



BRANDACTIVATION

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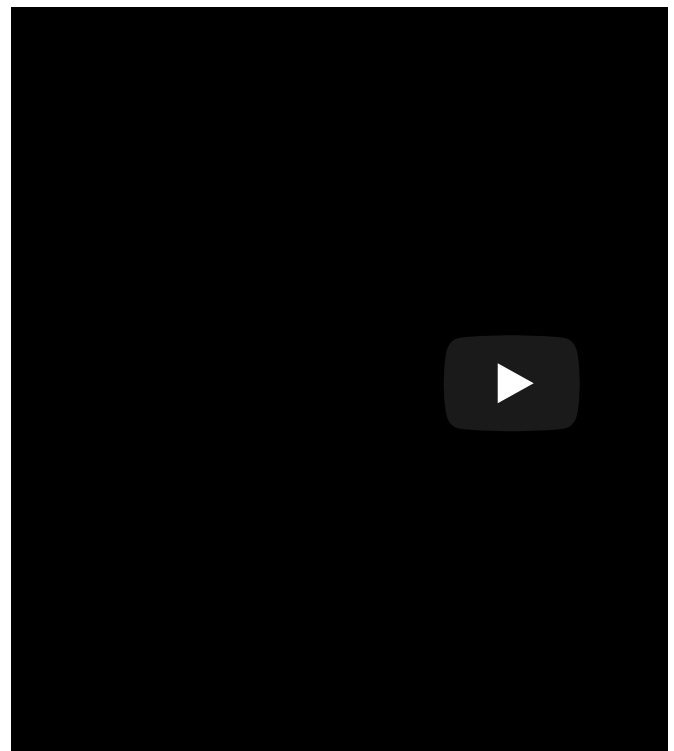
Ford - Safe Cap

13 November 2017 | Durables

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Truck driving can be an exhausting job and for many truckers falling asleep at the wheel is a huge concern. In celebration of 60 years of truck production in Brazil, Ford is trying to help remedy the problem by developing a hat that alerts drivers that they might be falling asleep. The SafeCap looks like a normal baseball cap, but it's really a piece of wearable technology that tracks head movements to determine if a wearer is about to doze off. For now it's mainly a cool piece of brand activation to celebrate Ford's truck

anniversary in Brazil, but they hope to launch a version of SafeCap for international sale in the near future.

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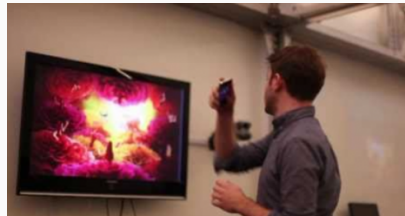
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Adidas – Augmented Reality

Adidas uses the new technology hype augmented reality to promote their new line of sneakers. They created a virtual world that can be accessed using the Adidas site, a ...

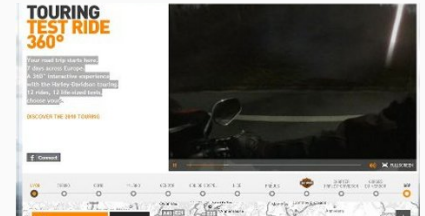
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Honda Jazz – Screen Hopping

The interactive campaign for the new Honda Jazz is called This Unpredictable Life. It consists of a tv-commercial and a free iPhone app with which you can catch content ...

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Harley Davidson – 360° Interactive Experience

Get your motor runnin'. Head out on the highway to promote their new Touring range the legendary motorcycle manufacturer Harley Davidson created this 360° online experience in the south ...

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