

IDEA POOL/BRAINSTORMING
> APPLICATIONS

Here are some suggestions collected during a brainstorming session on the subject of notebooks.

Hotels

- _ Notebooks instead of stationary
- _ Notebooks with included maps as giveaway
- _ Special offer for business customers: notebooks with a logo for conferences and congresses
- _ Nostalgic notebooks (with vintage suitcase stickers)

Newspapers, magazines

- _ Notebooks instead of calendars as a subscription premium
- _ Notebooks as freebies (paid for by advertisements inside the notebook)
- _ Reporters' notepads for employees, interns or advertising customers
- _ Gifts for media sellers: regular supply of notebooks

Banks and insurances

- _ Notebooks for individual financial planning
- _ Notebooks for house building plans (with plotting paper)
- _ Notebooks designed to look like bankbooks

Travelling

- _ Travel logs with pasted-in souvenirs
- _ Travel logs for cruises with information on ship and route
- _ Travel log
- _ Notebooks designed to look like passports
- _ Noble notebooks for frequent flyers (with route maps)

Electronics

- _ Notebooks designed to look like iPods
- _ Notebooks designed to look like notebook PCs
- _ Books with CDs or DVDs inside
- _ Reporters' notepads designed to look like a handheld device
- _ Books with USB memory sticks inside

Fashion and Style

- _ Books with perfume samples inside
- _ Scented varnish on opening the book
- _ Textile cover, leather cover or this season's colours printed onto the cover
- _ Notebooks with fashion sketches inside
- _ Street life collages
- _ Zipper or Denim applications

Construction

- _ Workmen's notebooks with plotting paper
- _ Notebooks with a built-in spirit level

Sports

- _ Notebooks flocked with a logo or typography (football jersey look)
- _ Soft-touch surface (feels like wet skin)
- _ Cover with stamped sole prints
- _ Golf course outline hot foil stamped in silver on a black background
- _ Golf score cards inside
- _ Artificial lawn on the cover
- _ Notebook with a cooling pack on the cover
- _ Sweat beads simulated by a matte-glossy effect
- _ Fan cheers play when the book is opened (sound chip)
- _ Cinder pitch cover (tennis)
- _ Embossed horseshoe prints
- _ Notebooks with bandages and band aids

Automobiles

- _ Cover with tire marks (deep embossed)
- _ Cover with a combination of printing and embossing to simulate off-road mud
- _ Cover in metallic colours to demonstrate auto paints
- _ 3D logo or pin pasted onto the cover
- _ Punched book block (hiding a toy car)
- _ Classic driver's log for vintage car enthusiasts
- _ Notebook wrapped in fur to illustrate winter protection
- _ Cover using flocking or sporting ice crystals for a winter campaign
- _ Simulated road signs using reflector foil
- _ Notebooks bound in leather to match leather-bound car seats
- _ Car keys hidden inside the book block
- _ Acoustic logo plays when the book is opened
- _ Mirror film used to simulate rear view mirrors

Foods

- _ Notebook with recipes including written notes and remarks
- _ Notebooks with calorie tables
- _ Notebooks for housekeeping
- _ Printed coffee beans processed with scented varnish
- _ Cookbook containing samples

Events

- _ Golden notebooks for guests of honour
- _ Notebooks for participants of congresses
- _ Storyboarding notebooks for film festivals
- _ Sketchbooks for patrons of art museums

Music

- _ Notebooks with staves
- _ Songwriters' books
- _ Notebooks as fan merchandise
- _ Books with CDs inside

Catering

- _ Notebooks as giveaways of coffee houses

That's about all for now.
If you'd like a suggestion matching your brand, just give us a call.

0800-002 00 230
(free from German Telekom landlines)