through 10 U.S. parenting/family and home magazines featuring the tip-in. The handy removeable



lenticular piece let the viewer experience the vehicle's functional interior. Extra quantities of the animated card were distributed to Dodge dealers as customer take-aways.

Although it's a challenge to measure the results of a broad-based campaign like this, the reality is that although the Dodge brand as a whole experienced flat or slightly decreased sales, the 2005 Grand Caravan with Stow 'n Go seating posted a 12% increase in sales in the



months following the ads.

To see the above applications in action, see the Print Me! insert accompanying this magazine. Further case studies and other valuable information on the lenticular process can be found at www.lenstar.org, a site dedicated to informing the world at large about the moarvels of lenticular. PM

Images courtesy of lenstar.org
(permission to use Dodge Grand Caravan image from BBDO Detroit)