



ADOBE: WWE/WENDYS

DATA AND AUGMENTED REALITY COME OTHTER TO SERVE ECOMMERCE NEEDS.

OPPORTUNITY/IDEA

Develop an AR experience that will trigger during live events or on site at Wendy's locations. The 3D models will serve to drive users to purchase through online stores.

SOLUTION

3D assets (T-Shirts) were created and used as the focal point of an AR experience. From there, using Adobe Dimension, we developed a set-up that allowed for the assets to be reskinned and used again for future events.