

Case Studies

Introduction

This is a compilation of a few of our case studies. From this you can get an idea on how we worked with some major clients like Coca-Cola, Titan or Puma etc. This also helps you to know how our Augmented Reality solutions have actually helped these clients in creating brand awareness, customer engagement and increased customers.

Have a look and see how Augmented Reality can help a brand, whatever their business purpose may be.



AUGRAY
Experience Redefined

INDEX

COCA-COLA CAMPAIGN

- Summary
- Client Details
- Challenges Faced
- Our Approach
- Results we delivered

TITAN CAMPAIGN

- Summary
- Client Details
- Challenges Faced
- Our Approach
- Results we delivered

PUMA CAMPAIGN

- Summary
- Client Details
- Challenges Faced
- Our Approach
- Results we delivered

NIPPON PAINT CAMPAIGN

- Summary
- Client Details
- Challenges Faced
- Our Approach
- Results we delivered





Coca-Cola

Driving 10x more Customer Engagement with Coca-Cola AR Campaign

Case Study Summary:

- Coca-Cola wanted to do an AR campaign coinciding with Christmas known as the “Share More Happiness” campaign
- With the help of AugRay, they were able to create an engaging experiential AR campaign for their customers

Coca-Cola, the Multinational Beverage Corporation teamed up with AugRay to give away AR-enabled cards at this campaign, providing its users with an interactive experience using the AugRay app, almost delivering 10x the social interactions and cus-

Client Details:

Coca-Cola and their agency Big Fish, approached Augray and we launched their first augmented reality event in India, called “Share More Happiness.” The six days stunning marketing stunt was set up at Forum Mall in Chennai (India) from 24 -29 Dec 2014.

Challenges Faced:

- We had to make sure that the AR experience we provided is easily accessible as well as very effective
- Make sure that it is interactive and cool enough so that users will share it with their contacts
- Have in place a very compelling call to action to inform and educate customers

Our Approach:

We brainstormed and collaborated with Coca-Cola to implement the idea of AR-enabled cards at our special AR campaign event. The key to delivering the AR experience was the card, thus ensuring that aside from the free coke to take home, they could also re-live the experience at home by using our AR app and the greeting card.

The card had a code on it, which when entered into our AR app, prompts the user to click a selfie providing an interactive and “augmented” AugRay experience. Our app could bring the card to life.

The interested audience could click a pic, and they were able to see themselves as a virtual Santa in North Pole on the giant digital screen, dancing and entertaining the crowd, thus sparking an instant emotional connection. Audience who interacted with the app also received a free coke.



Users were also allowed to share the picture with their family and friends, via social media, so that they could also enjoy the “augmented” experience. These contacts were also encouraged to click a selfie and share it, thus creating a more viral effect boosting the communicative and interactive value of the event, by also enabling these contacts to join in as a second virtual dancing Santa.

Meanwhile, hinging on the exciting capabilities of Augmented Reality of the card and our app, it was possible for users to create, personalise, share and enjoy.

We helped Coca-Cola to bond with their audience in the real world for an extended period, in an “augmented” environment, thus triggering increased interaction, customer engagements, higher user penetration, brand recall and longer term of association as compared to traditional medium of marketing.

Results we delivered:

It took AugRay 14 days of planning to bring to life an interactive and colourful AR experience. With the help of AR enabled greeting cards and our AR app, we were able to deliver a vital consumer experience and business solution for the brand. We helped to create a massive social buzz and also permitted the customers to involve in the experience.

Over 1000 photos were taken at the campaign. The event helped Coca-Cola to reach out to more than 10,000 shoppers, selling over 2,100 Coca-Cola's in one of the locations. It also helped to create more than 2,250 Augray interactions.

With the FB friends averaged at 200 per person, the assumed event interaction is 10,000, while the social reach is estimated as 5, 00,000 and post-event offline inter-



How AugRay helped Titan to boost their brand awareness and customer engagement?

Case Study Summary:

Titan approached AugRay mainly because they wanted to provide an enhanced customer experience, create brand awareness and also to launch their new collection. They knew our Augmented Reality Technology Solutions would provide them with what they need.

