

## In India, vending machine billboard offers free shirts for tweets



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Brand mentions on social networks have already become sufficiently sought-after to warrant payback of [free wifi](#) and [pizza](#) in the recent past. Joining this trend, the most recent marketing campaign for Indian fashion designer [Allen Solly](#) has seen the company exchange tweets for men's shirts.

Created by the India branch of advertising agency [Ogilvy](#), the campaign saw a large billboard kitted out with 60 shirts and a mechanism that pushed each one forward a small amount everytime someone tweeted with the hashtag '#RainingSolly'. According to [reports](#), people around the billboard were then invited to use their phones to interact with it, while a large screen displayed their tweets. The user who tweeted at the moment a shirt was released could collect it for free. The following video shows how the campaign worked:

The Allen Solly campaign is another example of a company encouraging social media activity in exchange for products. Could this sort of marketing work for your business?

Website: [www.ogilvy.com](http://www.ogilvy.com)

Contact: [www.ogilvy.com/Contact.aspx](http://www.ogilvy.com/Contact.aspx)

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