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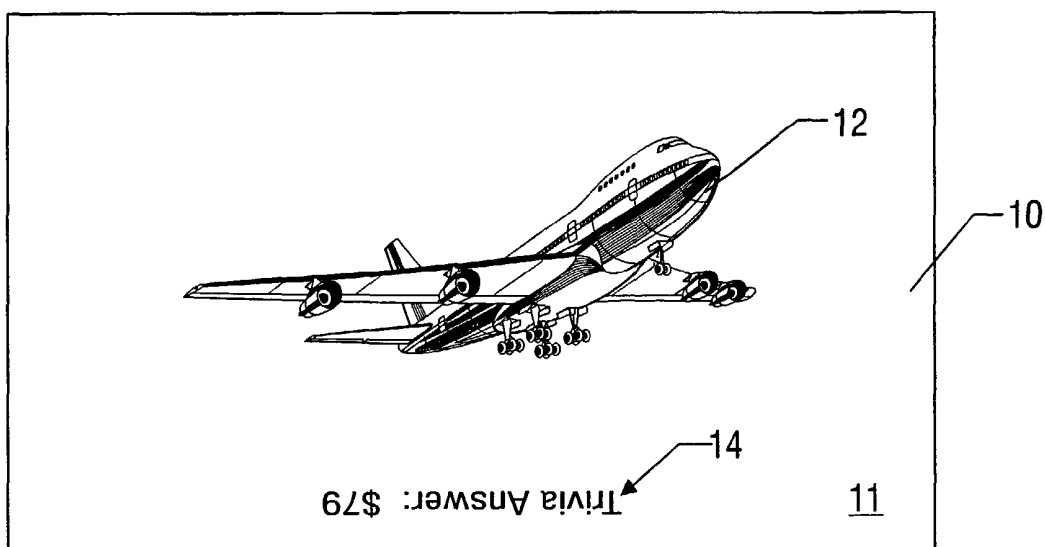
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(54) Title: A METHOD FOR ADVERTISING USING SNACK FOODS AND THE INTERNET



(57) Abstract: A method for advertising and package designs are provided for placing on an advertising piece a distinctive number for that piece, an internet address for a website, and an enticing offer to access the website; associating the advertising piece with a product unrelated to the advertising; distributing the product to consumers; and maintaining the internet website for access by using the distinctive number.



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A METHOD FOR ADVERTISING USING SNACK FOODS AND THE INTERNET**FIELD OF THE INVENTION**

This application concerns a method for advertising and involves designs of packages with
5 inclusion of advertising cards. This application claims priority of provisional application number
60/174,665 filed January 6, 2000, by Gregory L. Patrick in the United States, entitled Fortune
Cookie Design.

BACKGROUND OF THE INVENTION

Advertising demand is growing significantly. With limited prime advertising space, the
10 established advertisers are being crowded out or faced with higher advertising fees. To exploit
this expanding demand a new and effective marketing communications system is needed to
supplement or replace the advertising media that create the market today. The new system needs
to create a new advertising space beyond conventional media; tightly target the audience much
more effectively than traditional media; capture the focus and attention of the audience at a
15 prime moment; and gain mindshare more quickly and retain the advertiser's message on the first
impression.

SUMMARY OF THE INVENTION

The marketing system of the invention is based upon an insert card or attachment
20 containing advertising and entertainment which is distributed in a product, such as a snack food,
e.g., peanuts, pretzels, or mints. The business card sized insert and attachment may be printed on
both sides and is designed to be retained by the consumer.

One side of the insert may contain an advertising message from the sponsoring advertiser
and the answer to a trivia question pertaining to that company's products or services. The other
25 side may contain entertainment in the form of fortunes, famous quotations, witticisms, language
translations along with the trivia question about the advertiser. In addition, the insert may
contain a distinctive identification number for a prize and an invitation to visit a website where
additional advertising impressions may be presented, along with interactive games and
downloadable content (more quotes, fortunes, witticisms, etc). The consumer may win a valuable
30 prize and demographic information may be collected. A continual stream of advertising

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opportunity is created if the consumer subscribes to a daily e-mail distribution of quotes, witticisms, horoscopes, etc. All of this can be free to the consumer and distributor because the sponsoring advertiser can pay all associated costs.

5 The unique aspect of this marketing product involves not only an advertisement delivered in a unique vehicle (e.g., a snack) but the fact that the advertiser instigates conversation due to a fun and challenging trivia question. A prize verification number exists along with the answer to the trivia question on the advertiser's printed side. This prize verification number stimulates interest in having the consumer visit a website to see if the consumer has won a prize. The advertiser sponsors a prize, worth perhaps \$10, and a winner is projected in one out of every 20
10 cookies distributed. The advertiser then pays for an additional advertising impression and the process continues if the consumer elects to have one or more quotes, dinner toasts, witticisms, etc. e-mailed daily to their home or office accompanied by an additional paid advertisement banner. The product may be distributed through outlets such as airline flights, dining facilities, hotel rooms, public school systems, and others.

