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IN GREECE, CHOCOLATE BARS CONVEY PERSONALIZED MESSAGES VIA AUGMENTED REALITY



FOOD & DRINK

Greek consumers can now use augmented reality and a Lacta chocolate bar to convey a secret message to a friend.

Much the way recipients of German [Qkies](#) can scan the QR code on each cookie to be directed to a video, photo or personalized message, so Greek consumers can use augmented reality and a [Lacta](#) chocolate bar to convey a secret message to a friend. Thanks to a free [Android](#) and [iPhone](#) mobile application by OgilvyOne Worldwide, Athens, Greek consumers can use their phone to send a message to a friend via any chocolate bar from [Kraft Foods'](#) Lacta brand. They begin by composing the message on the Lacta app, which also shows how it will appear on a Lacta bar. Next, they select the name of the friend they'd like to send it to from their list on Facebook. Finally, the recipient receives a Facebook notification, and once they download the app, the camera of their phone automatically turns on and can be used to reveal the message on any Lacta chocolate bar. The video demonstrates the Lacta app in action:

It's one thing to offer a service whereby consumers can order personalized products for each other, but using augmented reality for entirely private messaging opens up a whole new world of possibilities. Consumer brands around the globe: be inspired! Spotted by: Judy McRae

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