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An outdoor advertising device and method of conducting an advertising campaign

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ABSTRACT

An outdoor advertising device is disclosed including retaining means for retaining at least one take-away beverage, whereby the beverage may be carried in the device; and at least one display surface displaying an advertising message. A method of conducting an advertising campaign using the device is also disclosed.

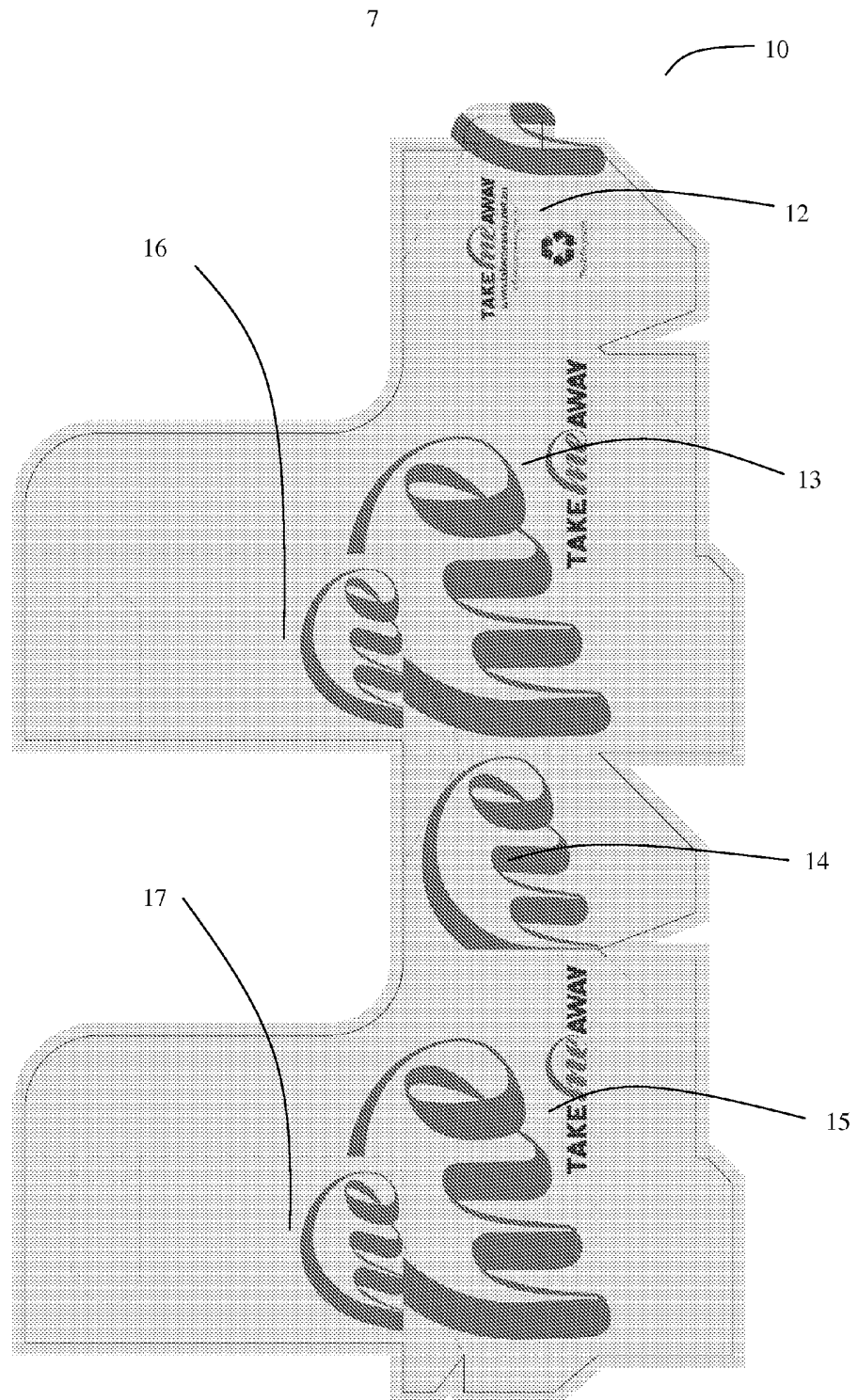


Figure 2



Figure 4A

Figure 4

2008100530 11 Jun 2008

**AUSTRALIAN PATENT APPLICATION**

Title: **AN OUTDOOR ADVERTISING DEVICE AND METHOD OF  
CONDUCTING AN ADVERTISING CAMPAIGN**

Applicant: Ncompany trading as Ozcam Film Pty Ltd

Inventors: Jennifer YOON

**AN OUTDOOR ADVERTISING DEVICE AND METHOD OF CONDUCTING  
AN ADVERTISING CAMPAIGN**

**Technical Field**

5           The present invention relates to an outdoor advertising device and method of using that device in an advertising campaign.

**Background to the Invention**

10           Outdoor advertising is the fastest growing segment of the advertising industry and includes such media as billboards, posters, and advertising on buses and taxis. There is a continued need for additional forms of outdoor advertising to provide opportunities for brand owners to promote their brands.

**Summary of the Invention**

15           In a first aspect the present invention provides an outdoor advertising device including: retaining means for retaining at least one take-away beverage, whereby the beverage may be carried in the device; at least one display surface displaying an advertising message.

20           The at least one display surface may be substantially vertically oriented when the device is being carried.

          The device may be generally rectangular in cross section and includes at least four display surfaces.

          The device may further include a centrally disposed carry handle which bears two display surfaces.

25           In a second aspect the present invention provides a method of outdoor advertising including the steps of: receiving details of advertising messages to be used in an advertising campaign; applying the advertising messages to a device according to the first aspect of the invention and; distributing the devices via take-away beverage outlets.

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**Brief Description of the Drawings**

          An embodiment of the present invention will now be described, by way of example only, with reference to the accompanying drawings, in which:

