



# INKISH.REVIEW

Through the eyes of your customers

## THE REVIEWERS

When a printer is looking into new equipment, they will often reference the print quality against existing customer print samples, and compare the equipment based on extensive knowledge and skills. Before investing in the latest and greatest technology, they will define their needs, review the competition, and narrow down the final candidates, which will then be thoroughly reviewed before a decision is made.

INKISH.REVIEW reviews the products through the eyes of your customers – literally. We pick an operator, binder, production manager, COO, and more to participate in perhaps the most extensive review of your product – EVER!



## **EXPERIENCED IN YOUR EXPERIENCE CENTER**

LIVE from your experience center, we take calls from printers, operators, and anyone interested in getting a first-hand view of your equipment. Dual camera production will cover both our expert reviewer and your product specialist, and we will deliver an hour-long online experience that provides a dedicated, detailed focus on your product.

After the LIVE session, we follow our reviewer and your product specialist as they walk through the equipment, answer the burning questions, compare samples, and provide a 360° view of the product.

The recorded session will be edited to a 15-20 minute review unlike any other product analysis you've seen before.



## GET ON PRINT SAMPLE TV

Print Sample TV has become an indispensable resource for printers. Print Sample TV host Pat McGrew not only reviews print samples, but discusses them in context with the technology used. The purpose of Print Sample TV is to showcase print technologies and to be a resource to printers so they can inspire their prospects and customers.

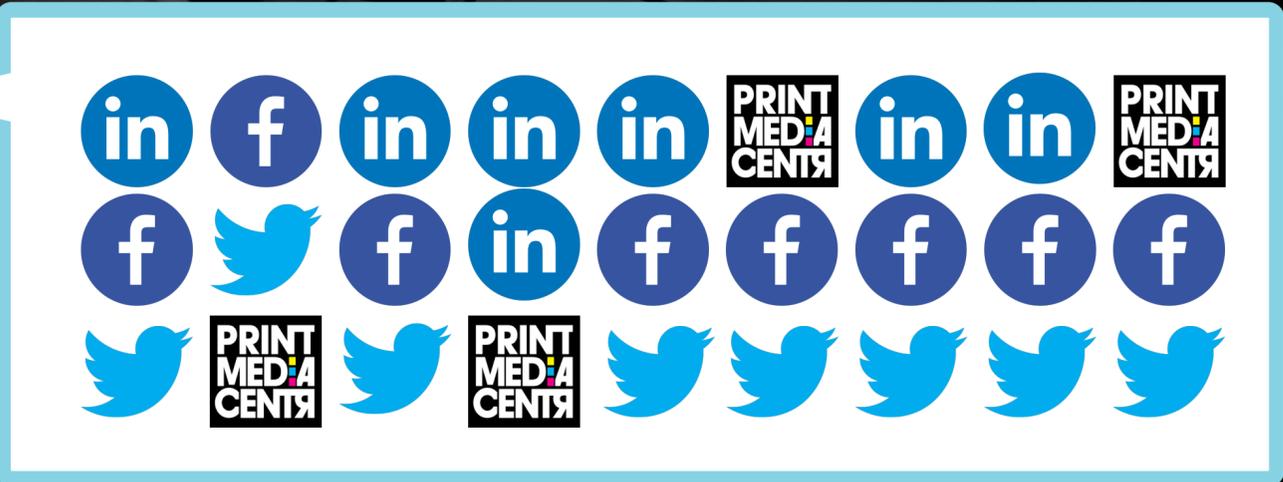
Showcase YOUR print sample on Print Sample TV! It's simple. Ship your print samples to Print Sample TV and let us know what equipment and substrate were used to create the print samples! If you have a creative brief for the work, that's great, too!

The service is FREE for printers and designers. For vendors, we charge 1.000€.



