

During the last weeks, some FMCG bring augmented reality to the banner:

Burger King

- Burger King has become one of the first brands to create an **augmented reality banner ad, promoting its \$1 cheeseburger in the US.**
- Viewers can hold up any old dollar bill to their web cams and get a taste of what the greenback can buy. They can also use their faces to make like The King.
 - Go there to see the demo:
<http://creativity-online.com/news/burger-king-bk-dollar-menu-banner/140052>



Chocapic

- Chocapic used the reality augmented banner within **a video game through box of cereals** to promote the new movie of the Minimoys called « Arthur and the revenge of Maltazard ».
- When the player shows his box to a webcam, this creates a space game on the computer screen which is connected.
 - The demo video is available here:
<http://www.youtube.com/watch?v=TzCMAgVrPFc>

