



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.

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