


CARLING'S 'CHILL UNTIL BLUE' CAMPAIGN

 Specialist printer B&H Colour Change teamed up with Belfast-based promotional marketing agency Elevator to create 5000 thermochromic chiller indicator POS cards to support the launch of the new Carling thermochromic can in the Northern Ireland off-trade.

The chiller indicators display a thermochromic area in the shape of a can which turns a vivid blue when 6C° is reached, showing the off trade take

home market that Carling cans of lager have been chilled to the optimum correct drinking temperature



within their chiller cabinets. The high visibility point of sale summer campaign running throughout Northern Ireland's off trade take home market was launched to highlight the importance of consumers purchasing 'chilled' lager in the off trade. The POS reinforces the message of the new thermochromic Carling can – and is part of the whole 'Carling Chill – Cold You Can See' campaign which also includes other POS such as chiller and window vinyls, large can cut outs and fridge stickers enabling the trade to show their customers their commitment to providing 'chilled' beer.

Visit: www.packagingeurope.com/news/14595