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## PAPER-THIN SOLAR PANEL TURNS PRINT AD INTO A SMARTPHONE CHARGER



WORK & LIFESTYLE

**The Solar Ad Charger utilised an ultra-slim solar panel to provide Brazilian beachgoers with a portable phone-charging device.**

If Forbes magazine can offer free wifi through a print ad, it stands to reason that other useful technologies could be embedded into publications. Sure enough, the **Solar Ad Charger** campaign has utilised a paper-thin solar panel to provide Brazilian beachgoers with a portable phone-charging device.

Appearing in **Veja Rio** magazine, the advert was created for **Nivea** to promote its sunscreen range to those heading to the country's famous beaches. While a trip to the seaside is usually an opportunity to relax, many still take their smartphones with them to stay connected. To ensure they didn't run out of battery, the ad featured a thin layer of material that could harness the sun's rays. When readers connected their phone to the USB slot integrated into the ad, they were able to get a top-up. The video below shows how the campaign worked:

As well as providing a unique practical feature for readers of the magazine, the ad managed to also get across the message that if UV rays are powerful enough to charge a smartphone, they can easily burn skin when not protected. It also encouraged users to carry the ad with them, giving the brand exposure in a typically ad-free environment. What other technologies can be integrated into print publications?

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