

## Chill it & Win Phone Card

### Mechanic

Touch 'n' Reveal Game Cards

### Aim:

To celebrate the launch of Bausch+Lomb's Biotrue ONEday lenses, top customers were given a VIP invitation to an exclusive webcast. To encourage consumers to eat their Mars® Bars chilled during the Summer months.



### Solution:

Using our temperature sensitive inks, Mars® game cards were handed out in stores and CTN's. In a fridge the 'chill out zone' on the game card revealed a message with over a 50% chance of winning free talk time.