15 The fortune cookie of the invention is unique in relation to a normal Chinese fortune cookie for the following reasons. It is cylindrical in shape and hollow in the middle. It contains a scroll as opposed to a slip of paper. The scroll has color printing on both sides, and can contain famous quotes, dinner toasts, famous witticisms, trivia, recipes, inspirational messages, and many other communications, other than fortunes and lottery numbers. The scroll has advertising
20 on one side and a trivia question related to that advertiser on the opposite side. Each scroll references the website address where consumers can access the site and win a prize from the advertiser on the scroll. The cookies may be given away for free to airlines, hotels, restaurants, military bases, public and private schools, food distributors, hotels, spas, grocery stores, etc. The wrapping may contain the merchant distributor's logo for the cookies they give to their
25 customers.

The marketing communications business process of the invention is unique for the following reasons. The food product contains advertising within the body of the product. The food product may be free to the distributor to give to the consumer because the revenues come from a sponsoring advertiser. The advertisement in the food product references a website where
30 consumers can go and have a chance to receive a prize. To claim their prize, the consumer must

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become a member of the site, which will gather demographic information about the consumer that can be fed back to the advertiser. Each scroll redeemed on the website for a prize with the distinctive distribution number will also identify the method of distribution (e.g., airline, restaurant, etc...).

5 The invention provides a unique and extremely valuable new media for advertising. The message is delivered via a combination of physical and/or internet media. The invention provides state-of-the-art targeting to consumer audiences; gives the advertiser exposure to multiple consumers; gives the advertiser multiple exposures to a single consumer; and provides the advertiser with feedback on the results of the promotion. Additional data mining
10 opportunities will be available from the demographic database which will be created as consumers visit the website of the invention.

 The advertising process is innovative because paid advertisers sponsor a fortune cookie, snack, or other product in exchange for their logo printed on a 2" x 3 1/2" quality stock paper which is transportable, i.e., the consumer can transport it with him and keep it. It is also
15 innovative in that the consumer is enticed into accessing a website.

BRIEF DESCRIPTION OF DRAWINGS

Fig. 1 is a perspective view of the front of an advertising insert in accordance with the invention with airline name and logo omitted.

20 Fig. 2 is a perspective view of the back of the insert shown in Fig. 1.

Fig. 3 is a perspective view of another embodiment of an advertising insert in accordance with the invention with corporate name and logo removed.

Fig. 4 is a perspective view of the backside of the advertising insert in Fig. 3.

Fig. 5 is a perspective view of a fortune cookie in accordance with the invention.

25 Fig. 6 is a perspective view of the fortune cookie of Fig. 5 after it is broken in half.

Fig. 7 is a perspective end view of the fortune cookie of Fig. 5 illustrating an advertising insert folded and located within the fortune cookie.

Fig. 8 is a perspective view of the fortune cookie in Fig. 5 enclosed within a clear protective, but tearable wrapper.

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Fig. 9 is a perspective view of two snack bags tearably attached with one bag holding a snack such as peanuts and the other holding an advertising insert.

Fig. 10 is a perspective view of another embodiment where the top and bottom snack bags have a removable advertising card between them with the advertising showing on the outside.

Fig. 11A is a perspective view of a snack bag with an advertising card glued releasably to the outside of the bag.

Fig. 11B is a perspective side view of the snack bag of Fig. 11A showing the advertising card glued releasing to the side of the bag.

Fig. 12 is a front view of a blister pack of mints attached to an advertising card in accordance with the invention.

DETAILED DESCRIPTION OF THE INVENTION

With reference to Fig. 1, an advertising card or insert 10 is shown with advertising 12 on its front side 11. In this figure, normal corporate name and logo are omitted. The card 10 also includes an answer 14 to a trivia question 16 on the backside 15 of the card 10, as illustrated in Fig. 2. The backside 15 may also include a famous quote 18 to induce interest. The backside 15 contains a distinctive number 20 for use in accessing a web site address 22 through the internet. An enticement offer 24 states that a valuable prize is available by accessing the website and participating. The distinctive number, or prize number will preferably reveal the original advertiser and distributor. This information can be used to direct certain advertising to certain consumers and will provide a basis for further data mining.

Fig. 3 and Fig. 4 illustrate another embodiment of an advertising card in accordance with the invention. The card on insert 30 has a front side 32 and a backside 34. Front side 32 contains advertising within rectangle 36. A trivia answer 38 is preferably placed upside down near the bottom edge of the front side 32. Advertising 40 of the website owner may also be located on the front side 32. A famous saying 42 is located on the backside 34, along with a trivia question 44 for the trivia answer 38. Near the bottom of the back side 34 is an enticement offer 46 for a lucky price number 48 to induce use of the internet to access website address 50 for trying to get the prize and other interesting information.

