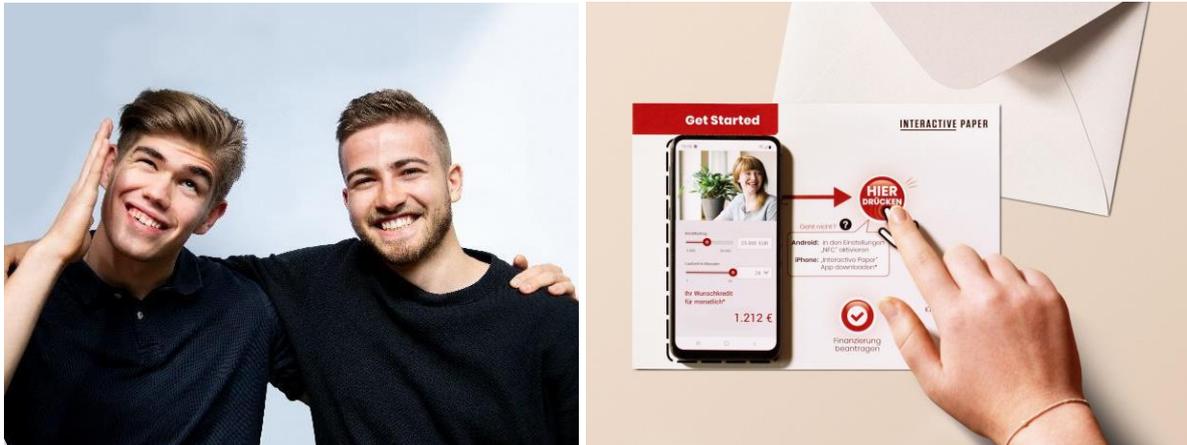


Interactive Paper: The fight against annoying ads

The people are frustrated, the economy is suffering, our world in search of a new normality. Is this the time for a radical shift in the advertising industry?



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“Nearly everyone has been in this situation: You want to watch a video on YouTube, when suddenly an ad appears and you have to count down the seconds to skip it. These types of annoying ads which are imposed on users make up the majority of published advertising contents worldwide”, reports Raphael Besnier (Co-Founder, Interactive Paper).

Their time as employees at traditional advertising agencies visualised the both founders Raphael Besnier and Tobias Macke the magnitude of the problem. Ads everywhere that bother more than speak to one. Instead of bowing to the majority, Besnier and Macke decided to find a different approach: “*We wanted to create an opportunity for companies to convey messages in a positive way to their target audience.*”

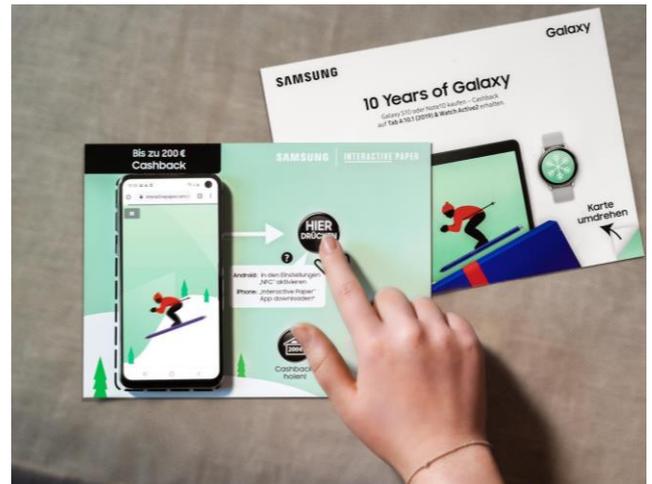
Interaction instead of Ads

This concept they realised with Interactive Paper. With the playful and simultaneously fascinating technology of Interactive Paper companies can become apparent to the user without any “annoying ads.”

By simply putting your phone on the paper and pressing the touch points, interactive content appears on the screen - just like magic. The application is that easy for the user...

See Video: <https://youtu.be/QsJqaDSiQUU>

Companies can create exciting and effective advertising campaigns in just a few steps thanks to the straightforward ordering process. The campaigns score particularly high use rates through the amazement from the users and the easy usability. With contrast to regular analog marketing campaigns where the effectiveness can only be estimated, Interactive Paper delivers the results transparently to the customer. This way customers of Interactive Paper generate a significant advance in know-how of the industry and their target audience.



Interactive Paper has already convinced well known customers such as Samsung, Ernst&Young, Crowe or Oracle with their vision.

“Annoying your customers with imposed advertisements leaves a bad taste in their mouth. With Interactive Paper, you are remembered in a positive way. In a world where the average human is bombarded with 10.000 pieces of information a day, that makes the deciding difference.”

About Interactive Paper

Interactive Paper pursues the mission of offering companies a medium through which they can reach their target audience in an ideal manner, excite them and get to know them. By combining the advantages of the Analog with the Digital world it is possible to create added value in the marketing & communications sector.

Questions & Contact

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