



Augmented Reality Christmas

Drive traffic
Increase dwell time
Increase sales



Norbit



How exactly does it work?



The AR campaigns have been designed to drive footfall and increase dwell time, and influence where in the centre each customer visits. To further incentivize participation and completion, you can choose to offer an instant prize for completion, an entry into a major prize draw, or you can also offer no incentive at all.

Customers download your centre-branded app, and create an account with apple sign-in, facebook sign-in, or email. They agree to the terms and conditions when prompted. The Customer taps the AR hunt, and follows the how to play instructions. The clues to find each are customised, and can be direct (you'll find this outside Donut King) or cryptic (you'll find this near the store that sells delicious treats with a hole in the middle).

The customer scans the image marker and the AR animation appears, complete with sound. Customers can use the integrated camera to take photos, and an optional message can appear with an interesting fact, or prompt to share the photos on social media. Photos are saved to the customer's camera roll.

If a prize is offered - when the customer finds all characters, they receive a congratulation message alerting them that they have won. The prize appears in their rewards tab, and they can choose to collect now, or reserve it for later. When the customer visits the designated area to collect their prize (info desk, or a chosen retailer), they show the staff member, tap redeem, and scan the QR code (this code is generated by the system and supplied to the retailer prior to the AR campaign beginning).

Clues for Claus



Secret Santa



Xmas Ruby The Roo



We'll do the hard work for you.

Norbit provides all of the campaign elements.

- App setup and submission process
- CMS training - you can customise in app messaging, and customise your hints for each clue.

Supporting artwork:

- 30x40 with your centre baseplate (or can provide working files if you'd like to customise)
- Choice of floor decals or standees for triggering the AR animations
- Digital assets (social media tiles, website banner, edm tiles)

Please note: If you chose for Norbit to provide the artwork and collateral, you will not be able to make changes in colour or creative design.



NOW WHAT?



Deadline for approvals and confirmations is 6 weeks prior to preferred launch date.

Next Steps:

- Confirm the dates you would like to run your AR Campaign for.
- Decide if you would like Norbit to provide the roll-out (standee/decals, 30x40 poster artwork and digital assets) or if you would like to design your own around the triggers provided by Norbit for you.
 - Please note: If you chose for Norbit to provide the artwork and collateral, you will not be able to make changes in colour or creative design.
- Send final approved artwork to print and install.
- Once the app has been approved, add your hints to the CMS dependent on where you have placed the decals/standees.
- Set up your prizes.
- Complete the hunt!