



INNOVATIVE ADVERTISING TOOLS

Thanks to the rapid development of technology, people have been able to make their lives easier in many areas of activity. People have learned to create what can work for them.

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**ADVERTISING
IS BASED ON ONE THING:
HAPPINESS**
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Among everyday routine, a person often focuses on several bright posters, shocking videos and unusual promotions.



We came up with an unusual way to attract customers and promote a product. It is associated with both print advertising and advertising on the Internet and TV. The buyer will be interested in this advertisement, because by doing certain actions he will be able to get some benefits.



And so, ModernCard is a small plastic card. The buyer can find it in the magazine or in the product packaging. The name of the company, store and individual code are written on the card. This code is required to receive a gift, discount, and other benefits.



The buyer can check his winnings by scanning the QR code during the company's commercial on TV or on the Internet. Thus, by going to the site, the buyer enters his card details and learns about his winnings. In our opinion, ModernCard is a unique case where a customer waits for a commercial, comes to a website and fills out registration forms.



*In conclusion, we want to say
that technology is the engine
of progress. It helps people
and makes their lives easier
and better.*





Thank you for your attention

