

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!