



**FRISO GOLD 2019**  
**“Growing Up Together**  
**Naturally”**

**Storyboard**

[www.movingwalls.com](http://www.movingwalls.com)



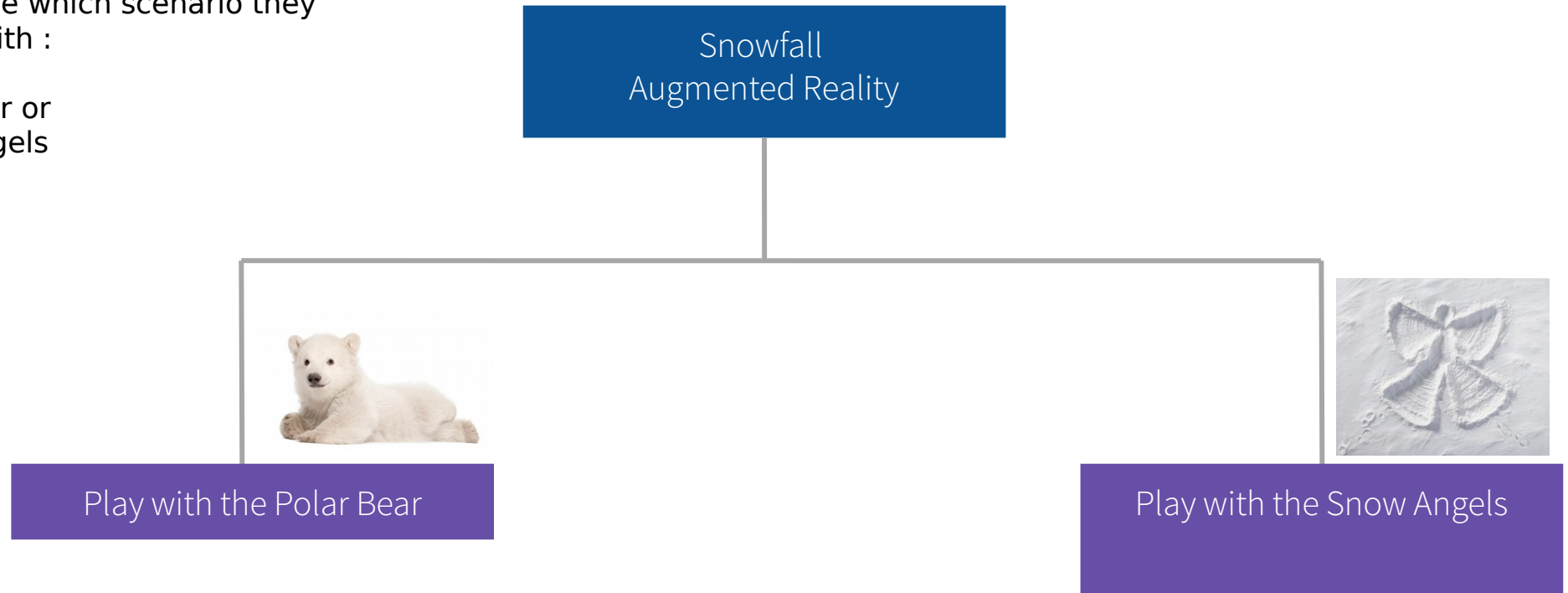


## **Augmented Reality - “Experience Snow With Friso”**

# The Breakdown

Upon entering the AR Photobooth -  
user can choose which scenario they  
want to play with :

