

# IMY 320 Individual Design Assignment: Innovate Marketing

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# The Research

## 1. Nike Reactland VR Experience

### Touchpoint Overview

Nike's Reactland VR Experience was designed to engage potential buyers of the Nike React running shoe in an immersive and interactive way. The experience allowed users to try out the shoes by running on a treadmill while navigating a virtual world displayed on a 360-degree screen. This unique in-store touchpoint placed participants in fantastical landscapes like the Great Wall of China and the Pyramids of Giza. After completing the experience, participants received a shareable video of their avatar running through these environments, promoting both the product and the experience on social medias.

### Effectiveness

The effectiveness of the Reactland VR Experience can be seen through its ability to generate user-generated content on social media, creating a buzz that amplified Nike's digital footprint. The experience also contributed to Nike's share price increase by 7%. This spike in social engagement and financial growth points to the campaign's success in reaching and resonating with consumers.

### Strengths and weaknesses

The campaign's main strengths were its creativity, its ability to integrate physical and digital experiences, and its social sharing potential. However, one of its weaknesses was its limited accessibility—only consumers in certain Chinese cities had the opportunity to participate.

### Incorporating Insights

This analysis highlights how immersive, gamified experiences can enhance consumer engagement. Applying this approach, I would focus on creating similar interactive touchpoints that allow for personalization and shareability, while also ensuring greater accessibility to a broader audience through mobile or online platforms.

## 2. ASOS Style Match Visual Search Feature

### Touchpoint Overview

ASOS's Style Match feature, introduced as part of its mobile app, allowed users to upload photos or screens of outfits to find similar products on the platform. This visual search tool used artificial intelligence (AI) to identify clothing items and accessories, making it easier for users to find specific styles. This feature added a highly intuitive layer to the shopping experience, catering to the visually driven nature of fashion.

## Effectiveness

The success of Style Match was marked by its integration into the wider ASOS app, increasing user interaction and conversion rates as it enabled users to more easily discover products. ASOS has attributed part of its increased mobile app engagement to the popularity of features like Style Match.

## Strengths and weaknesses

The main strength of Style Match is its user-friendly, AI-powered functionality, which simplifies the product search process. However, its reliance on the quality of uploaded images can be a drawback, as poor-quality photos may produce inaccurate search results.

## Incorporating Insights

From this, I learned that incorporating AI technology into the user experience can significantly improve customer satisfaction. For my own design, I would consider using AI to enhance content discovery, making it more intuitive and personalised.

# 3. Mercedes-Benz Instagram Stories Car Customizer

## Touchpoint Overview

The Mercedes-Benz Instagram Stories car customizer allowed users to interactively personalise car features directly within the Instagram platform. This initiative took advantage of the popular Instagram Stories format, where users could choose colors, trims, and other vehicle details in a gamified, real-time experience. By tapping into a platform already used by their target audience, Mercedes-Benz seamlessly merged brand engagement with social media interactions.

## Effectiveness

Metrics from the campaign indicate that it successfully reached a younger demographic, with high engagement rates on Instagram. The campaign also contributed to Mercedes-Benz's efforts to modernise its brand image and attract millennial consumers.

## Strengths and weaknesses

A key strength of the touchpoint was its integration within a widely-used social media platform, which minimised barriers to entry and encouraged natural user engagement. However, a limitation was its exclusivity to Instagram, potentially missing audiences who were less active on that platform.

## Incorporating Insights

This case highlights the importance of meeting users on platforms where they are already active. In my project, I could implement a similar approach by using social media platforms to enhance interaction and increase accessibility.

## 4. Marvel Avengers Endgame AR Experience on Facebook

### Touchpoint Overview

Marvel's Avengers: Endgame AR experience used Facebook's AR Studio to allow fans to interact with characters from the film. The experience offered users the chance to apply custom filters and immerse themselves in the world of Avengers by bringing characters to life through augmented reality. This creative touchpoint not only engaged Marvel's fanbase but also amplified anticipation for the movie.

### Effectiveness

The effectiveness of this campaign was demonstrated through widespread usage and sharing of the AR filters, contributing to the massive global success of Avengers: Endgame, which became the highest-grossing movie of all time. Social media interaction and fan-generated content played a pivotal role in driving the film's hype.

### Strengths and weaknesses

The campaign's strengths lay in its innovative use of AR and its ability to engage users in an immersive, fun, and shareable way. However, the experience required users to have modern smartphones capable of supporting AR, limiting its reach among users with older devices.

### Incorporating Insights

This example demonstrates how AR can effectively immerse audiences in a branded experience. For my project, I would explore AR's potential to deepen engagement, but I would also aim to make the technology more accessible across different devices.

