

Tropicana provides the juice for its own digital billboards



The fruit juice brand Tropicana has illustrated the energy value of its product by setting up a billboard made of oranges in the centre of Paris. A chemical reaction powered by the oranges provides the electricity for a neon sign on the billboard displaying “Natural Energy”. The science behind the operation was relayed through a viral video on the Internet.

Why it matters

With this campaign, not only does Tropicana show the benefits of its product, but it makes use of the product’s energy value to power its own message . As the need for demonstrable proof persists in other areas such as beauty products, will these public displays increase and will we see more instances where the product really is the message?

- [France](#)
- [Authenticity](#)
- [Well Being](#)
- [Food & Drink](#)

Source URL:

<http://www.welcometomatters.com/article/tropicana-provides-juice-its-own-digital-billboards>

Links:

[1] <http://www.welcometomatters.com/team/pierre-oliver-fons>