

BRAND EXPERIENCE



ACTIVE & INTELLIGENT
PACKAGING

BRAND EXPERIENCE MAGAZINE IN
PARTNERSHIP WITH AIPIA PRESENTS...

ACTIVE & INTELLIGENT PACKAGING — STATE OF THE INDUSTRY EXCLUSIVE REPORT

POSITION YOUR BRAND AS A THOUGHT LEADER IN ACTIVE & INTELLIGENT PACKAGING

BXP, in conjunction with AIPIA, are offering a special edition issue, which will be the industry's leading guide for the latest trends and solutions focused around Active & Intelligent Packaging. Beautifully designed, this edition will be an excellent resource for packaging and branding professionals to reference year-round.

WHAT IS A THOUGHT LEADERSHIP PROFILE?

We've developed a money-saving advertising package for best-in-class supply chain partners and service providers who are looking to reach more than 29,000 subscribers in the packaging and branding industry. The Thought Leadership profile package includes a two-page spread, one side is your full-page ad and the other is a company Q&A written by BXP. Participating advertisers also receive a banner ad in the special AIPIA Tool Box Collaboration Resource eShowcase (a \$595 value).

**This opportunity is yours
for \$6,995 valued at over \$10,000**



Marketing Bonus:

Receive a banner in our special
AIPIA Tool Box Collaboration
Resource eShowcase: value: \$595

SPECIAL EDITION INVESTMENT:

Spread - Thought Leadership
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Full Page - \$5,000

1/2 Page - \$3,000

EXCLUSIVE SAVINGS:

**** 2019 AIPIA Summit
Americas sponsors
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be available. Contact Gerri Brownstein
today to reserve your position*

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EDITORIAL PREVIEW AT A GLANCE

The Report:

The proposed Active & Intelligent Special Report will contain a mix of features, research and product information designed to help brand, design and marketing experts use active and intelligent packaging technologies to elevate brand experiences.



The Research:

Brand Experience magazine will partner with an industry-leading research firm for a first-ever study of the active and intelligent packaging options for the marketing and branding communities. Data and analysis will explore brands awareness and planned utilization and commercialization of these technologies, cost/ value, supply chain collaboration challenges, environmental responsibility challenges, and potential barriers or obstacles to commercialization and the current and future plans for brands and retailers to commercialize these technologies to deliver more engaging and effective brand experiences. Study participants will include consumer facing and retail branding and marketing professionals, design, packaging engineers, R&D, innovation, brand security, supply chain and procurement professionals, and suppliers to the industry.

The Best-in-Class Examples:

Best-in-class examples will be spotlighted through two case studies. Brand Experience's editorial team will partner with Active & Intelligent Packaging Association's communication director Andrew Manly to identify two best-in-class examples of using active and intelligent packaging in marketing, branding and/or consumer engagement applications. Each case study will be developed by BXP to the magazine's editorial standards.

The Experts:

The special report will include an interview with Eef de Ferrante and Dick de Koenig, the director and chairman, respectively, of the world's foremost organization on active and intelligent packaging AIPIA. The organization, which co-produces the Active & Intelligent Packaging Summit Americas along with BXP, includes members across categories and geographies from Nokia to Kodak, Coca-Cola to Müller, and more. This report will also spotlight member thought leader profiles.

The Tools:

Utilizing the Toolbox format familiar to BXP readers, the special report will spotlight active and intelligent packaging materials, solutions and technologies in this product focus section. AIPIA members will be invited to participate via a special submission link.