## 5. Adidas 'Rent-A-Pred' Twitter Campaign

### Touchpoint Overview

The 'Rent-A-Pred' campaign by Adidas used Twitter to directly engage with football fans by offering them the chance to "rent" professional players wearing Predator boots for their local games. This interactive campaign encouraged fans to nominate their teams via Twitter for the chance to participate, fostering excitement and community interaction.

### Effectiveness

The campaign saw high levels of social media engagement, with many football enthusiasts sharing their nominations and tagging friends. This grassroots-level participation helped boost brand awareness and highlighted the Predator boot as a desirable product for amateur and professional players alike.

## Strengths and weaknesses

The strength of this campaign was its use of Twitter to facilitate direct communication between the brand and consumers, making the campaign feel authentic and engaging. However, the limitation was that only a few teams could experience the full benefit of 'Rent-A-Pred,' potentially disappointing some fans.

## Incorporating Insights

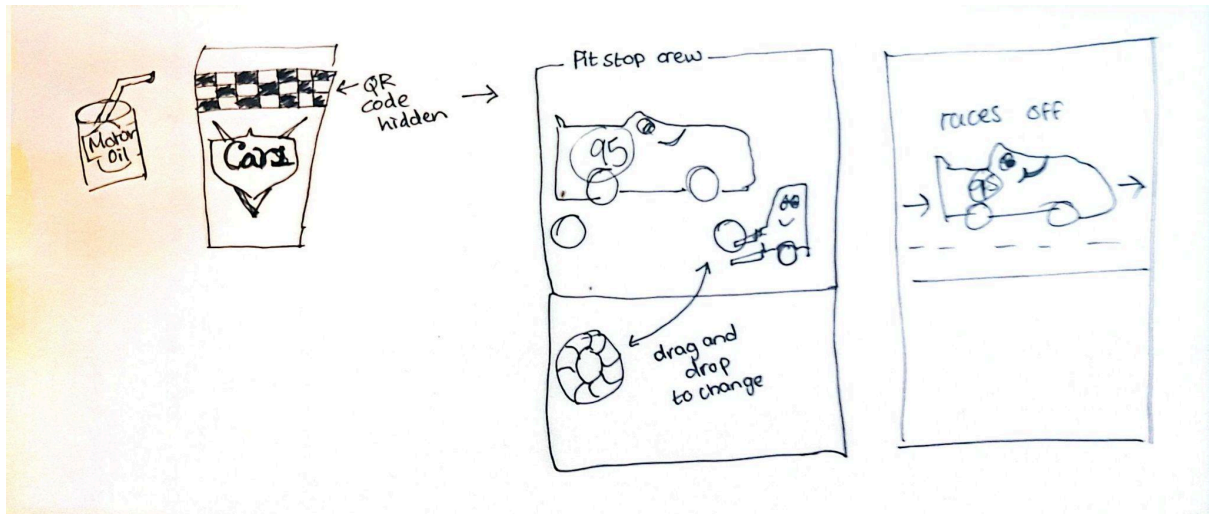
This campaign taught me that leveraging social media platforms to create direct and participatory experiences can drive significant engagement. In my project, I would seek to create similar user-generated content opportunities to amplify reach and community involvement.

## References:

1. "Nike React Land - The FWA." The FWA, <https://thefwa.com/cases/nike-react>.
2. "Run into an Immersive Video Game with Nike's React Shoes." s.net, <https://www.s.net/news/view/run-into-an-immersive-video-game-with-nikes-react-shoes>.
3. "Mercedes-Benz Instagram Car Customizer." s.net, <https://www.s.net/news/view/mercedes-benz-instagram-car-customizer>.
4. "Marvel Avengers Endgame AR Experience." The Verge, <https://www.theverge.com/2019/4/2/avengers-ar-facebook-filters>.
5. "Adidas 'Rent-A-Pred' Twitter Campaign." CampaignLive, <https://www.campaignlive.co.uk/article/adidas-rent-pred-twitter-campaign>

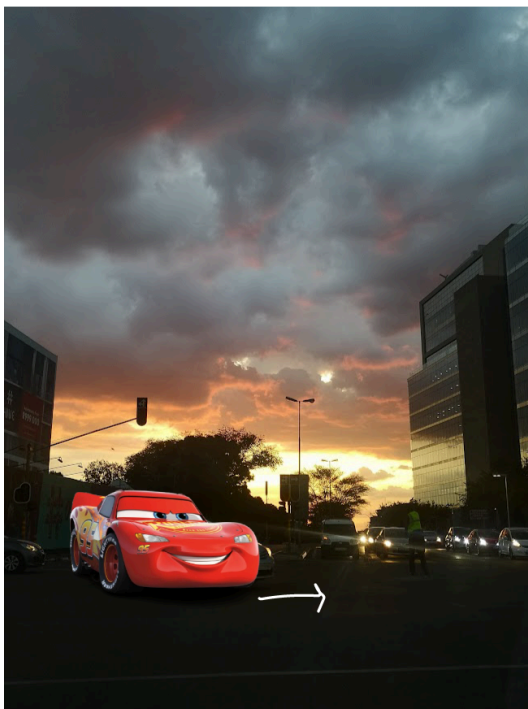
# The Design:

