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## AT SOUTH AFRICA AIRPORT, YAWNS TRIGGER FREE COFFEE FOR PASSENGERS

 TRAVEL & TOURISM

**The Bye Bye Red Eye advertising campaign featured a machine delivering free coffees triggered by a yawn.**

We've already seen Israel's [CupsTelAviv](#) scheme enable coffee lovers to get unlimited cups through a paid subscription. But for jetlagged airplane passengers who need an instant hit, the [Bye Bye Red Eye](#) advertising campaign featured a machine delivering free coffees triggered by a yawn.

Developed by creative agency Joe Public for coffee brand [Douwe Egberts](#), the scheme involved a typical coffee-dispensing machine with a twist – there was no way to pay for a drink. Instead, the device was fitted with facial recognition technology that could detect when passersby started to yawn. The machine then instantly began to pour a free cup of coffee. The initiative targeted tired airport customers at the moment they most needed the product, offering exposure for the brand at a point when consumers may be most receptive. The video below offers more information about the campaign:

Although a temporary marketing campaign, could a similar machine offer the basis for a business – offering consumers discounts or free products when they need them most?

Spotted by: Murray Orange

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Website: [www.joepublic.co.za](http://www.joepublic.co.za)

Contact: [www.joepublic.co.za/contact-us](http://www.joepublic.co.za/contact-us)