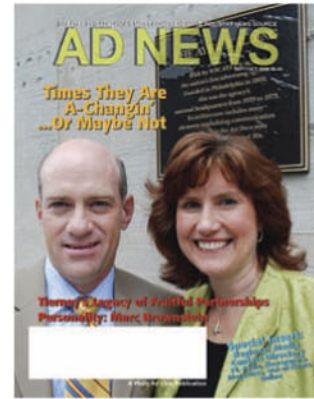


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SEPTEMBER/OCTOBER 2008

Advertising So Good You Can Taste It, Literally

By Christina Marcus

The realm of multisensory advertising is changing by leaps and bounds thanks to new technology and innovations from the industry. Americhip, with a newly opened office in Philadelphia, is one such leader. No longer are interactive advertisements limited to scratching and sniffing. Americhip incorporates sounds, sight, touch, scent and taste technologies into its branding solutions, attracting countless companies wanting to make a lasting impact on consumers. The impact? Engaging customers, influencing the decision-making processes and elevating brand recall.

True to their motto, "Do something unexpected, people will notice; create something that involves them and they will remember," Americhip has created a number of campaigns that awaken the senses. These technologies have been designed and integrated into magazine inserts, direct mail, packaging, gift cards and point of purchase displays.

Reach Out, *Touch It* Frito-Lay, wanting its consumers to get to know its new line of classic potato chips made with sunflower oil, worked with Americhip to develop a magazine insert peel off sticker shaped like a sunflower. The reveal included fun things to enjoy with a cholesterol-free lifestyle.

Aquafina bottled water recently called for the power of touch in its advertising. **Tim Clegg**, CEO of Americhip, said, "We added bubble wrap to bottles in our magazine inserts to give the impression of sparkling water ...A case study conducted by Starch Communications GfK NOP found that 96% of readers surveyed were attracted to the tactile quality of this ad by recalling the brand, and even half the readers engaged in popping at least some of the bubbles!"



Degree® Absolute Protection takes reveal technology one step further with heat sensitive consumer handouts that change color like a "mood ring" to reveal the user's strength and stamina.

Americhip partnered with a Florida agency for the Florida Department of Health's Tobacco Free Florida campaign. The result? An ashtray-flavored taste strip, with a taste that lingers in your mouth and on your breath. These strips are distributed on Florida college campuses and at community and sporting events to prevent minors from being persuaded to start smoking. For the same campaign Americhip created a press kit in the shape of a cigarette package, which held a USB and coughed upon flipping (continued on Page 66)