We delivered the AR Technology to bring to life an AR BTL activity for Titan's new Raga Collection launch designed by Masaba Gupta

Client Details:

Titan Watch came to us with an aim to boost their customer experience, brand awareness and customer engagement

Challenges Faced:

- Had to make sure the AR event based promotion was engrossing, relevant and interactive
- To cut through the clutter that's present in the mall to draw eye balls to the stall and the solution.
- To make enough and relevant noise
- Create brand awareness among the right target group

- The experience had to be deliver an AR experience that matched the complete essence of the brand
- Had to unlock the inspiration story of #RagaMasaba via AR so as to entertain and delight customers

Our Approach:

AugRay provided them the Augmented Reality technology to deliver an AR customer experience via their activation led campaign to introduce their new Titan Raga collection designed by Masaba Gupta

We provided with the AR technology for Titan Raga to conduct the Augmented Reality experience for the customers across 3 locations in 2 cities for eight days. Idea was to engage and delight customers with recrafted design stories of Masaba's exclusive watch collection under the brand of Titan Raga while providing Augmented Reality experience to the customers, for which we could help.



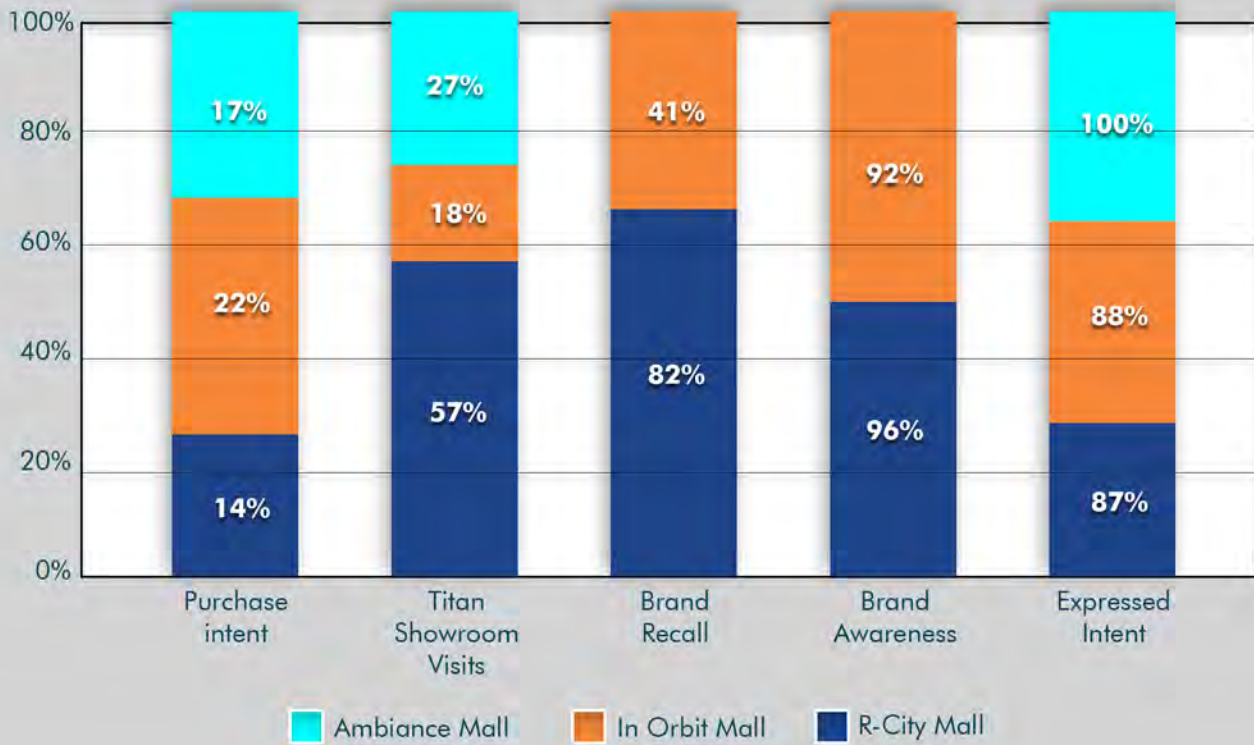
Results We Delivered:

It was the first Augmented Reality Experience delivered by Titan and one of the largest AR events in India. We also delivered cutting edge Augmented Reality solutions in an entertaining and immersive way to promote the new product line from Titan by unlocking the inspiration story of #Ragamasaba by Titan in an AR experience.