- 1) Polar Bear or
- 2) Snow Angels

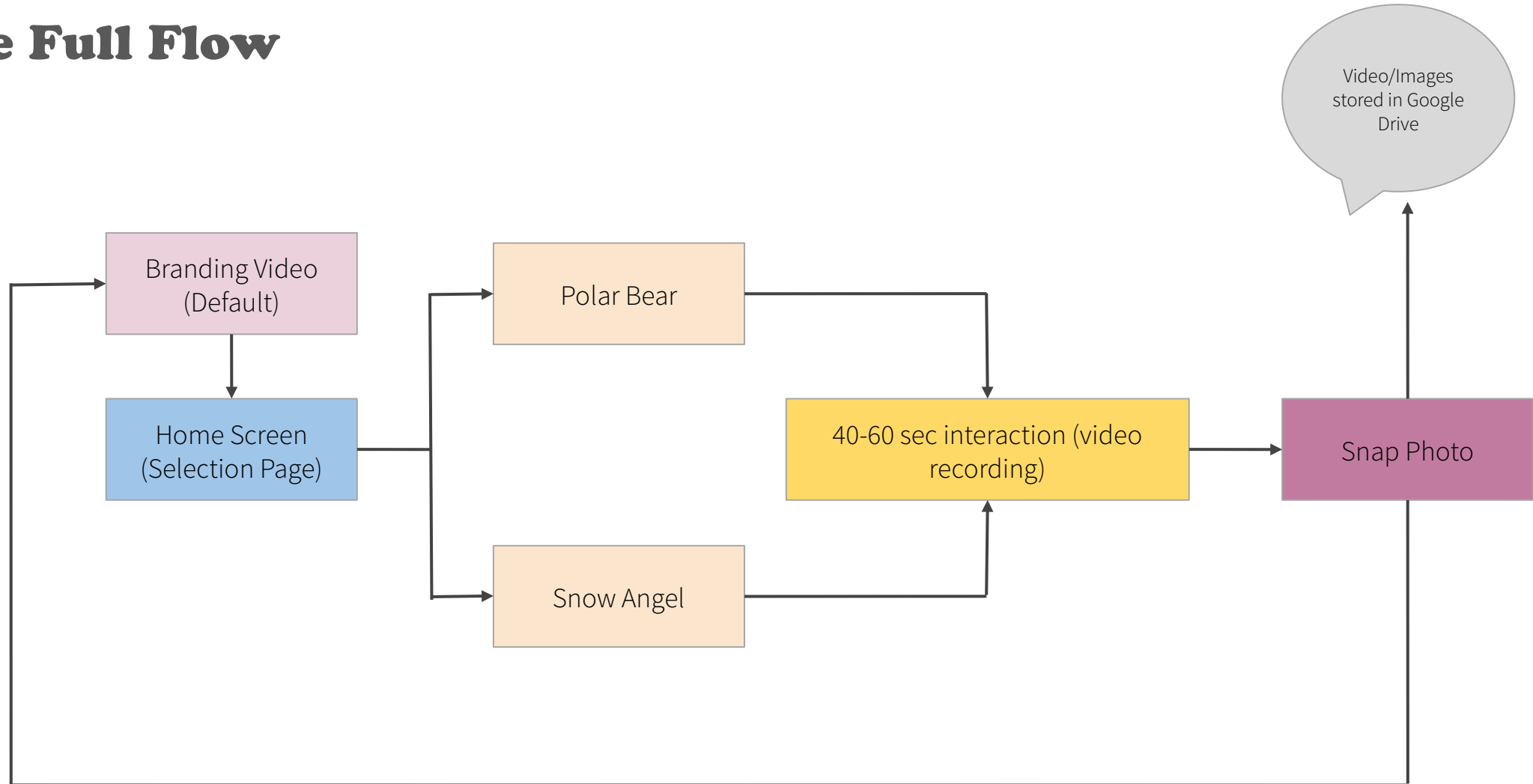


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## Details

- The booth will have 2 scene to choose - either “Polar Bear” or “Snow Angels”.
- Polar Bear - the camera angle will be straight like last time. User can have the experience to play with the virtual Polar Bear.
- Snow Angels - the camera will be placed from top, showing the floor angle. User must lie down (within the fake snow) to form their own snow angel, and blend in virtually with snow angles on screen.
- Both mechanics have time limit of 1-2 minutes per family to play.
- At the end, it will have a countdown to snap their photo together with content on screen.

# The Full Flow





## The Mechanics



On Standby Mode - the app will only display the Friso Ads for this year.

Once participants enters the area - promoter can navigate to start the AR Booth.

# The Mechanics



It will show the home page - which have 2 buttons.

They can choose to play with polar bears, or play with snow angels.

A promoter will help them to navigate the app.

*\*\*Actual look and feel will change - after character development and final details confirm.*

# The Mechanics

## POLAR BEAR SCENE



They will be given a few seconds to play with the virtual Polar Bear. The Polar Bear will be in 3D format or pre-recorded video. Participants can play around with them virtually.

