

Check Out Your ESP with Tia Maria

Mechanic

Instant Touch 'n' Win Game Cards

Aim:

To build brand awareness and to build a target database

Solution:

Tia Maria Branded Cards were created incorporating a liquid crystal panel each revealing one of four colours. The pub promotion invited customers to find out their ESP by placing their finger on the panel of the card they were given. Colours on the panel changed to:

- Red = Exotic
- Green = Sensual
- Blue = Perceptive
- Black =ESP

The customers were then given a leaflet by the Tia Maria Promotional Staff which matched their hidden inner ESP, as revealed by the tester card and more information about the prizes which could be won.

The entries to the free draw prize had to be completed on a Tia Maria ESP entry form. The draw was taken at 11pm in all participated pubs on the night of the promotion.