Augmented Reality campaign analysis data for Titan given here:

Total Customer Interaction- 492 customers

- 23% customer engagement at In-Orbit Mall
- 49% customer engagement at R city Mall, Mumbai
- 28% customer engagement at Ambiance Mall Delhi
- 21% Total Store Visits
- 2% On-spot buyers

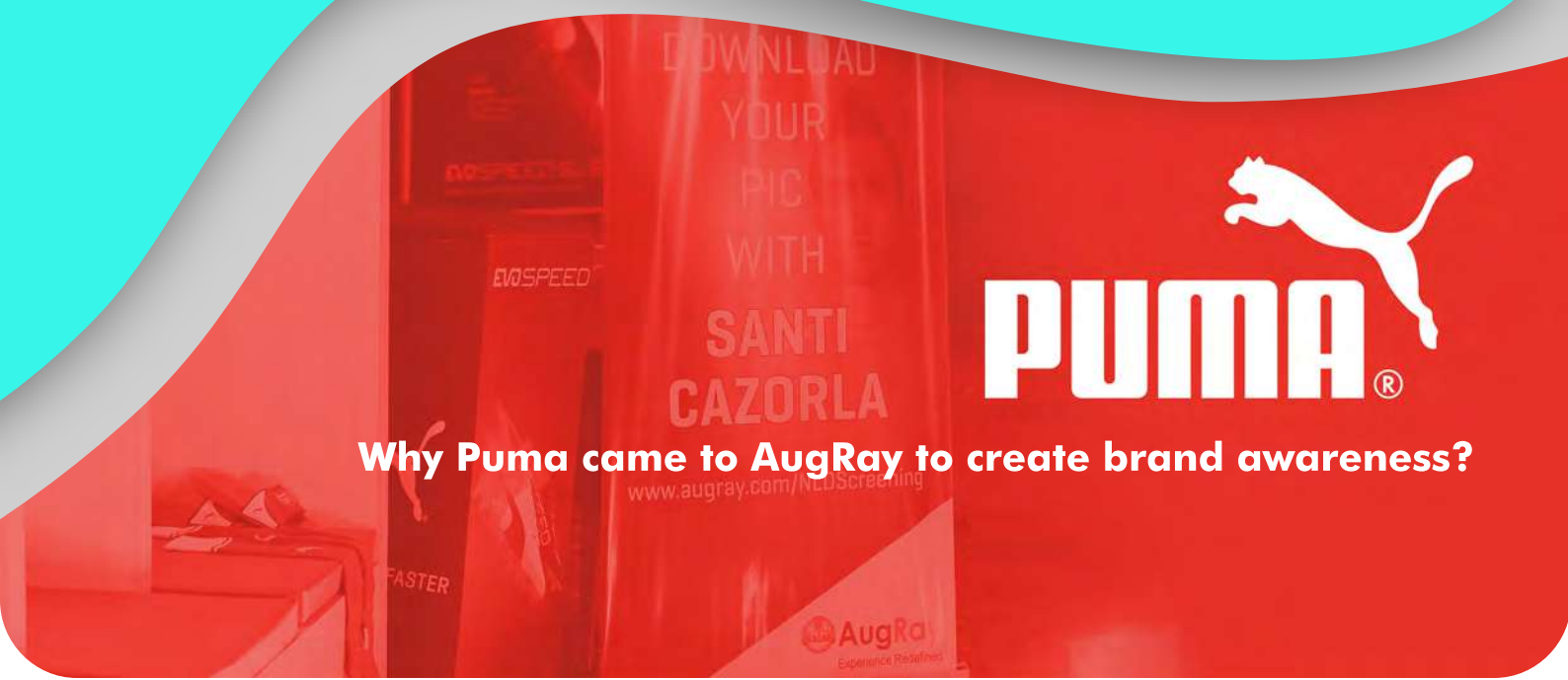


Cumulative Titan Experience:



Our immersive AR experience helped to generate interest amongst the audience, thus leading to increased customer engagements, better brand recall and awareness amongst customers for Titan.

In another one of our AR solutions for the brand at other date, we had provided the Augmented Reality technology for Titan, where the users by just scanning the titan



Why Puma came to AugRay to create brand awareness?

Case Study Summary:

Puma came to AugRay, as they wanted to create an innovative AR campaign so that they could create buzz amongst the customers and thus result in an impressive social media coverage.

They wanted to cater to the rising trend of Outdoor Advertising Campaign incorporating Augmented reality and this is why they approached us.

Client Details:

PUMA, is a branded German multinational company that designs and manufactures athletic and casual footwear, apparel and accessories. They wanted to create awareness for their sports brand amongst the sports enthusiasts. And what better way to do it than via AugRay's Augmented Reality campaign?