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Figs. 5, 6, 7 and 8 illustrate a fortune cookie 52 in accordance with invention. Fortune cookie 52 is rolled into a hollow elongated cylinder 54 with contains as advertising card 56 within the hollow cylinder 54. The advertising card 56 can be inserted inside the cylinder after the cookie 52 is made and can be either folded as shown in Fig. 7 or rolled in the form of a scroll as shown in Fig. 6. The fortune cookie 52 is preferably enclosed in a protective, but removable wrapper 58 as shown in Fig. 8. Wrapper 58 can either be clear or opaque, and may include advertising which is also included on the advertising insert 56.

The preferred food product selected for use in the invention is a cookie. The cookie is preferably a Scottish shortbread recipe made into a crepe and rolled into a 4" tube containing a 2" x 3 1/2" rolled advertising insert. Since the insert will be in contact with food, FDA approved ink and paper is utilized. The advertising card can be packaged with food that matches the setting of the consumer at the time of distribution. For example, on an airline, a breakfast bar can be used for morning flights, salty snacks can be used to complement a beverage, and candy and mints for other occasions or settings.

Fig. 9 illustrates a snack bag 60 containing a snack such as peanuts or pretzels. Bag 60 may include advertising and other information both for the snack as well as advertising unrelated to the maker of the snack. Attached to bag 60 is a bag 62 which contains an advertising card 64 (shown in phantom lines) in accordance with the invention. Thus, the advertising card 64 does not contact the snack. The bags 60 and 62 may be made out of food packaging foil as is common with snack foods like peanuts, such as a petroleum-based foil made by Fuji or Mobil. The foil is an overwrap material which is form-filled and sealed by automation equipment.

Fig. 10 illustrates another embodiment in which a snack bag 66 contains a snack and a bag 68 is empty but includes advertising information printed on the outside similar to that illustrated in Figs. 1, 2, 3 and 4.

Figs. 11A and 11B illustrate another embodiment of the invention where the snack bag 70 contains a snack and the advertising card 72 is attached to the outside of the bag 70 by one or more spots 74 and 76 of a releasable glue or other material. Glue similar to that used to mail new credit cards would be acceptable.

Fig. 12 illustrates another embodiment of the invention in which the advertising card 80 is attached to a blister package 82 containing eight breath mints 84 by means of a tear line 86 for

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removal of the advertising card from the blister package. The mints can be removed by pressing a mint through the foil covering. Any suitable blister package may be used for this embodiment. Blister packages for pharmaceuticals and other products normally use foil over deformable plastic to form the interior spaces. The advertising card 80 is preferably a plastic coated card
5 attached to the blister package.

The invention has created a new and effective marketing communications system which provides a new combination of entertainment (in the form of knowledge or humor), an advertising message printed on transportable media, and an invitation to access a website on the internet. The invention meets the advertiser's objectives to create a new advertising space
10 beyond conventional media; tightly target the audience much more effectively than traditional media; capture the focus and attention of the audience at a prime moment; and gain mindshare more quickly and retain the advertiser's message on the first impression.

The invention provides a unique and extremely valuable new media for advertising. The message is delivered via a combination of physical and/or internet media. The invention
15 provides state-of-the-art targeting to consumer audiences; gives the advertiser exposure to multiple consumers; gives the advertiser multiple exposures to a single consumer; and provides the advertiser with feedback on the results of the promotion. Additional data mining opportunities will be available from the demographic database which will be created as consumers visit the website.

The website can provide additional targeted advertising opportunities, including the original insert advertiser, banner ads, games sponsors, and e-mail sponsors. It can also provide educational information, entertainment, valuable game prizes. Multiple advertising impressions are possible during the visit. Daily e-mail can promote the website and advertisers' brand image. It can also include downloadable content and searchable databases. The website can also collect
20 demographic information including data collection for statistical analysis, specific advertising campaigns, specific distribution channels, consumer physical location, and accumulation of consumer lifestyle data.

The invention is based upon a paper insert or card containing advertising and entertainment which is distributed in a food or other product. The business card sized insert is
30 printed on both sides and is designed to be retained by the consumer.

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One side of the insert contains an advertising message from the sponsoring advertiser and may contain the answer to a trivia question pertaining to that company's products or services. The other side may contain entertainment in the form of: fortunes, famous quotations, witticisms, language translations and the trivia question about the advertiser. In addition, the insert contains
5 a game entry or prize number and an invitation to visit the website where additional advertising impressions will be presented, along with interactive games and downloadable content (more quotes, fortunes, witticisms, etc.). The consumer may win a valuable prize and demographic information will be collected. A continual stream of advertising opportunity is created if the consumer subscribes to a daily e-mail distribution of quotes, witticisms, horoscopes, etc. All of
10 this is free to the customer and distributor because the sponsoring advertising pays all associated costs.