## SNOW ANGEL SCENE



They will be told to lie down on the fake snow, and wait to screen to appear. Then they can see themselves on the screen, and can start forming their own snow angel. A virtual snow angel will also appear on screen to make it more fun.

A screen will be installed on top angle - to make it easier for them to see themselves on screen.

*\*\*Actual look and feel will change - after character development and final details confirm.*



# The Mechanics

POLAR BEAR SCENE



SNOW ANGEL SCENE



Approximate time that can be dedicated for each family is around 40-60 seconds (how long will they spend and interact with the content). While this happens, the system will record a video of their interacting - 10 sec video. This video will be stored also in the Google Drive, then later can be distributed to each participant.

*\*\*Actual look and feel will change - after character development and final details confirm.*

# The Mechanics

## POLAR BEAR SCENE



After a few seconds/minutes - the countdown for taking picture will begin (can be control by the promoter). The animation of Polar Bear on screen will pause - and they can pose together for a picture.

## SNOW ANGEL SCENE



After a few seconds/minutes - the countdown for taking picture will begin (can be control by the promoter). They will pose together with their snow angel for a picture.

*\*\*Actual look and feel will change - after character development and final details confirm.*

# The Mechanics (Output Media)

## Media Output (Photo Booth)

*\*image and video submission to google drive is dependent on how strong is internet connection in the activation area (mall)*

*Will also realign with Marcus's team on this part.*



JPEG format

Pictures will be captured and stored to a Google Drive. The images can be retrieve by the organisers - to be printed out or share digitally to participants.

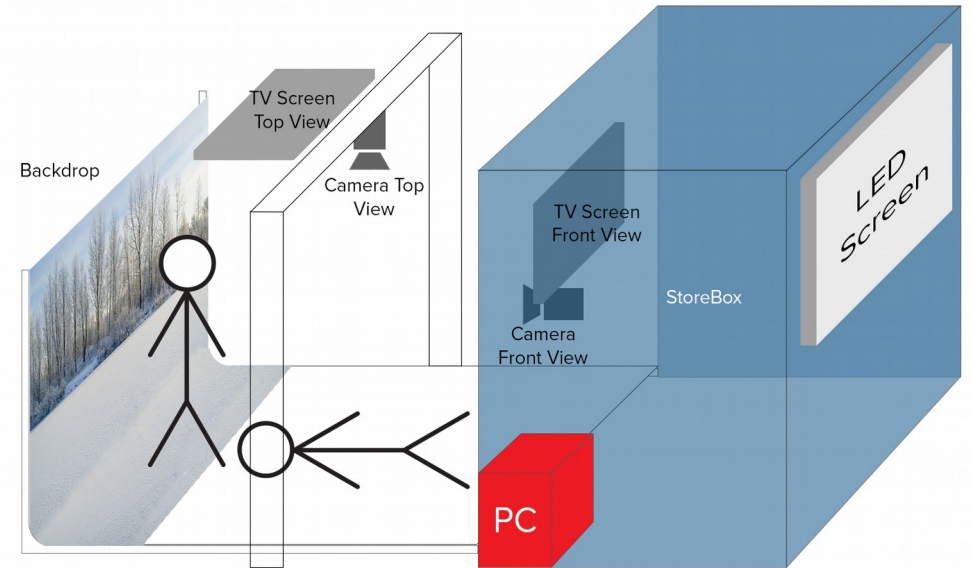
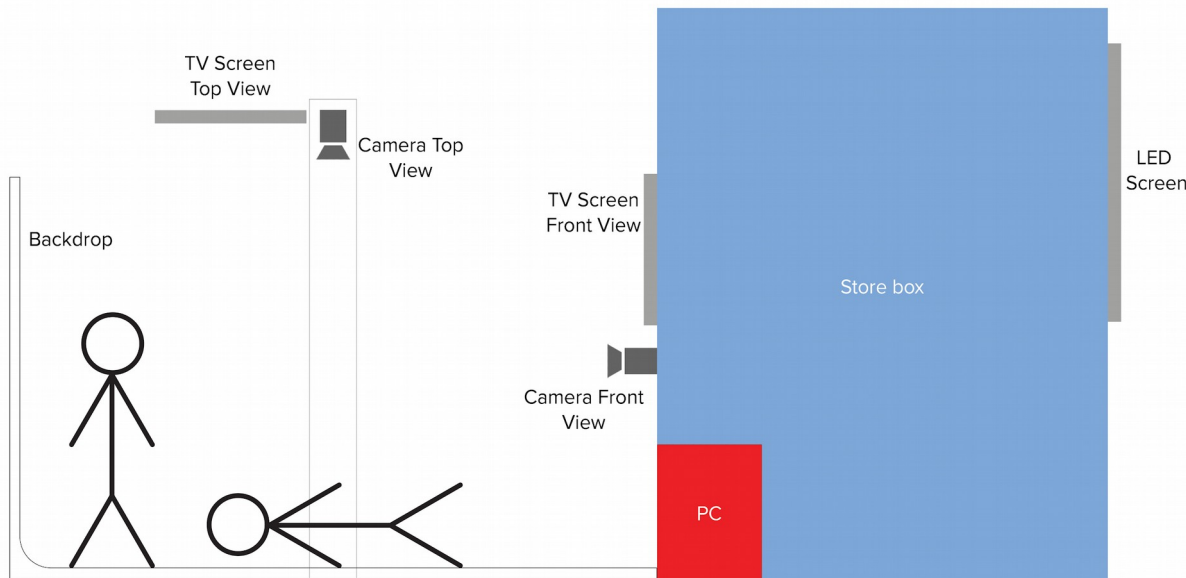


