

Jersey Dairy Stays Cool!

Mechanic

Liquid Crystal Fridge Thermometer

Aim:

The aim was to ensure that consumers could check their fridge temperature to enable them to keep their fresh daily delivered Jersey Dairy Milk at the correct chilled temperature, prolonging its life and fresh taste.

Solution:

To produce a special branded 'OK' Fridge thermometer for Jersey Dairy's latest summer promotional campaign.

Jersey Dairy has placed an advertorial within Jersey island magazine, 24/7, whereby readers are given the opportunity of presenting the advertisement at Jersey Dairy's market shop in St Helier to collect their free fridge thermometer. The thermometer will also be handed out at local farmer's markets and to people on tours of the Dairy itself.

The advanced design of this new fridge thermometer holds a temperature reading for approximately 60 seconds once the fridge door is open thus cutting out ambient room temperature influences. This allows a far more accurate reading once the fridge door is open. The thermometer also carries plenty of space for branding which makes it a great functional promotional tool and with the added benefit of it being seen every time someone opens the fridge door.