The invention provides a new and innovative channel for the advertiser to target their demographics more effectively. For example, the food products can reach the first class section of airlines and upscale business hotels and resorts. At the same time the invention can reach
15 particular advertising neighborhoods that can be accessed only by local channels such as pizza delivery services.

The following distribution channels are considered prime targets for use of the invention: airlines, convenience stores, restaurants, pizza delivery chains, hotels and resorts, overnight package delivery services, military bases, schools and universities.

20 There are several distinct advantages to advertising in accordance with the invention.

The invention is a new and unique advertising medium. Nearly every advertiser is interested in finding new and unusual ways to reach their audience, and to differentiate themselves from the clutter found in traditional advertising mediums. The fact that their advertising message will be associated with a pleasant experience, delivered with a degree of
25 entertainment value, and contained within a great tasting cookie or snack or desirable product will be of tremendous interest to potential advertisers.

The invention allows market segmentation. It will provide advertisers with the opportunity to put their message in front of the consumers that interest them most by associating the advertiser with the distributor(s) that directly serve their target market, such as luxury
30 consumer goods with first class airline passengers or upscale hotel guests.

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The invention is cost-effective. Advertising is significantly less costly than direct mail and there is greater likelihood of message retention. The invention is interactive. Since the invention will generally be viewed in the company of others (tablemates at a meal or seatmates on an airline), the content of an insert, especially the trivia question for the advertiser, will be discussed and exchanged by everyone present. This pass-along effect is a powerful attraction for advertisers, as evidenced by the fact that magazines and newspapers rely on 'pass-along' as a key point in their sales pitch.

Nothing is more important to a company than its image (both corporate image and that of its products/services). Due to the quality and wholesome nature of the content, advertisers will find great value in associating their brand with the medium of the invention.

An additional advantage is that advertisers, especially companies that are new or unfamiliar will be especially interested in the retention aspect of the advertising inserts. Due to the value of the content, and the prospect of earning or winning something at the website, consumers will be included to hold onto the insert for future reference. This residual advertising is a marketing executive's dream. Because of the uniqueness of the concept and the extremely high rate of message retention, mindshare created by the advertising will result in very high transfer to purchase rates for the advertisers. This, combined with prizes and/or discounts offered through the website, will generate an extremely favorable ratio of returns for advertisers compared to other advertising media.

The above embodiments are illustrative, and modifications may be made without departing from the spirit and scope of the invention. For example, the inventive concept may be employed with potato chips, cereals, packages of cookies, photographic film, video, CD or DVD jackets, packaged candy, toothpaste, and products targeted for children or the elderly.

CLAIMS:

1. A method for advertising, which comprises:
 - a) placing on an advertising piece a distinctive number for that piece, an internet address for a website, and an enticing offer to access the website;
 - 5 b) associating the advertising piece with a product unrelated to the advertising;
 - c) distributing the product to consumers; and
 - d) maintaining the internet website for access by using the distinctive number.
- 10 2. The method of claim 1 in which the product is a snack food for an individual.
3. The method of claim 2 in which the snack food is an elongated, cylindrical fortune cookie and the advertising piece is located within the elongated cylinder.
4. The method of claim 3 in which the fortune cookie is enclosed within a removable wrapper.
- 15 5. The method of claim 1 in which the advertising piece is the approximate size of a business card.
6. The method of claim 1 in which the advertising piece is a grease resistant paper printed with ink safe for food.
7. The method of claim 1 in which the advertising piece is paper covered with
20 plastic laminate.
8. The method of claim 1 in which the advertising piece is printed plastic.
9. The method of claim 1 in which the product is food and is contained within a snack sized bag and the advertising piece is associated with a bag attached to the snack sized bag containing the food product.
- 25 10. The method of claim 9 in which the food product is peanuts.
11. The method of claim 1 in which the product is a snack food and the snack food and advertising piece are within a snack sized bag.
12. The method of claim 1 in which the advertising piece has two sides, one side containing a trivia question or answer and advertising unrelated to the product, and the other side

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containing the distinctive number, the internet website address, an enticing offer of a prize to induce access to the internet, and the response to the trivia question or answer.

13. The method of claim 1 in which the product is distributed free to a selected group of consumers for target advertising.

5 14. The method of claim 1 in which the consumers are airline passengers.

15. The method of claim 1 in which the product comprises mints.

16. The method of claim 1 in which the product is contained within a removable, protective cover and the advertising piece is attached to the outside of the cover by releasable glue for release of the advertising piece from the protective cover.