35           Figure 1 depicts a blank for an outdoor advertising device according to an embodiment of the invention;

          Figure 2 shows the blank of figure 1 with printing applied;

          Figure 3 shows the assembled blank of figure 2 in use;

Figure 4 shows two carriers of figure 3 joined together; and

Figure 4A is a detail view showing the lug of one carrier joining with the slot of another identical carrier.

#### 5 Detailed Description of the Preferred Embodiment

The advertising device that will now be described is formed from a blank of cardboard which is assembled to form a carrying device for beverages at the time of use.

10 Referring to figure 1 a schematic diagram is shown of a blank 10 that is to be fabricated from cardboard. The blank shows score lines as dashed lines and cut lines as dotted lines. The blank 10 can be produced with known packaging manufacturing equipment.

Referring to figure 2, blank 10 is shown printed to include advertising messages 12 that will be displayed on the beverage carrier when assembled. The assembled carrier will include a total of six display surfaces and these are numbered 12, 13, 14, 15, 16 & 17.

Referring to figure 3, blank 10 has been assembled to form an outdoor advertising device in the form of a carrier 20. Carrier 20 includes retaining means for retaining two take away beverages such as cups of coffee in the form of two wells 26 one on either side of carry handle 22. One cup of coffee 28 is visible in front of carry handle 22, the other is obscured by the carry handle. The carry handle 22 is centrally disposed within the carrier 20 to provide for good balance when two beverages are held in the carrier.

25 The display surfaces 14, 13 & 16 are visible in figure 3. It can be seen that, when the device 20 is being carried, all of the display surfaces are substantially vertically oriented, thus providing a clear view of the advertising messages to others.

As seen in figure 1, each carrier includes a lug 30 and a slot 32. These enable two carriers 20 to be attached to one another with the lug of one carrier engaging the slot of the other, and vice versa. Thus two carriers 20 may be joined to allow carrying of four beverages in one hand (see figures 4 and 4A). A small flap also joins the two carriers at the aperture of the carry handle. Thus, a total of eight beverages may be carried by one person using both hands.

35 The device 20 is intended for use in outdoor advertising campaigns as follows:

- An advertising company or media buyer receives details of an advertising campaign from a brand owner and arranges for blanks 10 to be produced and

printed with advertising messages on the display surfaces.

