



Other Advertising: October 2007



## iKyp Comes to America

**A pocket-based marketing tool engages clients and consumers**

THE CURIOUSLY-NAMED iKyp (an acronym for "Information to Keep in Your Pocket), is a Brit import determined to wow Americans. The iKyp is a pocket-sized, paper-based marketing tool that looks like a paper pamphlet, yet is so much more.

Designed to engage consumers in a fun, creative way, the iKyp incorporates knowledge wheels and removable booklets to create interactive experiences. However, the company has developed a never-ending collection of add-ons that make the iKyp much more than a hi-tech pamphlet. These include an FM radio, bottle openers, LED flashlights, magnets, and even tire tread gauges. It was launched in the U.K. two years ago by the

London-based Kyp Systems, which develops patented, mobile and interactive marketing tools, and recently opened an office in Philadelphia.

Aimed at creating impact, generating response and maximizing retention, iKyp has managed to land such clients as Pfizer, Shell, Sony, BP, Tribeca Film Festival, McLaren Racing, and Puma.

According to Lou Vastardis, U.S. president of operations: "The iKyp engages consumers in a way that drives them to spend quality time with a brand and its message."

The U.S. division has already struck up



ING used iKyp for a guide to the New York Marathon.



BP promoted sweepstakes and unleaded gasoline.

a partnership with New York's Metropolitan Transportation Authority (MTA). For the MTA, iKyp acts as a travel card holder, while also providing subway maps and a city guide.

Nicholas Miller, CEO at Kyp Systems commented: "The iKyp has been proven to increase marketing return on investment substantially; tests have shown a five-times higher response, translating to over a three times higher ROI when compared to traditional marketing leaflets."