

SEPTEMBER 15

Google hypes the Pixel 6 in Japan with bag of 'Google Original [Potato] Chips'

Abner Li - Sep. 15th 2021 7:12 am PT [🐦 @technacity](#)



12 Comments



Google is going all out to advertise its next flagship phone around the world. In Japan, it offered “Google Original (Potato) Chips” to highlight the new Tensor SoC in the Pixel 6 and Pixel 6 Pro.

Tensor is Google’s first consumer system on a chip (SoC) – with **some technical details leaking** over the past few days, and the company created a big of potato chips to hammer that point in Japan. The country is a big Pixel market as evidenced by the **5a with 5G** launch and custom advertising campaigns in the past.

Prior to the launch of Google’s first smartphone equipped with genuine chips, we have prepared “genuine chips” that allow you to experience its appeal as soon as possible.

Incredibly, **Google Original Chips** feature a bag design that matches the rear of the Pixel 6 and Pixel 6 Pro. There are five color designs available, though all come in “Googley Salty Flavor” – again, amazing. You can even get your name printed in the bottom-right corner.

A genuine chip manufactured entirely in-house for the new Google Pixel 6.

Flying chips that let you enjoy its charm quickly.



Google made 10,000 bags, which are physically quite large and decidedly not snack pack-sized, to claim for free via an online form. Unfortunately, all the Pixel 6 potato chips have already been redeemed. Everybody else can enjoy the amusing promo video that Google made showing people “use” a bag in lieu of the actual phone to accomplish day-to-day tasks.

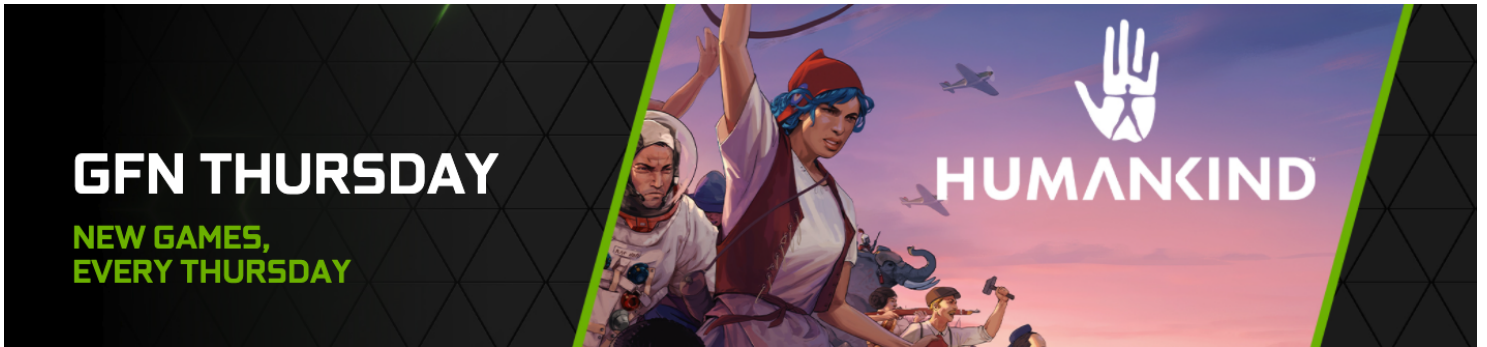
Application has been closed because the planned quantity has been reached.



More about Pixel 6:

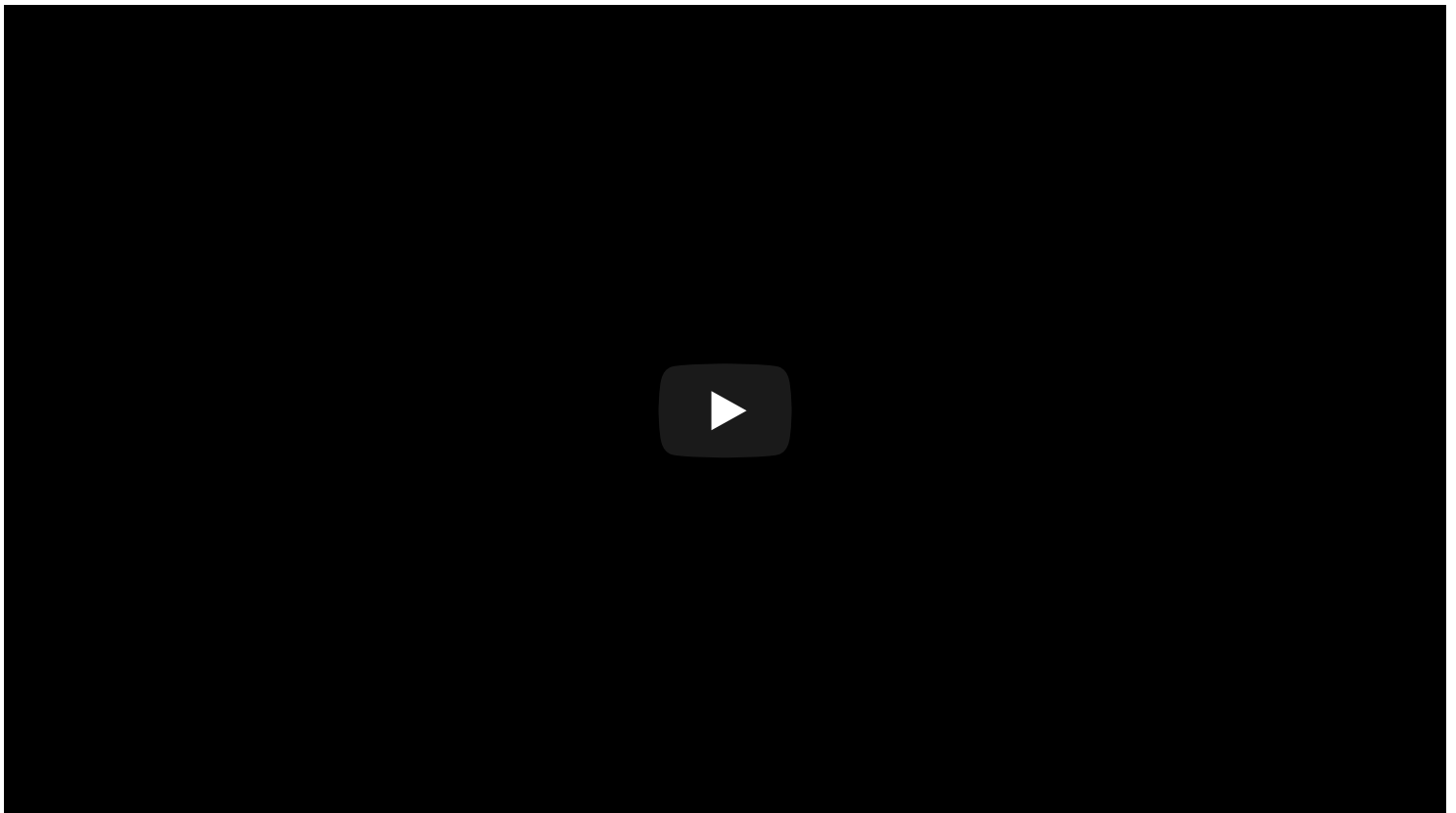
- [Leaked Pixel 6 Pro details reveal more camera specs, 'baby mode,' and 120Hz 1440p display](#)

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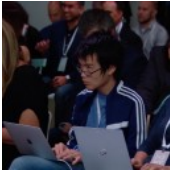
Google Pixel 6



Google Pixel 6 Pro

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Adding to their cereal and KitKat lines

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So it's Android 12 Chips or Pixel 6 Chips 😊

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Charles Bosse • 13 days ago

So Google feels a bit salty about the chip shortage?

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proudmurikan • 12 days ago

I would prefer they gave out pixel buds at the local dispensary.

1 ^ | ▾ • Share >



BMHater12 → proudmurikan • 12 days ago

Pixel buds out of a vending machine? Now that's perfect.

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Chuck Harris • 13 days ago

I thought it meant the pixel 6 was "all that and a bag of chips"...

1 ^ | ▾ • Share >



primalxconvoy → Chuck Harris • 12 days ago

That would be a British term, which isn't the case here as Google was selling "crisps", not chips, if we're using British English.

^ | ▾ • Share >



primalxconvoy • 12 days ago • edited

Never heard about this in Japan. As for the size, that's standard for a packet in most Japanese places. I think they're "meant" to be shared amongst friends and not normally eaten in one sitting/by one person (although I do). Other snacks that are aimed at one person (for old men to eat with beer, or for little kids) are much smaller (but in the case of "oyaji snacks", as I like to call them, about the same price as a big bag of crisps).

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