10 17. The method of claim 1 in which the product is located in spaces in a blister package removably attached to the advertising piece.

18. The method of claim 1 in which the product is food and is contained in a food safe bag and the advertising piece is a removable part of the food safe bag.

15 19. A food product for distribution to an individual which includes a card printed with an advertising message, a distinctive number, and an invitation to visit a Website to use the distinctive number interactively.

20. The food product of claim 19 in which the card is approximately the size of a business card.

20 21. The food product of claim 19 in which the food product is a fortune cookie rolled to form an elongated cylinder and the card is rolled inside the fortune cookie.

22. The food product of claim 19 in which the food product is inside a first bag and the insert is inside a second bag connected to the first bag.

23. The food product of claim 19 in which the food product is mint candy within a package and the card is removeably attached to the package.

25 24. The food product of claim 19 in which the food product is located within a protective bag and the card is attached releasably to the outside of the protective bag.

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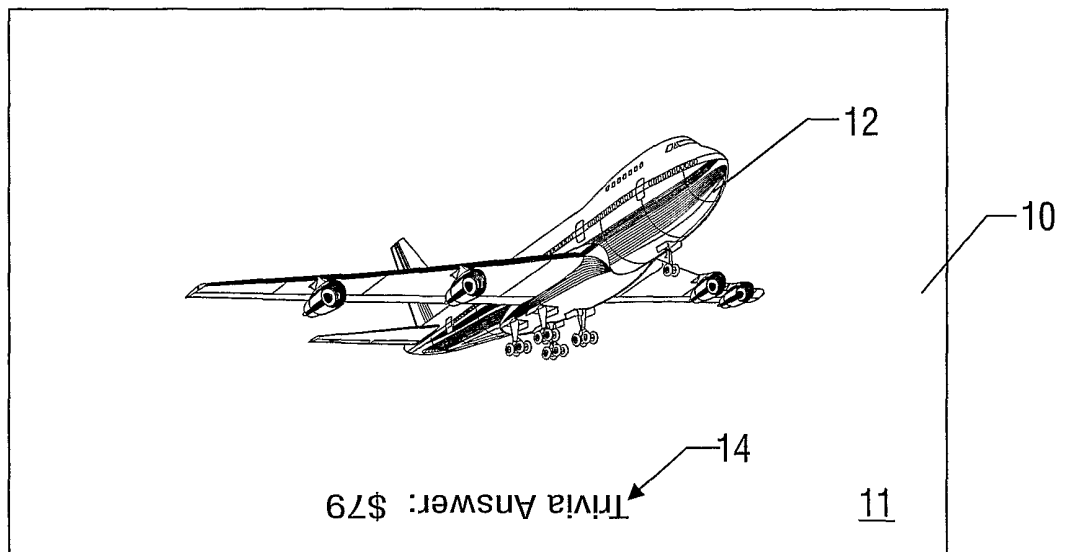


