



wooder page. Lange is the cheren of of the material up and fasten is to two upright branches. IF Bace leaves over the material, and layer it with cloth for the best insulation from the sun. The angle of the shefter should be owe mough to form a deal space bactware you and the sun. Batthern you self want. If you catch abrid, puck the features what a shine a firestarters. Do not peel the skin, it co tain all the f. INutritional value: 200 calorise/100 g © Cooking time: IS-20 mixed septending on a

ver ival Guide

the most extreme environments known to man. nced driver can quickly succumb to the harshness of the desert.

between Land Rover and its target audience, we created a le as a giveaway to all Land Rover owners. This guide not only gives in the desert but as a last resort, you can also eat it. t of edble eaper and ink. its metal binding can be used as skewers.

t of edible paper and ink, its metal binding can be used as skewers, to signal for help.

and Rover owners are now embracing their sense of adventure, force the brand's off-roading capabilities in consumers' minds.

40% UPLIFT IN SALES

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LAND ROVER EDIBLE OWNERS MANUAL

Land Rover Dubai wanted to stress the importance of their survival guide to new and existing customers and in order to make it stand out and grab customers' attention, they made it edible.

Land Rover used the campaign to appeal to their adventure-loving drivers whilst remaining safe with Land Rover. How else do you show you care? You feed them. Land Rover printed the book on edible potato starch paper using a glycerine-based ink and sent it out to 5,000 existing and new customers as a supplement to the owner's manual.

370/0 TEST DRIVES IN THE UAE INCREASED BY

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