

THE SECRET

Our press ad was ugly.

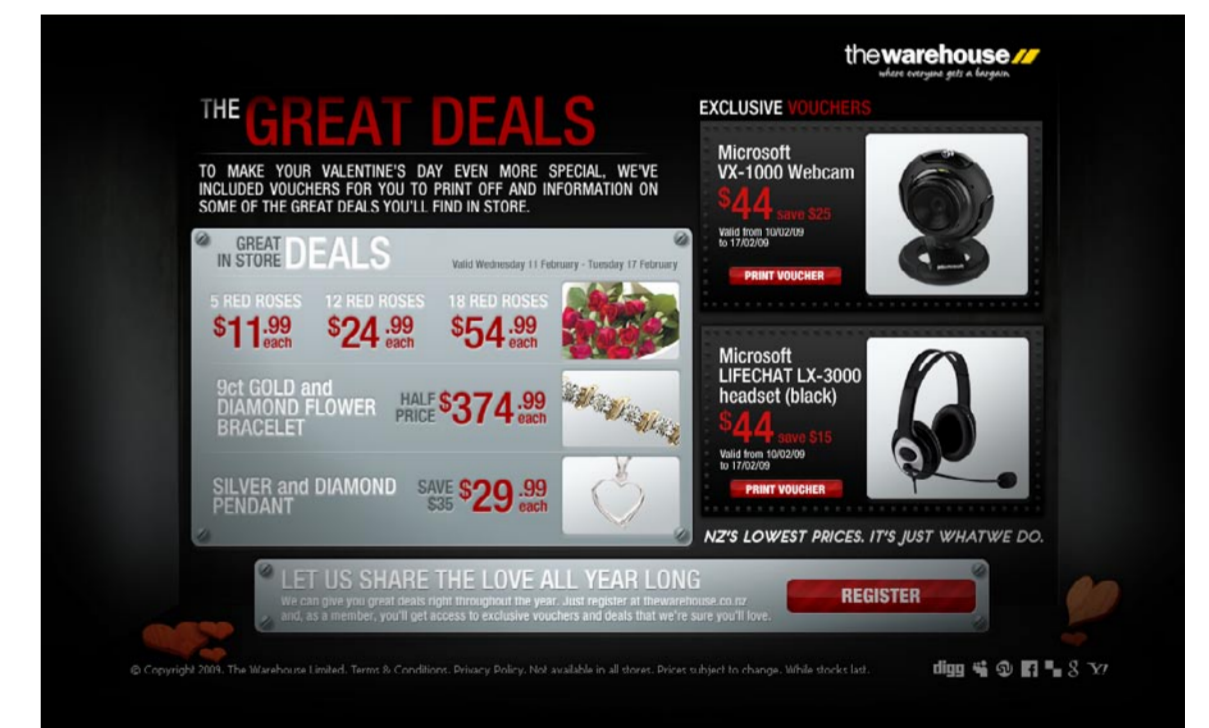
But what it did was so much more than a standard ad.



Our ad, which appeared on Valentine's Day, was actually an AR code that triggered a personalised message of love when held in front of a computer's webcam.



We emailed our database of guys in advance of the day, drove them to our site to set up their message and highlighted just how impressed their girlfriend would be.



While at the site we also featured great Valentine's day gifts they could buy at The Warehouse.

To see the campaign in action visit <http://tinyurl.com/O9Valentines>