



FROM
POSTER

TO
**INTERACTIVE
RECRUITMENT
TEST**

MEDICAL/RECRUITMENT: AUS DEFENCE CREATING MEDICALLY DIAGNOSABLE ADVERTISING

CHALLENGE

Recruit medical students worthy of an Australian Defence University scholarship. But how do you find the best?

SOLUTION

Mobile Medic is a world's first medically diagnosable advertising created for the Australian Defence Force.

It consisted of an augmented reality app with which medical students could perform diagnoses on potential patients with a variety of different diagnostic tools available to them, including CT scanning, angiogram, stethoscope, ECG, and ultrasound on real Defence Force scenarios. Users simply held the app in front of outdoor ads that served as the augmented reality triggered images for the medical test. Prospective recruits used the app to "diagnose" a patient's billboard. The ad functioned as an entrance exam.

