

## LARGEST LENTICULAR MULTICHANNEL ADVERTISING CAMPAIGN IN LATIN AMERICA

Regio R3® Gives a 3-Dimensional Look to an Everyday Product

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Mexico City, MEXICO – Phoenix Packaging Group, IGH Solutions' partner in Latin America, collaborated in the realization of the newest multichannel advertising campaign for SCA Mexico's Regio R3®. The renowned Mexican actress Ludwika Paleta, who has participated in this latest SCA marketing campaign, is now featured on 3D ads in more than 200 bus shelters across Mexico City – the second largest metropolitan area in the Americas.

SCA Mexico chose lenticular in order to use an innovative application in visual media. The out-of-home campaign encompassed lenticular in-store signage at select stores and lenticular advertising on bus shelters, which tied back to the TV advertising campaign featuring the slogan "A lot of fuzzies, and too little hygiene? Change to Regio R3®"

The impact of the campaign has not only raised Regio R3's brand awareness among passers-by, but it also has increased shoppers' overall engagement with the product as it is featured in the stores. "It's unbelievable how Ludwika's gaze seems to follow you around as you move... it just stops you in your tracks!" said Mauricio Mauricio Sánchez, marketing manager for Regio® and Scottis® – SCA Mexico & Central America. "We were blown away by the crisp 3D effect."

"As the competition for visual impact gets fiercer, it is crucial to cause an impact at the very place where purchasing decisions get made" said Moris Guterman, general manager at Phoenix Packaging Group in Mexico. "Our partnership with IGH Solutions has allowed us to extend the engaging impact of lenticular to multiple retail environments and bring brands to life."

For more information about IGH Solutions and Phoenix Packaging Group, call (+1) 651.552.3220 or email [ventas@ighsolutions.com](mailto:ventas@ighsolutions.com).

### ABOUT IGH SOLUTIONS

IGH Solutions is a world leader in developing and delivering unique and innovative solutions centered around specialty and dimensional printing and related services. IGH Solutions serves as an umbrella over strategically located specialty print studios, sales offices and manufacturing facilities. The company has more than 30 years of printing experience and is the world's leading provider of high quality lenticular large format and custom printed plastics. For more information on IGH Solutions, visit [www.ighsolutions.com](http://www.ighsolutions.com)

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