



NEWS BOTTLE!

Bottled with Fresh News.

Brief

The objective of this campaign was to get young people rediscover the value of newspapers.

Solution

Focused on bottles of mineral water, which young people in Japan buy every day. The packaging on the bottle was prepared in newspaper form, and 31 types went on sale over one month. We applied an advertising framework to the packaging and reduced the product price to an affordable level for young people such as students. Also we made it possible for news updates by using AR technology incorporated into the bottle packaging.

Result

- We achieved sales of 3,000 bottles per month per sales outlet, centering on the target, young people.
- A world first! The NEWS BOTTLE was reported as news in various media, successfully raising awareness among young people.
- We accomplished various promotion events such as sport events by using NEWS BOTTLE. It creates new business for a newspaper company.

