

+UP

**Zink® Zero Ink
at CES 2017.
It's Magic.**

Case Study: January 2017





Creating a campaign platform for CES 2017
and beyond, for the magical technology
behind instant printing.

ZINK ZERO INK

Zink Zero Ink® Inkless Printing is the technology that powers Polaroid and many other inkless printing products. UP were tasked with giving Zink a dominant space at the world's largest technology show: CES 2017 in Las Vegas. Sitting adjacent to the Polaroid booth our task was to create a campaign idea that would introduce the brilliance of the technology and work hard to attract not only the consumer, but also future technology partners.



INKLESS PRINTING.
IT'S MAGIC.



ZINK ZERO INK

Creating the campaign idea

The technology behind Zink is really very cool! Zink powered printers work with Zink paper that is packed full of crystals that already hold all the color an image will require. Heat applied through proprietary technology then transfers the right color from the crystals to the paper surface making up the complete image.

While currently only used on a small scale for mobile printing (3x2 inch images) Zink is a trail blazer in the printing industry producing stunning imagery without the use of ink or ribbons – it's like magic!

ZINK ZERO INK TECHNOLOGY





INKLESS PRINTING. IT'S MAGIC.

The UP creative team ran with this thought to develop the 'It's Magic' campaign. Creating a series of playful images that highlight the fun yet delightfully quirky side of the brand.





zink[®]

Z E R O I N K

INKLESS PRINTING.
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INKLESS PRINTING. IT'S MAGIC.

Teaming up with our talented developers images
were then created in CGI in the most stunning detail.



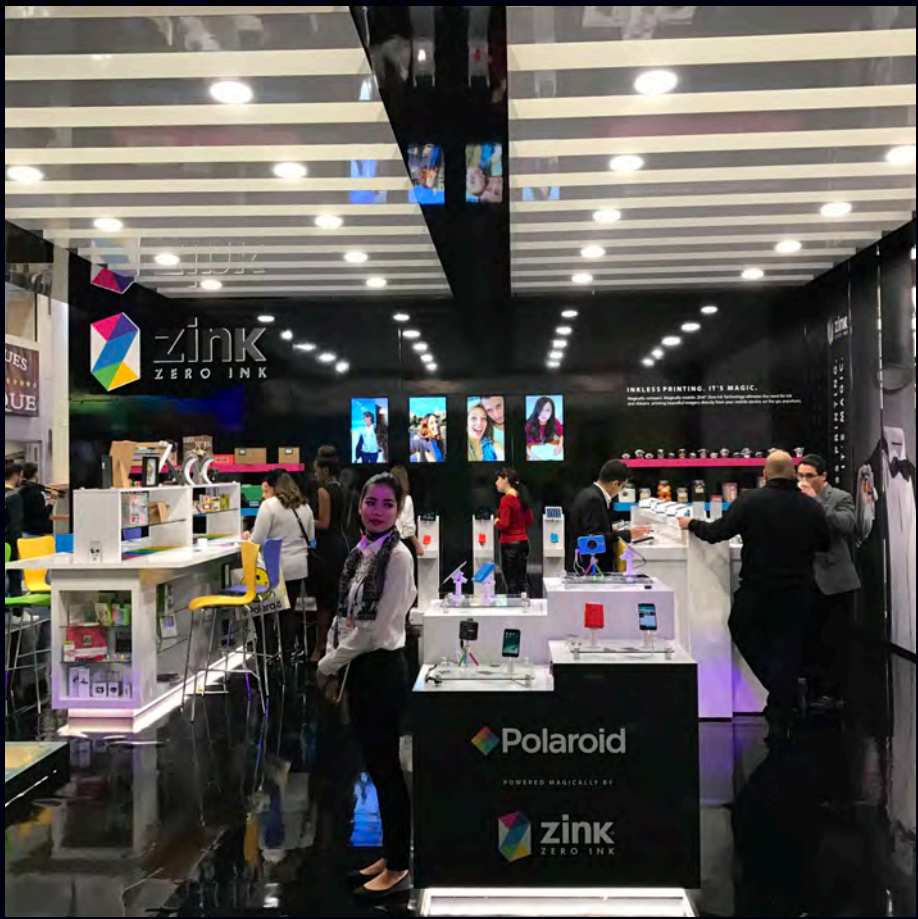
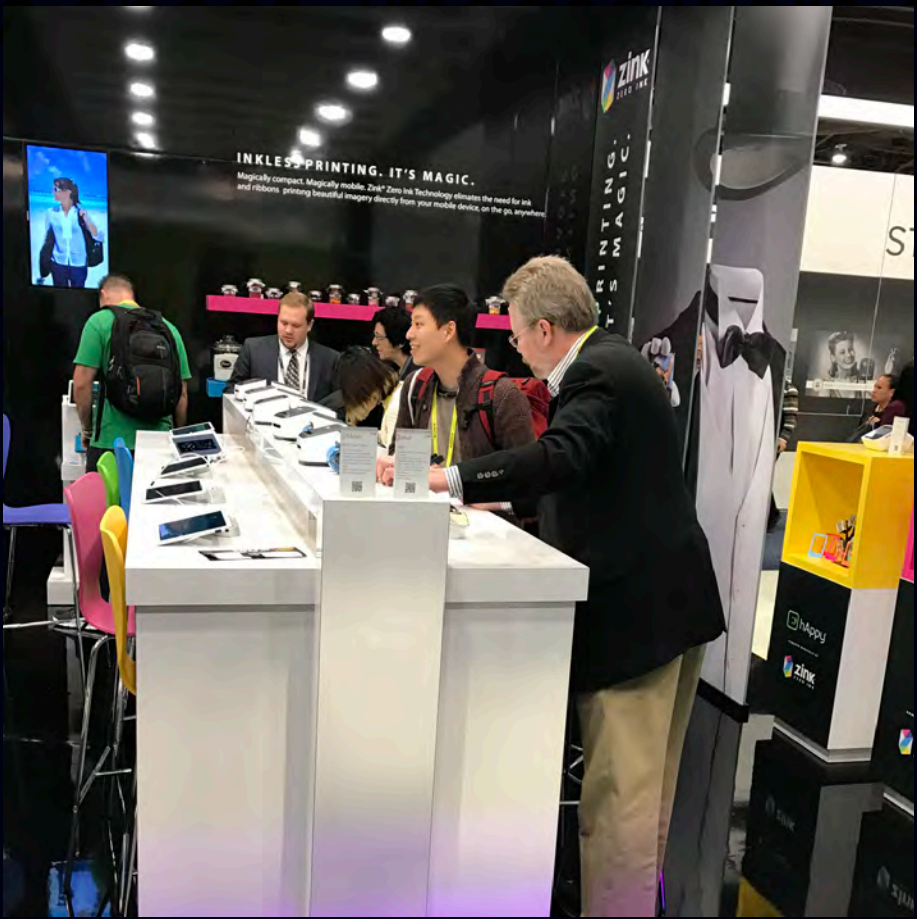
The full campaign was then taken across the booth space by our production teams delivering a highly interactive and engaging experience for all visitors.







AROUND CES 2017





Get in touch!

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