



This Polaroid campaign came out in March.

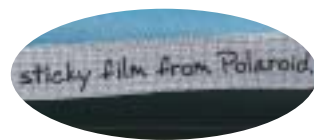
Of course, the tongue got people's attention. Oh, it's a Polaroid with sticky film. Then they smiled, thinking about all the other sticky possibilities.



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And after 5 months, sales were up 29%.

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The Polaroid® ad ran as part of an overall media mix.