Challenges Faced:

- Had to get the customers involved so that they would be interested to share their experience
- Make sure the campaign was immersive and engaging enough to increase customer interaction
- Will have to compel the audience to share the experience on social media, so that it would create more buzz, leading to increased brand recognition and brand recall

Our Approach:

Our perfect solution to this dilemma was the 3 perfect and successful AugRay's Augmented Reality campaign in partnership with Puma. The inspiring AR campaigns, each helped the audience to create authentic, engaging relationship with the brand.

Our first concept was the Locker Room Photo with Santi Cazorla, at an event for the Arsenal fans in Mumbai. We built a Locker room photo booth with a large LCD TV mounted to display the generated images. The audience who had their photos taken at the Locker Room like photo booth using our Augray app, could see the generated image on the LCD TV, which had Santi Cazorla incorporated into the image, as if he was posing alongside them. AugRay provided the AR technology to bring to life "Santi Cazorla" then and there.

AugRay also proposed a second concept which was revolved around the French Star Footballer, Thierry Henry, who was roped in for a stadium event in Mumbai, to promote ISL and Football in India. We had two photo booths set up, and had invitees come take a pic with the football star. As, seen with the Santi Cazorla pic, the original pic was taken with just the audience posing, and when produced, the photo had computer-generated image of Thierry Henry added, as if posing alongside. Here, AugRay was the source to deliver the "Augmented" experience.



Finally, with the aim to improve the level of engagement a consumer can have with the brand, Puma organized the third campaign concept outside the Delhi Marathon venue. The concept involved a Race with Asafa. The audience were asked to run a race and in the video, that was produced, it was displayed as they were competing with Asafa. Fans flocked outside the experience zone to interact via the immersive technology led experience. Puma was happy with our Augmented Reality solution to using our AR app, which worked towards engaging customers more actively, as they realised it is especially essential in enticing today's digitally driven consumer.

Results we delivered:

All the campaigns were an instant hit with the customers as it was as engaging as it was immersive. The customers and audience urged by the interactive campaign made sure to share the pics taken or their experience on the social media, thus ensuring that more of the people in their contacts on social media would get to know of it. This helped to make the AR experience viral, thus increasing customer engagement, brand recognition and brand recall factor.



How Augray's AR-enabled Innovation aimed to Increase Customer Engagement for Nippon Paints?

Case Study Summary:

With it being the IPL season Nippon Paints, the leading manufacturer of Interior and Exterior Wall paints sponsoring the popular team, Chennai Super Kings teamed up with AugRay in an attempt to leverage on their CSK sponsorship and use our AR App to build Augmented Reality marketing campaigns. Their aim was to increase the customer engagement for the brand.

Client Details:

Nippon Paint is a Japanese paint and paint products manufacturing company and they wanted our help as an Augmented Reality Company to to build a more positive brand association for them and also to invite more brand engagement with their customers.

Our Augmented Reality marketing solution was best suited to increase the brand's engagement with their TG, at the CSK home ground, in between strategic timeouts or breaks.

Challenges Faced:

- We had to ensure the AR experience was interesting enough to encourage a more extensive reach and interaction
- We wanted to ensure that the brand would stand out in delivering immersive AR experience for customers

- Drive customer growth and positive buzz about the brand
- Encourage social sharing by delivering interactive Augmented Reality customer experience

Our Approach:

We made use of our Augmented Reality App to help Nippon increase their customer engagement. The plan was to generate interest amongst the crowd and get more engagement for Nippon by leveraging the IPL season with our AR app. Our aim was to create excitement among people using our AR solution.

Nippon TakeAPic- If a fan wanted to click a picture with their favourite CSK star, then they just had to come down to the experience zone powered by Nippon and have a selfie clicked with the AugRay App.



Working with AR technology, our idea was to add a computerised layer to the real environment, as, in the Nippon TakeAPic campaign, your picture taken using AugRay app will add MS. Dhoni, the CSK skipper and famous Indian cricketer into the image. The picture will look so real like you have taken it with him.

Results we delivered:

This campaign runs on the impression that IPL fans will share the picture taken on the digital platforms, thus generating a more extensive online reach. Why not download our app now and visit the venue to get your picture taken and get the “AR experience” we provide? Nippon Paints, with the help of our AR solution was able to engage and interact with customers, who were so taken in by their customer engagement that they went on to share the pics taken on social media, thus creating more of a buzz, resulting in increased customer engagement and brand recall.