- 5 • The blanks are assembled to form carriers which are then folded down flat and are distributed to participating take away beverage outlets which in this example are coffee shops. By being flattened, the carriers 20 take up a small amount of storage space.
- 10 • At the time that a customer requires a coffee carrier 20, a flattened carrier is unfolded to its full size. The customer's coffees are inserted into the carrier.
- Customers depart the coffee shop carrying their coffee carriers and effectively become "walking billboards", displaying the advertising messages on the coffee carrier to all passers by and to persons whom they meet.
- 15 • The carrier is reusable thus offering the chance of further brand exposure following the initial sale.

20 Research has shown that approximately 90% of all coffee sold in coffee shops is sold as take-away, with 3 out of 5 consumers taking away two or more cups of coffee daily. Thus, the present invention provides for high exposure of advertised brands. Further, the customer carries the device around outdoors thus exposing the brand to passers by. Still further, the customer takes the device into their workplace or home where they may discuss the advertising messages with their work colleagues or family, thus further influencing potential additional future consumers.

25 In the embodiment described above, the beverage carrier was made from cardboard. Similarly, the carrier could be formed from plastics or other sheet materials.

In the embodiment described above, the carrier was used to carry cups of coffee away from a coffee shop. Similarly, the carrier can be used to transport other types of beverages such as fruit drinks, teas, milkshakes, mineral waters and other beverages.

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Any reference to prior art contained herein is not to be taken as an admission that the information is common general knowledge, unless otherwise indicated.

35 Finally, it is to be appreciated that various alterations or additions may be made to the parts previously described without departing from the spirit or ambit of the present invention.



CLAIMS:

1. An outdoor advertising device including:  
retaining means for retaining at least one take-away beverage, whereby the beverage may be carried in the device; and  
at least one display surface displaying an advertising message.
2. A device according to claim 1 wherein the at least one display surface is substantially vertically oriented when the device is being carried.
3. A device according to either of claim 1 or claim 2 wherein the device is generally rectangular in cross section and includes at least four display surfaces.
4. A device according to any preceding claim further including a centrally disposed carry handle which bears two display surfaces.
5. A method of outdoor advertising including the steps of:  
receiving details of advertising messages to be used in an advertising campaign;  
applying the advertising messages to a device according to claim 1; and  
distributing the devices via take-away beverage outlets.

