



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.



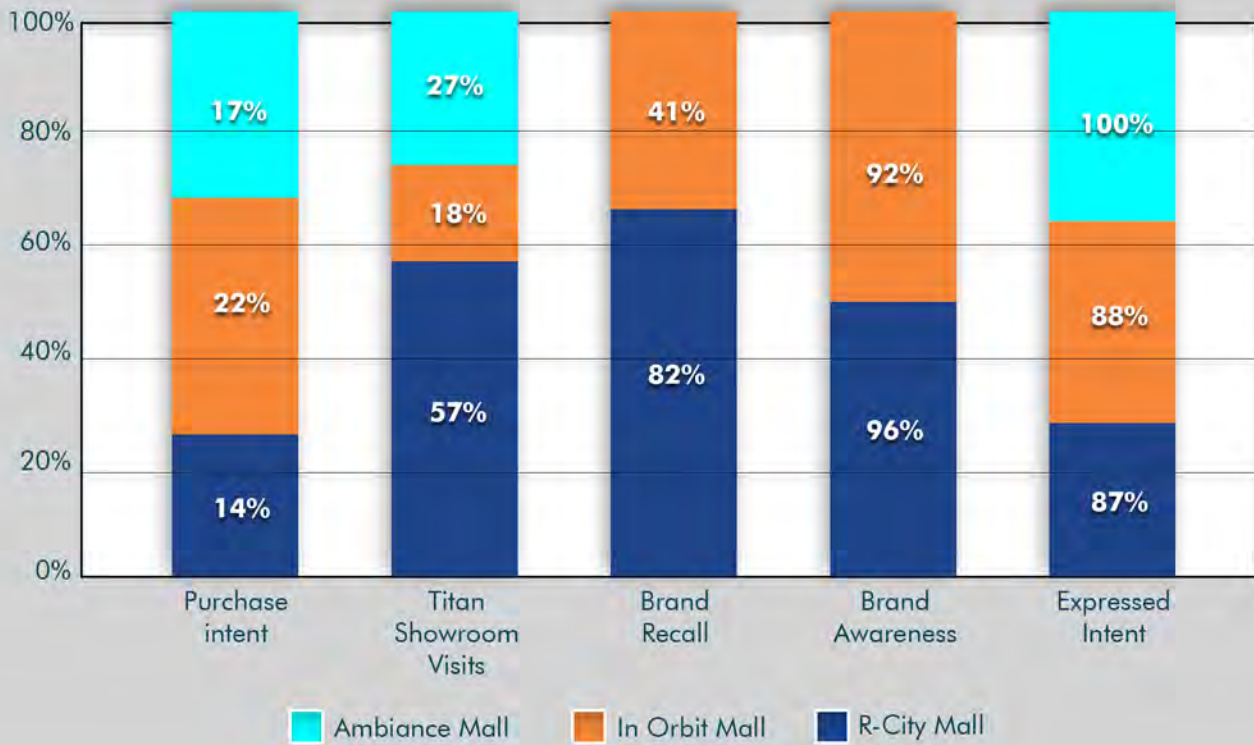
Results We Delivered:

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