

From Mexico, latest news stories printed on bathroom paper towels



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For any smartphone owner, accessing the most up-to-date news is hardly a struggle. There's no shortage of news outlets offering articles and information online, to say nothing of social networks offering instant updates. To stand out from the crowd then, is a serious challenge for any publisher. We've already seen innovative efforts involving [receipts printed with news updates](#), and even [coffee cup sleeves printed with the hour's top headline](#). In a similar vein, Mexican news outlet [Mas Por Mas](#) has created a bathroom paper towel dispenser which prints news headlines on the very paper users will dry their hands with.

Having already established itself as a popular free newspaper in Mexico, Mas Por Mas was looking to increase the number of visitors to its website. Through a partnership with agency FCB Mexico, the news outlet created a WiFi connected paper towel dispenser complete with an internal printer and motion sensors. Upon sensing the presence of someone looking to dry their hands, the dispenser would connect to the Mas Por Mas newsfeed via Wifi and print out the top headlines on paper towels, using a powdered ink which wouldn't rub off on users' hands. Each towel also included a QR code directing towards the Mas Por Mas website, and the campaign reportedly saw unique visitors to the site rise by 37 percent in the first two weeks.

The dispensers were placed in a variety of locations including office buildings, cinemas and shopping malls in Mexico City. How else could news agencies stand out from the crowd and promote either

their digital or print services?

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