## The Cinema Experience:



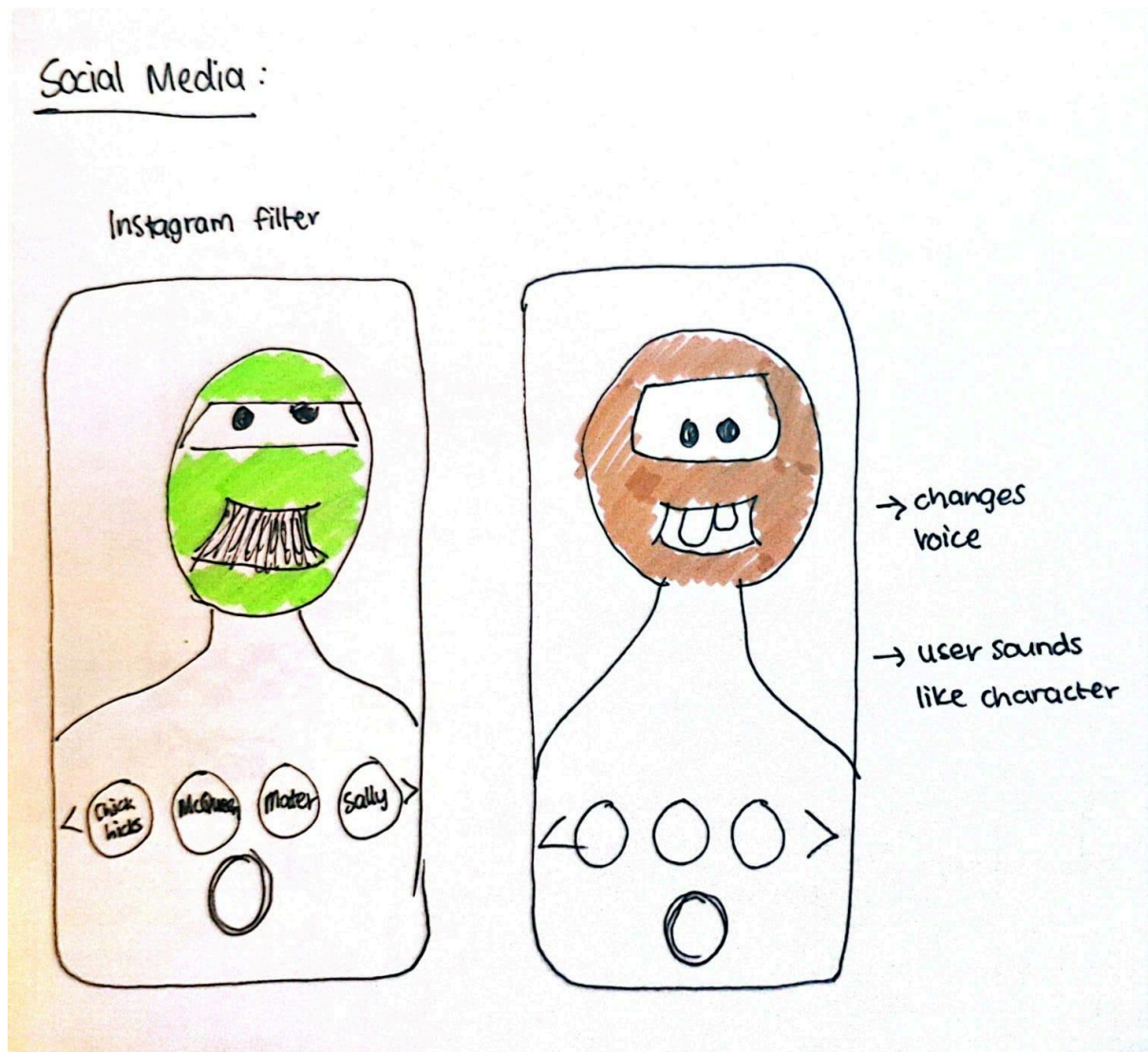
This design focuses on providing an immersive experience for the user by creating a realistic experience of the pit stop crew in the Cars movie. The movie drink is designed as the Motor oil that Lightning McQueen drinks and the popcorn box contains the hidden QR code that opens up the pit crew simulation where the user will get to change Lightning McQueens tires.

## The Real Life Experience:



When the user points at cars around them the cars will change to the characters in the Cars movie. The cars that are changed to the characters will drive around as if they were the real life cars but just as the characters from the movie.

The Social Media Experience:



This instagram filter changes your face and voice to mimic those in the Cars movie. Users can record themselves talking and looking like a character from the movie.