

Acer board

A Laptop in your hands **acer**

SOLD OUT
Record consumer numbers at retail to see the laptop
Single Advert delivers record sales
Acer sell out for first time ever!

Idea
Acer's new laptop has a high quality gemstone finish – a first. We brought the idea to life by literally giving a stone to the target market.

Execution
We found a tonne of similar-looking, identically sized stones and stuck one to each of 60,000 copies of Gulf News in under two hours to make sure the paper still hit its distribution deadlines.

Results
Footfall in retailers hit record levels as consumers raced to see the new product. Acer ran out of stock for the first-time and the follow-up print campaign was cancelled.