



Innovation > Retail > Print magazine features working Facebook 'Like' buttons

PRINT MAGAZINE FEATURES WORKING FACEBOOK 'LIKE' BUTTONS



RETAIL

Brazil-based C&A has created the Like Ad, a magazine commercial that lets readers 'like' products on Facebook by pressing buttons embedded in the print publication.

UNLOCK THIS INNOVATION AND MUCH MORE... //

Become a member today and get early access to the ideas transforming our world from just £39 per month*

Exclusive member benefits:

- Access to over 13,000 innovations
- Monthly horizon scanning reports
 - Exclusive feature articles

BECOME A MEMBER

Already a member? Sign in here