

# INTERACTIVE PRODUCT SPOTLIGHTS

UNLIKE TRADITIONAL PRESS RELEASES, IPSs ARE UNIQUE AND INTERACTIVE. THEY FUSE THE CREATIVE AND STORYTELLING ASPECTS OF ADVERTISING WITH COMPREHENSIVE PRODUCT INFORMATION AND MULTIMEDIA, INCLUDING VIDEO.

They're brought to life with subtle animations and interaction, resulting in a one-of-a-kind product engagement experience. Everything you need, with no distraction, under one single spotlight.

## UNIQUE BENEFITS BEYOND THE RICH INTERACTION WITH YOUR PRODUCT:

- Your IPS will be promoted through a targeted email to industry professionals
- Hosted for one year and equipped for embedding on your company website or Facebook page
- Designed by media professionals through our turnkey service
- Lead information and analytics of customer views



## YOU CAN INCLUDE:

- Video + Photos
- Product Description
- Technical Specs
- Testimonials, Case Studies and other supporting text/documents

## GETTING STARTED:

- Reserve your Interactive Product Spotlight through your sales representative
- Send us your product media and our publishing team will custom-build your Interactive Product Spotlight, host it and promote it to our subscribers
- There is a 6-8 week turnaround time from material submission to deployment.



Contact Your Sales Rep For More Information Today!  
> [www.industriaalimenticia.com/Contactenos](http://www.industriaalimenticia.com/Contactenos)