PRODUCT PRESENTATION / PUBLIC CAMPAIGN MATERIALS

A MESSAGE ON PAPER. OR A USEFUL PHYSICAL OBJECT.

HOLDERCARD is a compact branded advertising surface that becomes a phone stand — an alternative to disposable campaign leaflets.

HANDOUT → EVERYDAY USE → POSSIBLE RETENTION



01 / THE SHORT LIFE OF A DISPOSABLE FLYER

PRINTED MATERIALS NEED A SECOND PURPOSE.

After a person reads a campaign leaflet, it may have no practical job left. The question is whether the physical item is worth keeping.

ORDINARY PRINTED LEAFLET

RECEIVE → READ → DISCARD?

The printed message can be forgotten once the event is over.

HOLDERCARD

RECEIVE → USE → KEEP?

The branded object may remain useful after the first encounter.

A practical alternative, not a proven waste-reduction result. Compare actual disposal and reuse in a pilot.

02 / THE PRODUCT: A PRINTED CARD THAT FOLDS

A REAL BRANDED CARD.
AN EVERYDAY FUNCTION.

A flat custom-printed HOLDERCARD can carry visual identity and a QR code. When folded, it holds a smartphone.



FLAT / PRINTED IDENTITY + QR



FOLDED / PHONE SUPPORT

Original photographs of real HOLDERCARD products. Artwork must be approved; examples do not imply a political party endorsement.

03 / PRACTICAL HANDOUT AT PUBLIC EVENTS

EASY TO DISTRIBUTE.
USEFUL AFTER THE EVENT.

The compact format can be handed out at public meetings, conferences and information events without the bulk of a typical gift.

PREPARE	Approve artwork and quantities.
DISTRIBUTE	Offer a small flat printed object.
EXPLAIN	Show how to fold it into a stand.



04 / WHAT HAPPENS TO THE ITEM LATER

THE EVENT ENDS.
THE OBJECT MAY STAY.

If the recipient finds the stand useful, the printed identity can remain visible on a desk or during everyday phone use.

01 **AT THE EVENT**

The person receives a printed card.

02 **IN EVERYDAY LIFE**

A compact smartphone support.

03 **WHEN INFORMATION IS NEEDED**

The QR opens a maintained public webpage.



Destinations should be public, accurate and maintained. An item being distributed does not establish that it was kept.

05 / PRODUCT USEFULNESS, NOT JUST VISIBILITY

AN ALTERNATIVE TO ONE-TIME PRINTED WASTE.

HOLDERCARD is made of PVC; it is not waste-free. The proposition is to give an advertising surface practical value beyond the initial handout.

A REASON TO KEEP IT

A stand can be used after the printed message is read.

BRANDING CAN REMAIN

If the card is retained, its visual identity remains nearby.

QR FOR PUBLIC INFORMATION

A stable link opens an updated information page.

PRINTED HANDOUT → PRACTICAL REUSE → POSSIBLE RETENTION

06 / A DOCUMENTED PRODUCTION BRIEF

UDAR 2021.
AN ARCHIVED PRINT ORDER.

The HOLDERCARD archive contains a 5,000-piece production brief commissioned through Krasnovyd in August 2021.

5,000 UNITS

Quantity specified in the archived print brief.

KRASNOVYD

Advertising agency involved in the brief.

ARCHIVE MATERIALS

Artwork, cutting geometry and sample discussions are documented.

A PRINT BRIEF IS NOT PROOF OF DELIVERY, PUBLIC DISTRIBUTION OR ELECTION EFFECTS.

This historical reference is not an endorsement of UDAR or any other party or candidate.

07 / APPROVED CORPORATE PRICES — UKRAINE

SMALL PILOTS.
HIGH-VOLUME PRINT RUNS.

Approved corporate rates for Ukraine in EUR per branded HOLDERCARD, shown for price reference only.

SMALL QUANTITY / PILOT

QTY	EUR / CARD	TOTAL
100	€0.69	€69
200	€0.63	€126
300	€0.59	€177
500	€0.55	€275

LARGE PRINT RUNS

QTY	EUR / CARD	TOTAL
1,000	**€0.44**	**€440**
2,000	**€0.40**	**€800**
3,000	**€0.39**	**€1,170**
5,000	**€0.38**	**€1,900**

10,000+ / CUSTOM QUOTE AFTER PRODUCTION TERMS ARE CONFIRMED

Ukraine price list approved 26 Oct 2026. Shipping, artwork, taxes and local rules are agreed separately.

08 / A NEUTRAL, MEASURABLE PILOT

ONE PRINTED OBJECT. REAL MEASUREMENT.

Illustrative volume: 1,000 cards across five public information events (200 each); Ukraine reference total €440.

01

COUNT DISTRIBUTION

Record how many printed items are handed out.

02

CHECK QR FUNCTION

Verify publicly accessible information and scans.

03

ASK ABOUT REUSE

Voluntarily survey how many cards were kept.

SCANS DO NOT PROVE SUPPORT, BEHAVIOUR CHANGE OR ELECTORAL OUTCOMES.

09 / PRINTED MATERIALS FOR ORGANISATIONS

A PHYSICAL FORMAT.
A REASON TO KEEP IT.

For organisations that need branded printed materials, HOLDERCARD combines a visible surface, a useful function and access to public information.

UKRAINE REFERENCE: 1,000 BRANDED CARDS / €440

Agree rights to artwork, QR destination, printed sample, quantities, production timing and delivery before ordering.

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