### REACH THE WORLD

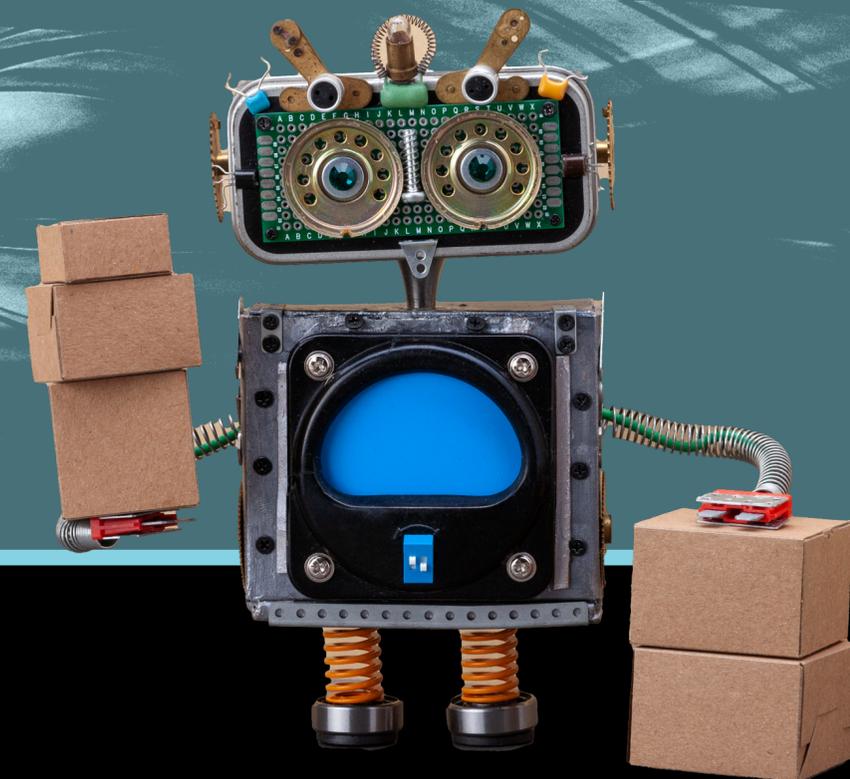
Intergalactic Ambassador to the Printiverse, Deborah Corn will utilize Print Media Centr's substantial social media presence to help create reach and awareness of your product review. With Print Media Centr sharing details of the LIVE broadcast, the finished review, and your print samples, your product is guaranteed to be seen on the right screens.



A collection of social media icons and logos arranged in a grid within a speech bubble. The icons include LinkedIn (in), Facebook (f), and Twitter (bird). The Print Media Centr logo is also present. The icons are arranged in three rows: Row 1: in, f, in, in, in, PRINT MEDIA CENTR, in, in, PRINT MEDIA CENTR; Row 2: f, bird, f, in, f, f, f, f, f; Row 3: bird, PRINT MEDIA CENTR, bird, PRINT MEDIA CENTR, bird, bird, bird, bird, bird.

## DELIVERABLES

- Extensive Social Media Coverage
- LIVE Q&A from your customer experience centre
- Comprehensive in-depth review from your customer's perspective
- Print Samples featured on Print Sample TV by Pat McGrew
- All activities promoted through Print Media Centr's channels
- Delivered on all INKISH platforms



## PRICE

INKISH.REVIEW is our exclusive package with LIVE Q&A, an in-depth review of your latest equipment, and expert and engaging print sample explanations from Pat McGrew. You will also receive unparalleled social media coverage from Deborah Corn - all produced by INKISH.

All-inclusive price 9.995€

Terms: Music, Computer Graphics, filming (two teams), LIVE broadcast\*, Music, SoMe (organic), Print Sample TV\*\*, travel, hotel, etc. are all included. \*requires a wired Internet connection. \*\*Print Sample TV is produced in batches - your samples will be covered in the first-coming batch. The shipping cost of samples to Denver, Colorado, USA, is not included.

## ADDITIONAL OPTIONS

- INKISH.REVIEW in multiple languages with multiple participants at the same time.
- Podcasts with Deborah Corn.\*
- INKISH Launch pack - delivered to 900+ global trade media.\*
- INKISH Marketing Package.\*

\*ask for separate product sheets