

## Sydney & Gaffer Fridge Thermometers

### Mechanic

Liquid Crystal Fridge and Freezer Thermometers, incorporated onto a branded laminated plastic card.

### Aim:

To increase awareness of the Tetley brand whilst at the same time increase sales uplift and brand switching. To also reinforce awareness of the two main characters associated with the brand, Sydney and Gaffer.

### Solution:

We produced special fridge & freezer thermometers for an on-pack promotion for Tetley GB Limited. The laminated plastic cards which displayed Tetley's two famous characters Sydney & Gaffer, incorporated a three zone liquid crystal thermometer strip and featured on promotion packs of Tetley's 80's Teabags.

The special promotional thermometers had 'easy to read' liquid crystal thermometers displaying the symbols plus, tick and minus, which made it easier for the consumer to read. The display panel lights up to a bright green showing the temperature of the consumer's fridge or freezer.

Liquid Crystal Thermometer Cards are ideal advertisers because they are rarely thrown away. They are also extremely versatile. They can be any shape and thermometer and temperature range.