FIG. 1

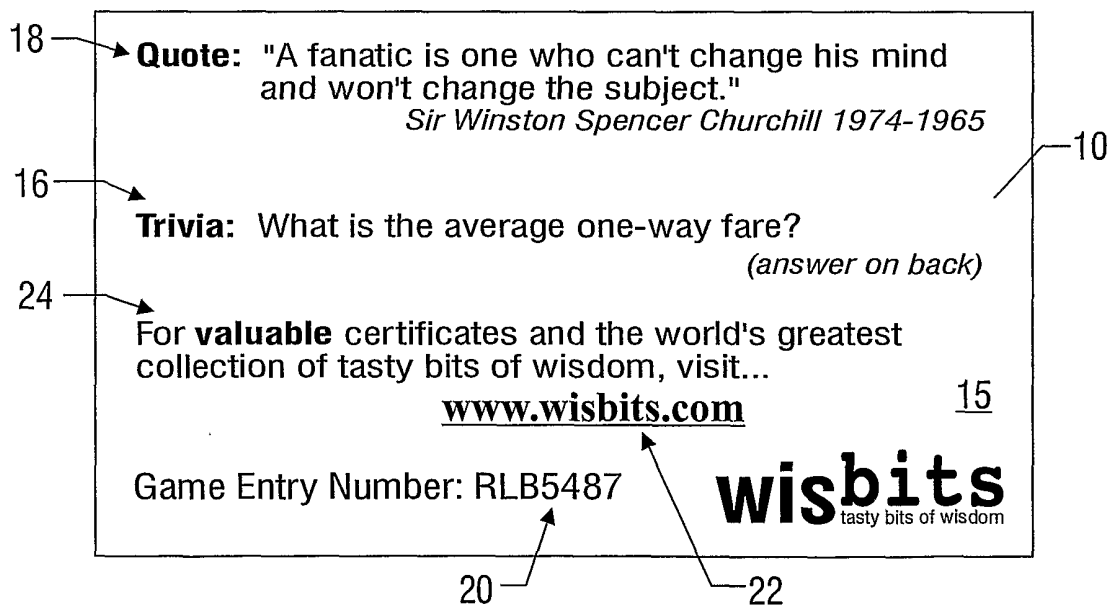


FIG. 2

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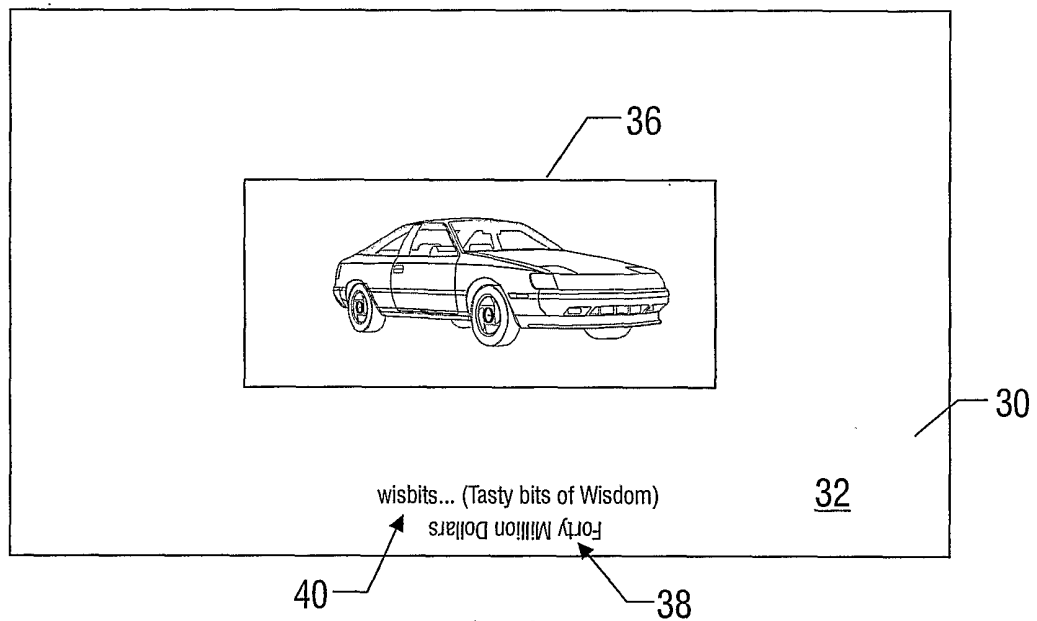


FIG. 3

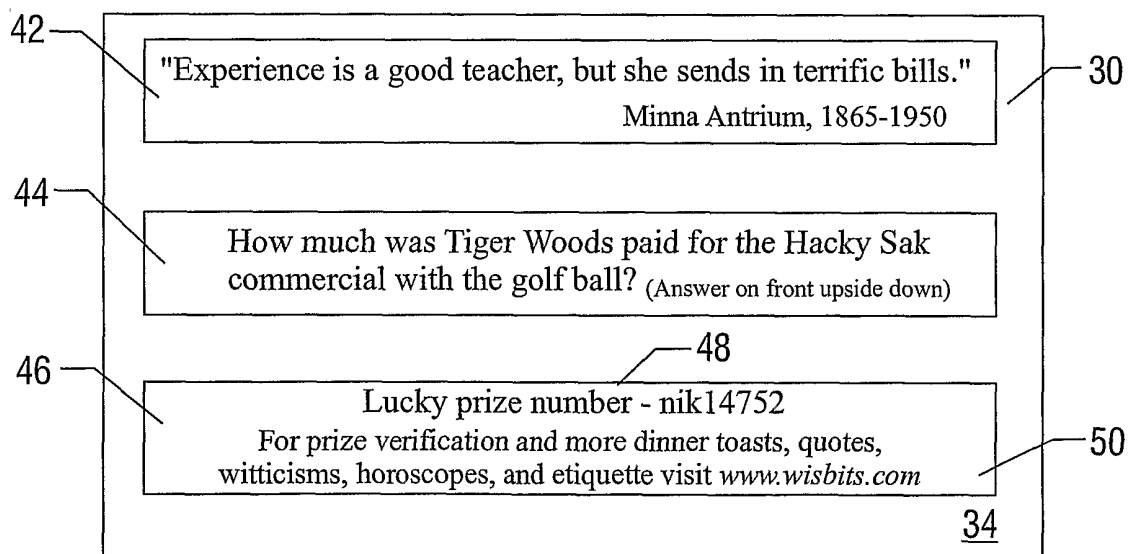


FIG. 4

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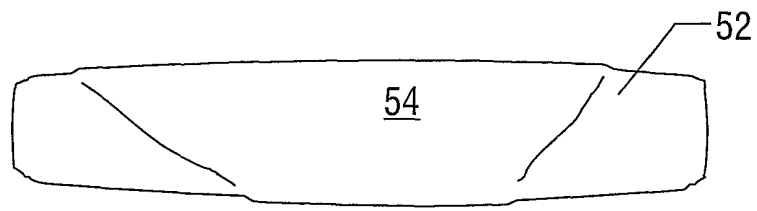


