

Direct Marketing DVD/CD

Giving Life to a Story: Philosophers, Poets, and Planet Digital

Every organization has a story to tell, and interactive discs are a tremendously effective medium to use when telling it. Nothing beats the ease of use, cost effectiveness and ubiquity of disc-based media, especially in the enterprise, where internet access can be restricted. Consumers also find discs a direct and self-contained way to access media, and find them a useful addition when researching a product or service, supporting their purchase, or providing educational or entertaining content.

We've built many demos and sales presentations housed on CD-ROMs and DVDs; as a matter of fact, our company specialized in producing discs for NASCAR, AOL and Holiday Inn, just to name a few. Companies understand the value of these presentations because they standardize company messages, are dynamic and updateable, and engage the audience in ways that printed material and simple elevator speeches cannot.

We've pioneered disc-based marketing and sales technologies for over a decade, including mini and shaped discs, updateable disc technologies, and integrated marketing packages that use discs, web, and traditional media in a seamless package.

If you'd like a sample or simply want to find out more about the value of disc-based media in today's digital marketplace, simply contact us and discover all the options available.