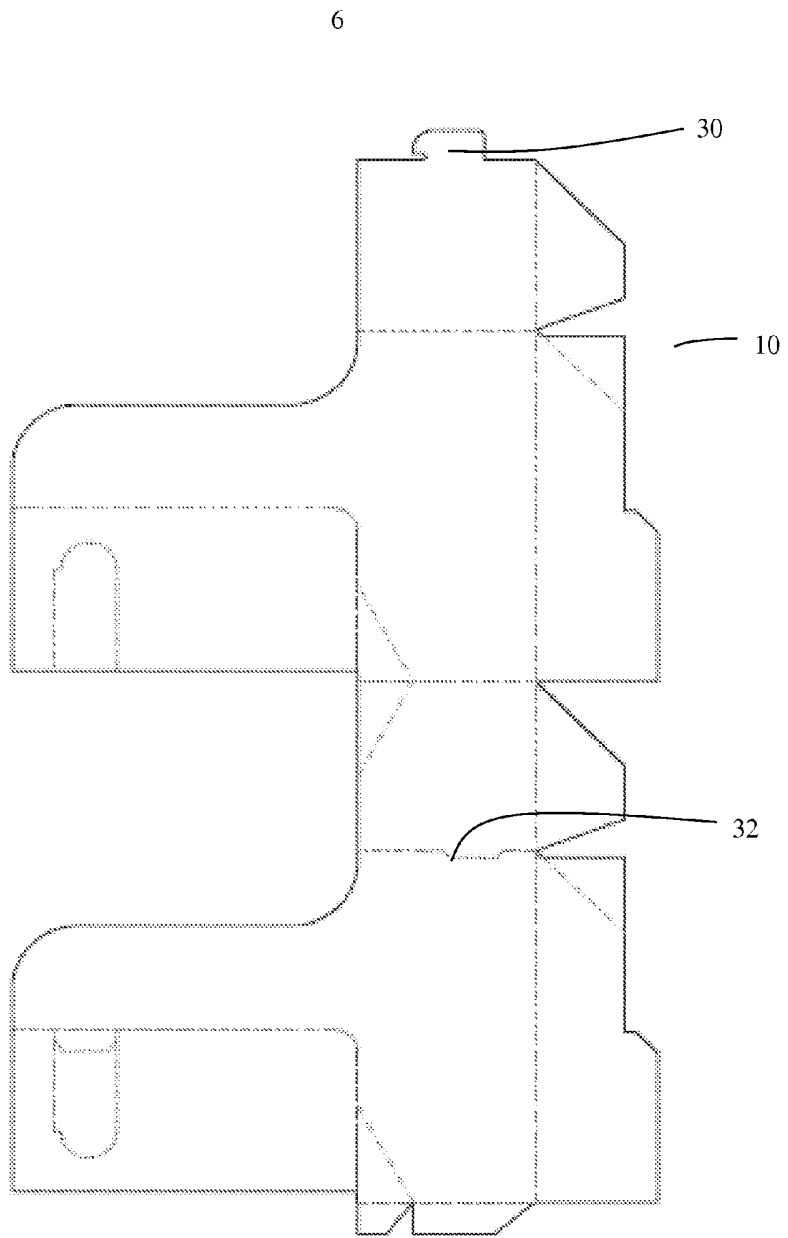


Figure 1

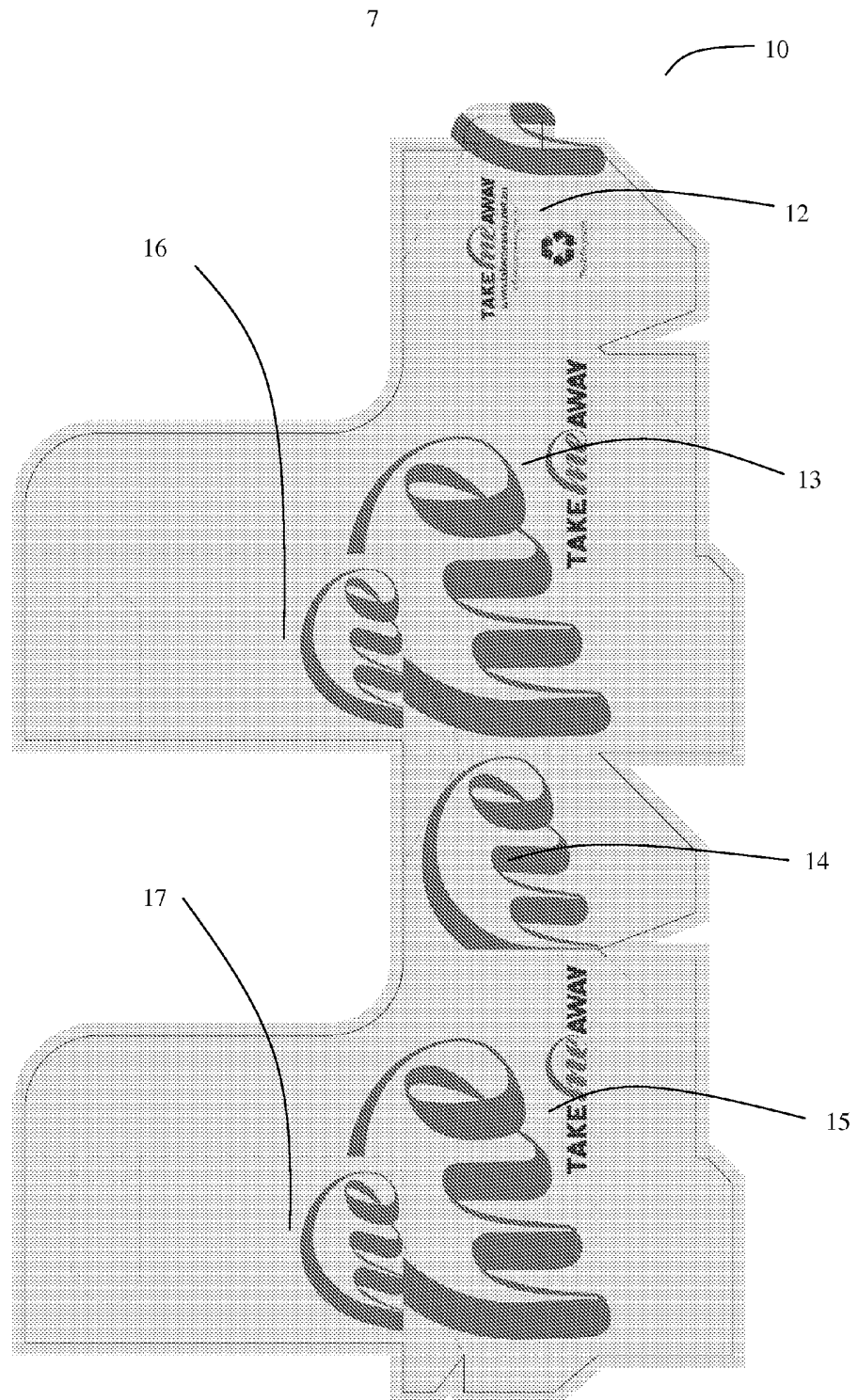


