



Innovation > Sport & Fitness > Print ad is also a wristband that lets parents track their kids on the beach

PRINT AD IS ALSO A WRISTBAND THAT LETS PARENTS TRACK THEIR KIDS ON THE BEACH

 SPORT & FITNESS

The NIVEA Sun Kids magazine ad can be ripped out and turned into a trackable wristband that warns parents if their kids stray too far.

Back in 2013, FCB Brasil and Nivea teamed up to create the [Solar Ad Charger](#) a print ad that engage beachgoers by enabling them to plug in their smartphone to charge it using an embedded, paper-thin solar panel. Now the two have come together again for the [NIVEA Sun Kids](#) magazine ad, which can be ripped out and turned into a trackable wristband that warns parents if their kids stray too far.

Again designed for families heading to the beach, the ad includes a perforated, water-resistant strip that contains a small, built-in locator device. After attaching the strip as a bracelet around the child's arm, parents can download the companion Nivea Sun Protege app and sync the wristband to their phone. For each strip used, the name of the child can be assigned along with the maximum distance they're allowed to wander before an alert is made. If the child goes beyond their limit, parents can use the radar-like interface to safely find them.

Watch the video below to see a demonstration of the ad:

The campaign helps to encourage parents to link the idea of protecting their children with the Nivea sunscreen brand, at the point where they are most likely to need sunscreen. If technology such as this can fit into a print ad, what other possibilities are there for marketers to help their campaigns stand out from the crowd?

14th May 2014

Website: www.fcbbrasil.com.br

Contact: www.fcbbrasil.com.br/#!/contato