MP4 format

5 second video of the interaction will be recorded and stored to a Google Drive. The videos can be retrieve by the organisers - to be share digitally to participants.



# Measurement and Execution



Side View

We proposed the basic structure like above. However, would still need to do detail discussion with Marcus on structure part. (Camera placement, camera holder, led screen, artificial snow , lighting for high quality picture with no shadow etc) - all these should be cover by booth designers.

*\*\*May change after discussion with Marcus*



# TIMELINE

	MAY 2019				JUNE 2019				JULY 2019		
	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11
Storyboard Approval											
3D Development (Polar Bear)											
Video Development (Snow Angel)											
Application Development											
Review Session/Testing											
Final Product											

\* Hari Raya Holiday will be on **5-6 June 2019 (W6)**

# HIGHLIGHTS

MOVING WALLS	FRISO
The Polar Bear will be in 3D animated format - develop internally by MW.	Friso to provide 2 sets of video (commercial for intro, interval video after photo snap) - <b>Dateline by WEEK 3 (14th May 2019)</b>
The Snow Angel will be a stock footage, MW will purchase, with approval from Friso. MW will send few footage to Friso for option, and approval.	Friso to choose the snow angel footage that will be use during the activation. <b>(Please refer slide 15)</b>
MW to send few images option - for Friso to choose (for backdrop).	Friso to choose the backdrop image that will be use during the activation. <b>(Please refer slide 16 &amp; 17)</b>
Structural setup (camera placement, artificial snow pool) - MW will liaise with Marcus team. We already had our first meeting on 3rd May 2019. Final details will be finalised once we have confirmation from Marcus on structure.	
MW will organize a review session with Friso within these 11 weeks of development. MW will send the invites and liaise with Friso once the details can be set.	

## STOCK FOOTAGE (For Snow Angel)

Please view the footage below, and choose ONE :

- <https://www.shutterstock.com/video/clip-4656851-young-boy-makes-snow-angel-overhead-shot>
- <https://www.shutterstock.com/video/clip-4786196-girl-making-snow-angels>
- <https://www.shutterstock.com/video/clip-1022968693-happy-little-child-girl-laying-down-on>

*\*Please choose ONE and let us know by sending an email to -  
farsha@movingwalls.com*

# BACKDROP IMAGES

Please choose ONE : *(next slide contains 2 more options)*



OPTION 1



OPTION 2



# BACKDROP IMAGES



OPTION 3

*\*Please choose ONE and let us know by sending an email to -  
farsha@movingwalls.com*



OPTION 4



**Thank you.**