

## COMPARISON

### Classic Flyer



### FlyingFlyer



CRITERIA	Flyer	FlyngFlyer
<b>Format</b>	Standard, conventional	Innovative, creative
<b>Utility</b>	Passive	Participatory
<b>Technology</b>	None	Integrated
<b>Experience</b>	It's a static and passive object	Dynamic and interactive!
<b>Impact</b>	Regular: No surprise in receiving a flyer in hand	Impacting: Surprising moment when receiving a gift!
<b>Appearance</b>	Traditional	Avant-garde
<b>Style</b>	Conventional	Striking
<b>Functionality</b>	Promotional - Persuasion and promotion	Educational - Information and teaching
<b>Content</b>	Informative - It's just an informative flyer	Informative and interactive - A toy for everyone!
<b>Distribution</b>	It's distributed one at a time	They almost always ask for two or more
<b>Life span</b>	Short life: 90% ends up in the next trash can	Long life: it's used until it wears out
<b>Interaction</b>	Manual distribution, delivered directly by hand	The public is encouraged to search for them when they see them fly
<b>Attention</b>	If it falls to the ground, no one picks it up	Because of its visual appeal, it is picked up when lost and falls to the ground
<b>Digital Interaction</b>	It's difficult to motivate people to scan a QR code	It causes mandatory visits to a web page when scanning the QR code to get game instructions and boomerang adjustments.