

Interactive game for Cadbury on bus shelters

Written by Jim Matthews

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London, UK – Cadbury, the English chocolate producer decided to utilize a new interactive form of outdoor communication, in the form of a big touch-screen installed directly into bus shelter advertising boxes. By coating the front glass with a conductive layer, it becomes possible to touch the content on the screen. Cadbury came up with a simple interactive game to achieve a much longer period of attention of potential customers when compared with the standard paper form of advertising. The game, which is based on splattering chocolate eggs, is run on a computer processor hidden inside the ad box.

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