

My Café Launch

Augmented Reality tech in conjunction with **Product Data Management** platform served out an engaging and transactional redemption campaign in getting more users to try out the new product on the market.

Suntory PepsiCo wants to introduce MyCafe, their new product, to consumers through an AR app. In this app, users will explore the city to find locations with the MyCafe logo. When they scan the logo using the app, a famous singer, who is the brand's ambassador, will emerge from the logo (in a 3D model), interact with the users, and offer exciting products, including free samples, through codes that users can redeem at any convenience store.

<https://youtu.be/HhRRqh8tb4A>



8.7 million

CONSUMERS

reached, with a third coming from organic avenues

Almost half

OF MARKET'S SALES

within 2 months of the launch

TECH IN USE

TASKS
Detect MyCafe logo on Camera
render the 3D model and animations of the Brand Ambassador
process scripts which triggered the Ambassador interactivities



SOLUTIONS
Vuforia
Unity
Unity

