

BECK'S BEER

CASE STUDY

SIGNAGE

To promote New Zealand Music Month, Beck's created the World's first ever commercial, outdoor playable poster.

Using the pioneering technology of conductive ink the interactive posters enticed users with promotional music tracks and the ability to remix the samples simply by touching the poster.

Conductive ink is a relatively new technology which conducts electricity due to the ink containing conductive materials such as silver nanoparticles. When printed onto posters or in magazines and connected to a processor, conductive ink enables advertisements to become a multi-sensory experience for consumers and can also connect with online platforms for a truly integrated multimedia marketing campaign.

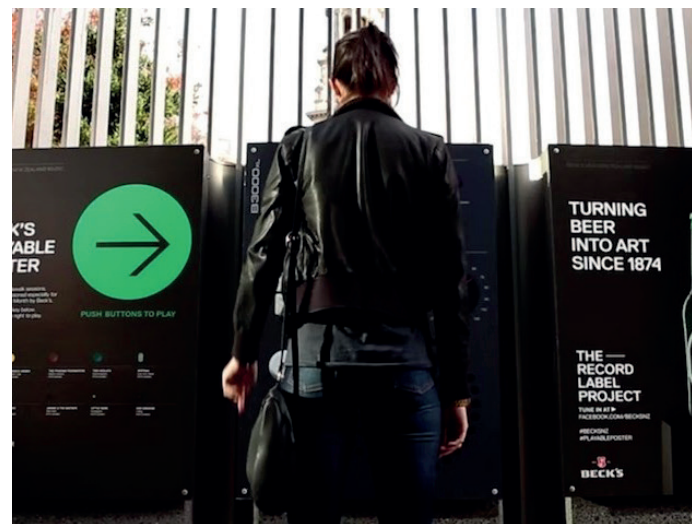
OBJECTIVE

As the primary sponsor, Beck's wanted to increase awareness of new, up and coming kiwi bands to promote the New Zealand Music Month. In collaboration with New Zealand creative agency Shine, Beck's commissioned Novalia, an award winning UK technology company to enable the interactivity in their posters.

Using Novalia's capacitive touch technology, the interactive touch points on the posters enabled the users to select tracks to listen to and also create their own sound effects and remix tracks by adding various sound effects and audio elements.

“The traditional street poster has been around for over 200 years and it was time for a rethink. With Beck's Playable Posters, anyone can discover fantastic local talent, instantaneously and in an unexpected setting. This technology is a genuine game changer for street posters”

Simon Curran, MD at Shine





METHOD

Conductive ink was printed onto the reverse of the posters to create the capacitive touch sensors which register electrical signals from the user's fingers. The conductive ink was then connected to an Apple II style processor which introduced iPad like touch to the poster. An electric speaker was then attached to the rear. There were 20 touch points and 12 minutes of music and audio for users to choose from. Once touched, the poster reverberated, turning it into an 80 watt speaker.

100 posters were created and distributed at 60 street poster sites around Auckland, Wellington, Christchurch and various towns and cities throughout New Zealand.

RESULTS

The Playable Posters created a unique, multisensory experience for the passing public and created a great deal of excitement and intrigue. The interactivity of the posters were highly engaging and generated a lot of publicity for the New Zealand Music Month by aligning the posters with a strong online message and well executed social media connections.

The accessibility of the posters for everyone to enjoy and discover was a great strength of the campaign and reinforced Beck's brand positioning of closely assimilating with music, art and fresh thinking.

“It's been surprising how many people from the magazine industry have contacted us, which is really cool. It means that the experiences we create must have resonated”

Kate Stone, Founder of Novalia

CONCLUSION

Print and technology are merging in the advertising world and as the proliferation of smart devices continues, interactive print will become more dominant across a multitude of sectors and applications such as magazine and newspaper advertisements and direct mailers. Conductive ink is much more than a passing trend and according to Business Wire, UK the market is anticipated to increase globally by 3.5% annually, becoming a \$3.5 billion market by 2018.

However, adoption of conductive ink within the print industry has been relatively slow even though the ink is comparatively low cost and is able to be applied to a range of substrates using traditional printing presses. This is therefore, another attractive solution for marketers to add value to their printed material whilst managing costs. The Playable Poster is a great example of brands reinventing print marketing by enabling greater interaction, turning advertisements into audio experiences or enabling connections with online devices.