

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.

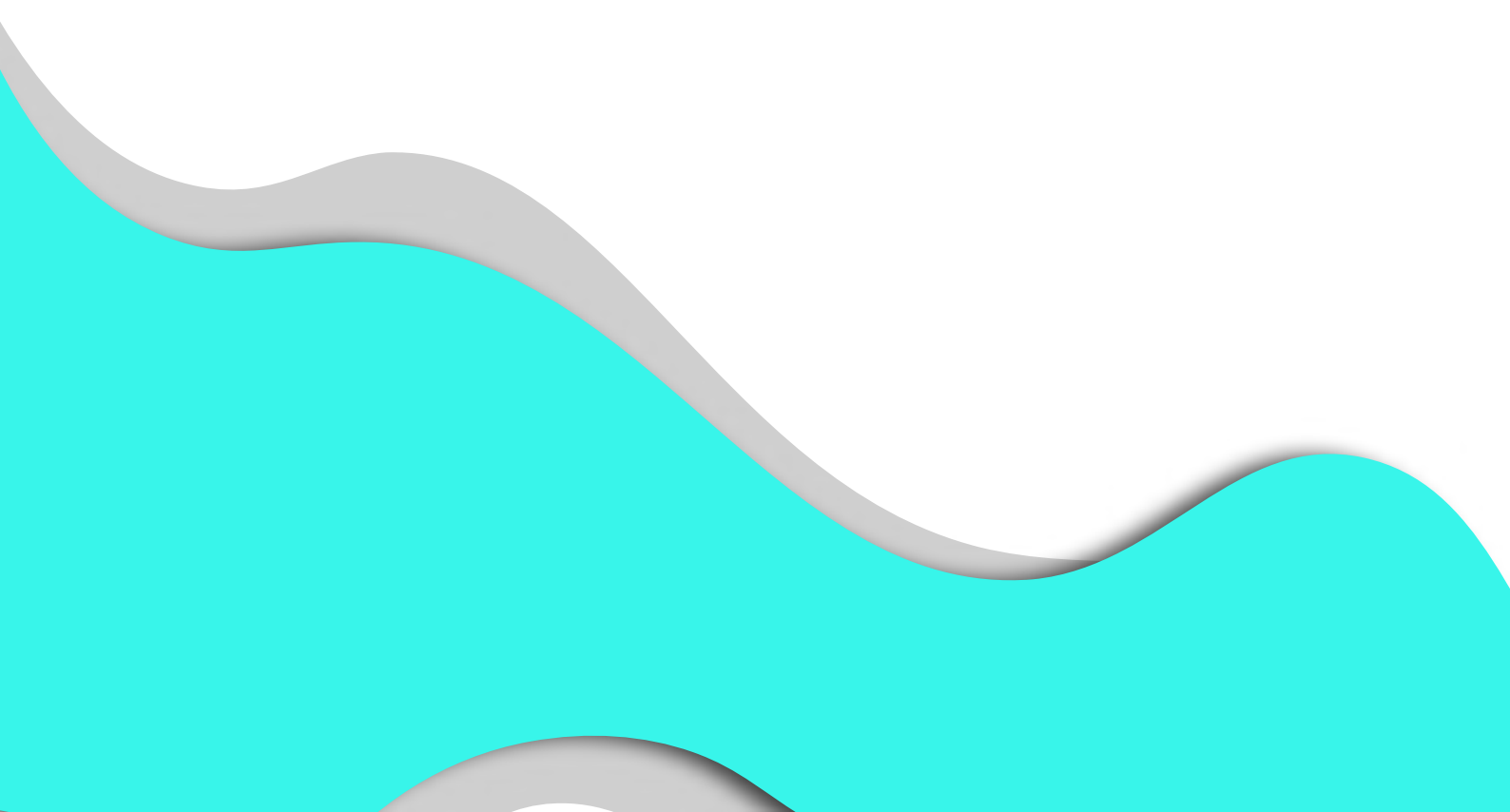
AugRay also proposed a second concept which was revolved around the French Star Footballer, Thierry Henry, who was roped in for a stadium event in Mumbai, to promote ISL and Football in India. We had two photo booths set up, and had invitees come take a pic with the football star. As, seen with the Santi 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.

A decorative graphic at the bottom of the page consisting of several overlapping, wavy, organic shapes. The topmost shape is a light gray, followed by a darker gray, and the bottom-most shape is a vibrant cyan color. The shapes flow from left to right, creating a sense of movement and depth.