

ProDIGI Idea Proposal



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5. Connected experiences for consumers

Main 3 Challenges :

- Digitizing the buying cycle of the consumer through D2C
- Hyper-personalizing consumer experience using insights into individual preferences
- Digital marketing campaigns and loyalty programs

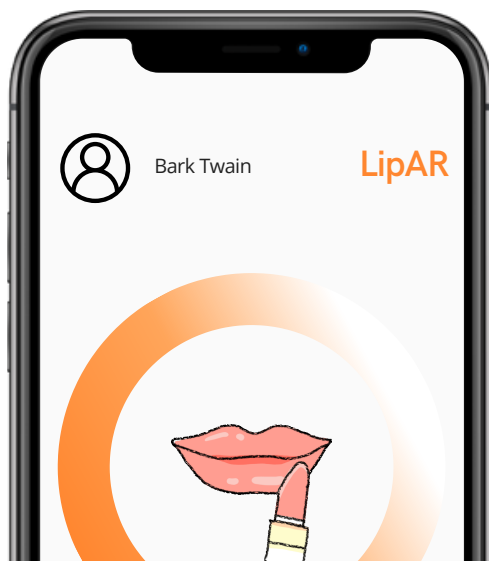
Strategy

Android App That solves All 3 Challenges:

Solution 1: Take the entire inventory of the store for lipstick on the App with Buy & Cart option

Solution 2: Use AR for Hyper-personalizing consumer experience Customer can Select lipstick shades and with help of a front camera she can see what will it look like

Solution 3: After trying on lipstick with AR or a Camera customer can share it on social media with #LIPAR and then there will be a monthly winner who will get a discount of gift hampers this will solve Digital marketing campaigns and loyalty programs



Name: LipAR



Team

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THANK YOU!