



TOBLERONE

Instructions for Optical Illusion Performer

You are performing the Bear – Mountain (Toblerone Logo) Optical Illusion

1. Download and print off both pages – This instruction page is NOT shown on camera
2. Practise holding the image page up to your camera so the audience can clearly see it.
3. Ask the audience what they see. Most will see a mountain.
4. Ask them to look closer and point out that there is bear standing up on its hind legs inside the mountain.
5. Explain the image is an ambigram optical illusion that can be seen as both a bear and a mountain.
6. Conclude by commenting that things are not always as they appear and can often have hidden meanings.