

Title (en)
PROMOTIONAL SYSTEM

Title (de)
WERBESYSTEM

Title (fr)
SYSTEME DE PROMOTION

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Application
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Abstract (en)
[origin: WO0207133A1] The invention concerns a carrier of information that is releasably affixed to a container, such as a beverage can. The carrier of information may be a small diameter compact disk (CD), or a token, for example. The CD may contain music, video images, games or competitions, or the token may carry printed images, competitions and the like. A consumer may select the promotional system, such as a can of soft drink with a small CD fixed to it, allowing the drink within the container to be enjoyed, along with the CD once it is removed from the can. The system may also include an adaptor to hold the CD, and allow it to be placed into a standard CD player. A method of promotion of a product utilizing this promotional system is also disclosed.

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Citation (search report)

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