FIG. 5

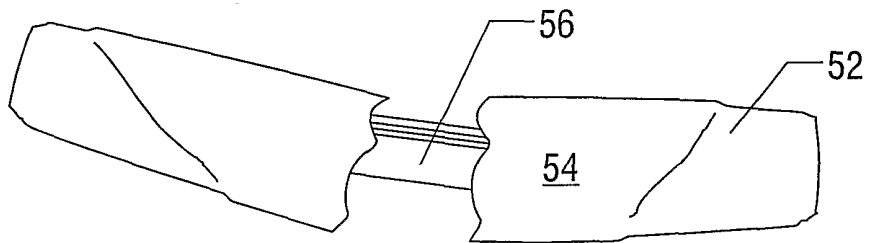


FIG. 6

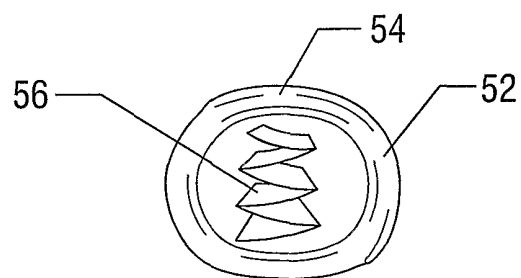


FIG. 7

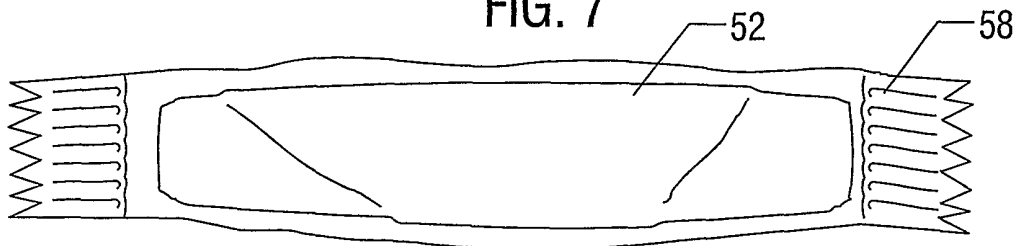


FIG. 8

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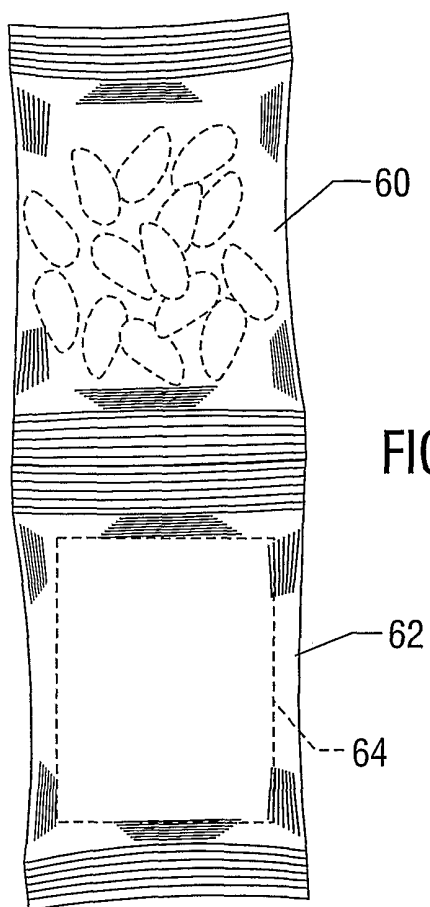