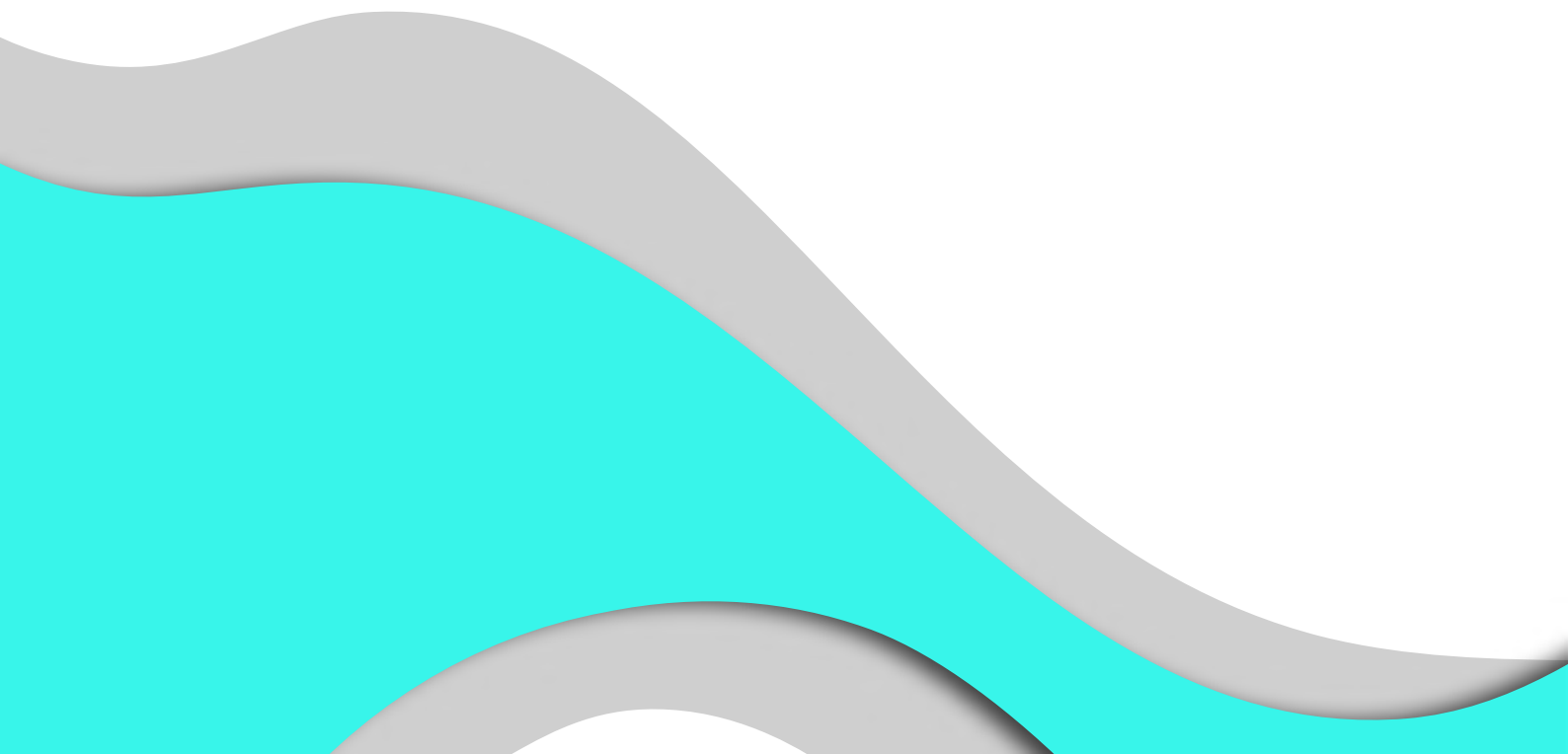
Conclusion:

Augmented Reality is about delivering improved customer experience, which leads to increased engagements and conversions. While these case studies may tell you how Augmented Reality can help your brand, it does not mean that every company is ready to include it in their marketing strategies or to adopt it for other business purposes. Some include it early on and some take time to adapt to these ideas. However, one way to ensure that you stay ahead of the competition is to incorporate these strategies at the earliest.

If ever, you feel the need to incorporate Augmented Reality into their branding or marketing campaigns, you can come to AugRay. AugRay is highly excited about the idea of introducing the concept for their clients, working on the idea that technology is all about connecting to people.

Want to take your business to the next level? Feel like Augmented Reality Solutions will help you?

We have worked with brands like **Coca-Cola, Puma, Titan** and many more, helping them increase their customer engagement and build brand awareness with our cutting edge AR solutions.





AUGRAY
Experience Redefined

Thank you