Figure 2

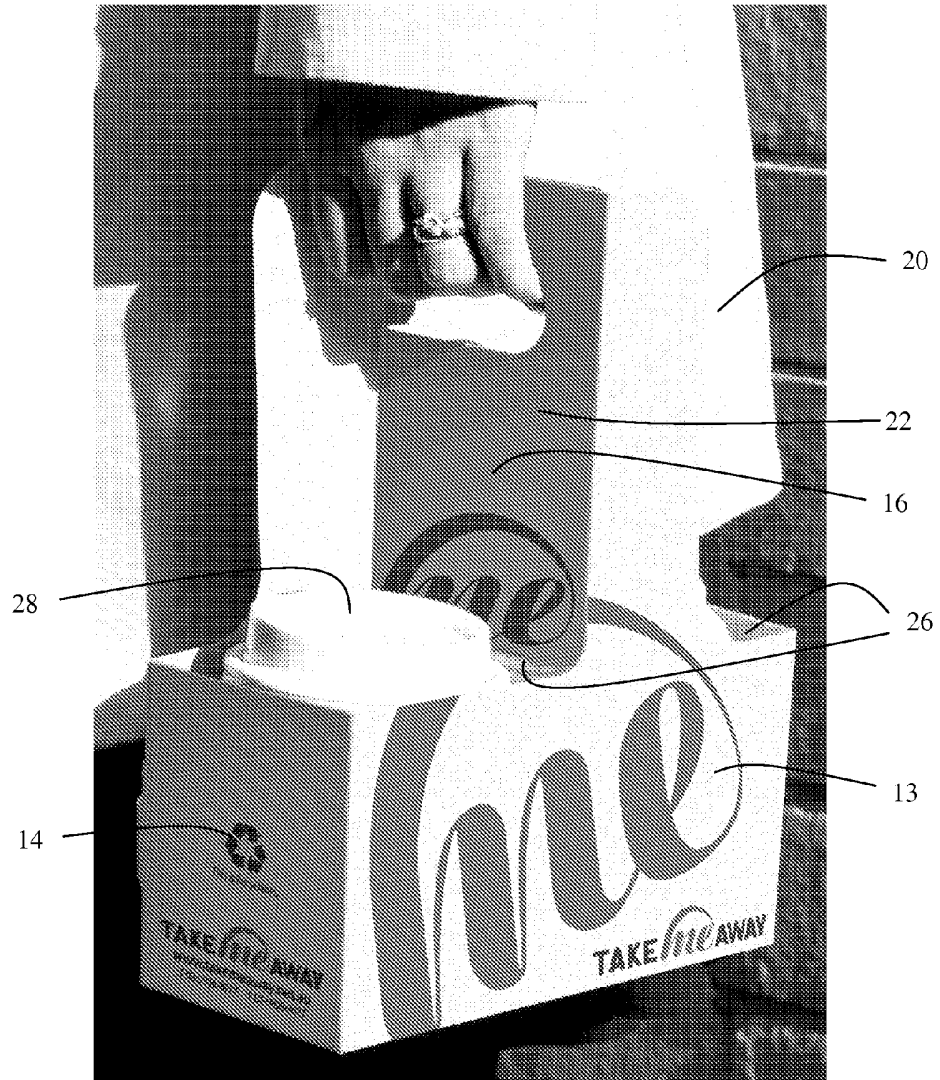


Figure 3



Figure 4A

Figure 4