FIG. 9

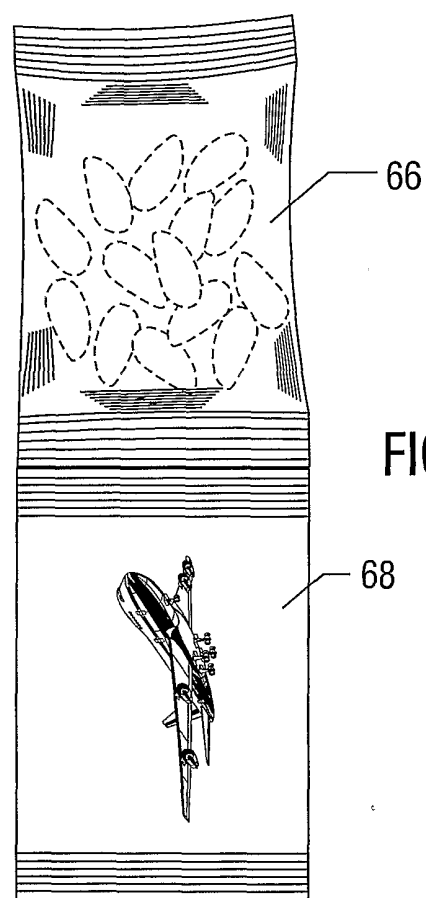


FIG. 10

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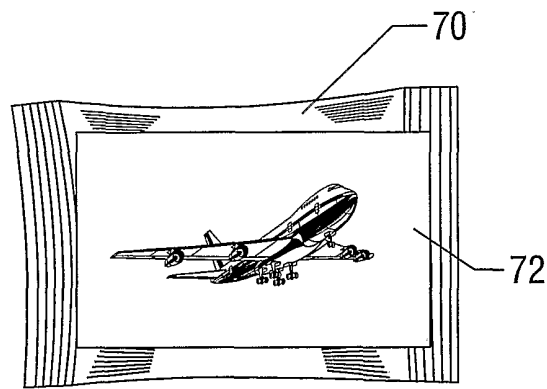


FIG. 11A

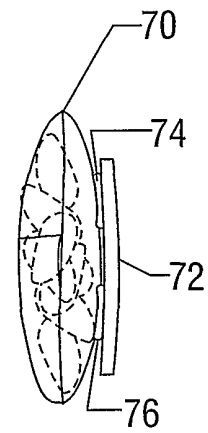


FIG. 11B

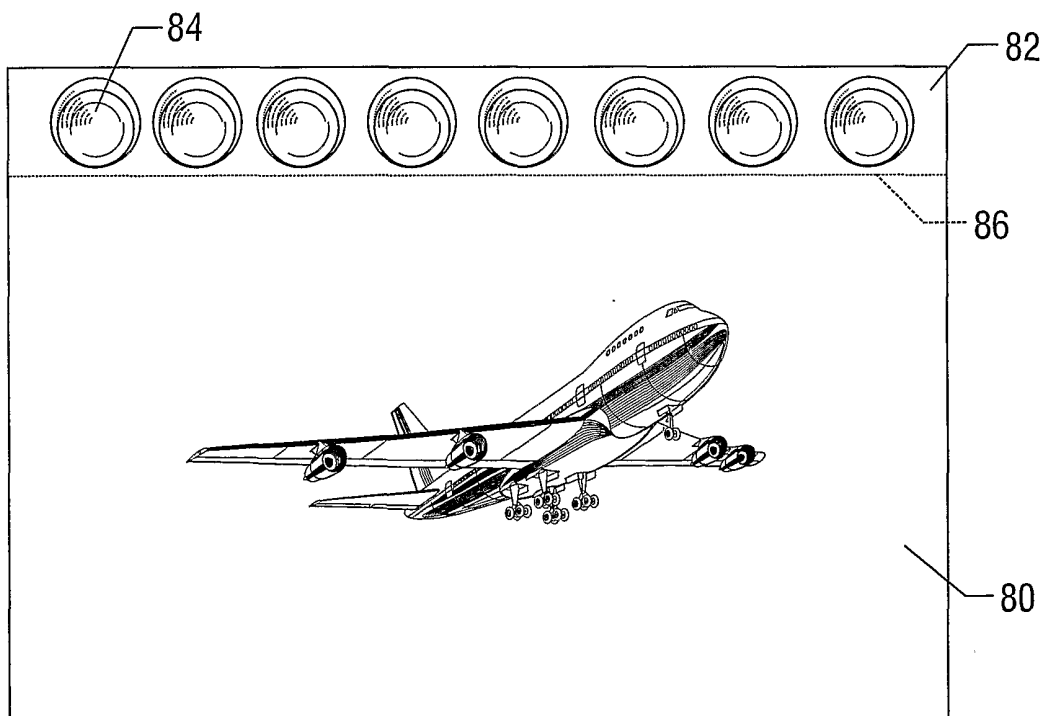


FIG. 12

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US01/00279

A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) :GO6 F 17/60

US CL :705/14, 26, 27

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 705/14, 26, 27

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

STN

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5,895,454 A (HARRINGTON) 20 April 1999, abstract, figure 2, column 1, lines 17-33	1-24
X	US 6,009,409 A (ADLER et al) 28 December 1999 figure 1, column 1, lines 28-39	1-24

☐ Further documents are listed in the continuation of Box C.
 ☐ See patent family annex.

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"A" document defining the general state of the art which is not considered to be of particular relevance	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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Date of the actual completion of the international search

10 FEBRUARY 2001

Date of mailing of the international search report

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