

Clear Photo Reflective Pigments, Instagram®, Hidden Message and A Smartphone Create an Engaging Promotion

Miller Coors sought to create a promotional campaign that engaged consumers at the point of purchase. The point of purchase is usually a dimly lit to dark area. They proposed an advertising campaign/ contest that utilized the ubiquitous smartphone camera and the popular social media site, Instagram. Entry required that a flash picture was taken of a poster where a hidden message would appear in the picture only. Once the light source is removed, the image disappears but is captured as a photo on the phone. This picture was then posted to Instagram entering the consumer in the contest.

- **Requirement:**

- A **clear** ink that could be over printed on posters and became visible when illuminated by a camera flash, not ambient light, then disappear ready for the next flash exposure.

- **Solution:**

- LCR Hallcrest developed a smart photo reflective **clear** pigment that lights up when exposed to a camera flash and can be printed on various surfaces.
 - Light activated silver reflective pigmented ink has been used on reflective tape and in safety applications **but is visible at all times**.

- **Product Details**

- Available as a Solvent, UV or Plastisol screen ink
- Can be printed on a dark or white substrate
- Substrates can be paper, particulate board, plastic or textiles

- **Feature / Benefits**

- Screen Printed – Vivid results, durable, versatile & easy to set up
- Clear ink – Overprint primary graphics
- Flash Reflective ink – Adds an interactive, engaging element to print media
- Plastisol Ink – Prints well on textiles
- Solvent & UV Screen – Prints well on Paper, Board, Plastic and Coroplast

No Flash

Flash



For further information, contact scottl@hallcrest.com or visit www.hallcrest.com and let us show you what we can do!