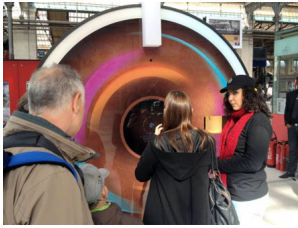


Nescafe brings music to commuter's ears

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Nescafe brings music to commuter's ears



NES Sound Machine is a device created by Nescafe that has been installed in a Paris train station in order to target a younger audience. The interactive device plays a music sequence and passers-by can try to reproduce it on a tactile screen to win a free beverage.

Why it matters

People are surrounded by ads and brand messages in traditional formats. Sometimes the best way for a brand to get a message across to its audience is to surprise them with a playful device that requires a customer interaction. How and where can brands spread a message to catch people's attention in a different way?

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