



CASE STUDY

CLIENT The Raccoon Society
PROJECT Scratch-Off Movie Poster

A Multisensory Cinematic Experience, Starring H&H Graphics and a Merry Band of Creatives Known as The Raccoon Society

When the Internet Movie Database (IMDb) wanted to provide movie buffs with an interactive extension of cinematic joy, they set out to create a scratch-off poster of 100 of the most popular movies.

While scratch-off movie posters were already available to movie fans, IMDb's vice president of marketing wanted to offer an official IMDb scratch-off poster of its own list as determined by an annual poll on its website. The poster had to be high quality, artistic, eye-catching and durable enough to withstand handling as movie fans scratched off each of 100 boxes as they made their way through the watchlist.

IMDb contracted with **The Raccoon Society**, a Wisconsin-based maker of witty and entertaining stationery and paper goods, to help design, print and market the poster. The Raccoon Society needed a high-quality special effects printer to apply the scratch-off layer and ended up casting H&H in the role.

THE PROJECT

Getting the scratch-off coating chemistry right is a challenge, and there are a lot of low-quality products on the market, easily identifiable by look and feel.

IMDb wanted a smoother and durable coating texture that would not smear or damage the poster when scratched off.

H&H Graphics uses high quality ink and precise screen printing processes to ensure meticulous borders, vivid colors, and high-quality multisensory effects.

The IMDb Top 100 Movies Watchlist poster was a success. Fans posted high-ranking reviews and sales remain steady through five runs. Some reviewers have used the poster to teach younger fans about movies, as well as checking off their own bucket list of films to watch. Even after being completely



scratched off, fans leave the posters up on their walls as a keepsake and a tribute to their favorite movies.

IMDb was happy with the poster, ordering one for every employee. An updated poster is in the works.



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PLOT TWISTS

Creative types all around, IMDb, The Raccoon Society and H&H had high expectations for how the scratch-off movie poster would look, feel and function.

- The poster needed high-quality artwork and printing for differentiation in the competitive movie memorabilia market.
- As a keepsake, the poster had to be durable and coatings had to align perfectly with the original artwork created for the movie icons.
- The coatings needed to withstand different temperatures and lots of handling, to prevent melting or smearing over time.

"It ended up being a daunting project," said Timothy Sanders, creative lead for The Raccoon Society. "We wanted to do it right. We looked at the other scratch-off products on the market and asked, 'how could it be better?'" The Raccoon Society decided to invest in high quality artwork so that each of the 100 mini-posters would be a little work of art in itself.

The results, as they say in Hollywood, were *Dazzling! Spectacular! A must-see!*

Here are some of the numbers so far...

THE BOX OFFICE

12-15,000+

Posters sold so far at \$25 each

100

Movies featured on the poster, inspired by IMDb's annual poll of favorite films

9 MILLION

Approximate number of titles in the Internet Movie Database (IMDb), an online resource

16.5" X 23.4"

Dimensions of the IMDb-branded scratch-off poster created by The Raccoon Society and H&H Graphics



AND THE WINNER IS... THE H&H DIFFERENCE

H&H Graphics works with brand managers, advertising/marketing agencies and commercial printers to drive engagement, sales and brand awareness with multisensory special effects screen printing for retail packaging, displays and more. Some of the **biggest and best known brands** in the world have used H&H special effects to boost brand awareness and consumer engagement.



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The IMDb poster required ultraviolet light (UV) to cure the coating. This process has several benefits for clients:

- Provides premium product quality with a professional and creative look that stands out from low-cost overseas competitors.
- Resists smudges, fingerprints, scrapes and dirt more than conventional inks.
- Reduced production time through a rapid curing process.

H&H Graphics also specializes in **product development**, as a way to help clients get to market with innovative multisensory products like **posters**, **wrapping paper** and **maps** – among a wide variety of other products.

No matter the challenge, the H&H team strives for results that get the “wow,” with one-of-a-kind

special effects that include scent, texture, glitter and chromic, scratch-off and glow-in-the-dark reveals.

“What H&H produces is kind of a fine art version of a scratch-off,” Sanders said. “Not like a lotto ticket. Less high-quality manufacturers don’t know how to do it like H&H does.”

ABOUT THE RACCOON SOCIETY



THE RACCOON SOCIETY
GIFTS FOR MAKING MISCHIEF

The Raccoon Society is a destination for laugh-worthy stationery, posters, cards, games and other gifts for making mischief. The company was founded on the principle that playfulness should be taken more seriously. The company strives to lift the spirits of its customers.

More at: <https://theraccoonsociety.com/>

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ABOUT H&H GRAPHICS

H&H Graphics creates custom inks and coatings that achieve any desired look, feel or smell with the highest quality and performance, complemented by a level of client service unequalled in the industry. Example special effects include thermochromic, glitter (never rubs off), gloss, matte, scented, scratch-off, glow-in-the-dark, and textures.

H&H Graphics was founded in 1978, is a certified woman-owned company (WBE certified) and has won numerous Graphic Excellence Awards for client projects.

More at: <https://www.hhgrfx.com/>