

## Pucker up for a Diamond White Kissmas

### Mechanic

Chiller Indicator POS Card

### Aim:

To put everyone in a Kissmas mood, and to increase the profile and sales of Diamond White Cider.



### Solution:

We worked with agency KLM to produce 500,000 Kissmas Cards on behalf of Taunton Cider plc. The Kissometer Cards incorporated a heat sensitive liquid crystal panel which, when touched by the lips, changed to one of four colours to reveal the kisser's personality:

Black = "Are you Alive!"

Green = "Wet and Slimy"

Red = "Hot and Steamy"

Blue = "Tonsil Tickler"

Kissmas cards were handed out in bars nationwide with every purchase of Diamond White. Participants could claim a free Kissleton Hat when they presented three Kissometers at the Bar.

