Technacy Solutions presents
DIGITAL STRATEGY 2018:

Fusing Tradition With The Augmented Digital World

technacy

Introduction

Technacy Solutions presents a new project - The Art of fusing traditional media with the digital world to generate state of the art interactive marketing and advertising campaigns. We create unique digital experiences in the potential customer's daily environment.

In this increasingly digital world we use new technologies such as Augmented Reality, GPS and Image Recognition for marketing and advertising purposes, and fuse them with traditional advertising mediums.

Traditional advertising mediums, such as billboards, posters and newspapers, are used as a base from which we trigger contemporary digital methods creating fascinating and jaw dropping advertising campaigns.

TV
Billboards
Posters
Newspapers

+

GPS
Augmented Reality
Image Recognition
QR Code

=

New Generation Advertising

Fascinating and jaw dropping interactive advertising campaigns!

1. GPS BASED MOBILE APP
OOH Advertising - Experience Triggered by GPS

The Idea:

The ability to integrate global positioning systems in the mobile app, in combination with certain triggers, resulting in a new level of marketing strategies.

- Create a "treasure hunt" map
- Integrate global positioning systems in the mobile app
- Use the GPS as a trigger to activate some experience such as a game or an augmented reality experience
- Connect the customer with the brand by creating interaction with the triggered experience

The Result:

A new level of marketing strategies, challenging the conventional ways of marketing by creating actual interaction with the potential customer leaving a long lasting impression. Using GPS to trigger digital user experiences "on the go" is the perfect way to engage potential customers with our client's advertising campaigns. In addition it provides a fun way to boost customer success efforts.

In Simple Words:

Let's say there's a promotion offering users to download a map from the client's app. This map contains several points for the user to reach as part of a challenge to collect coins, points, minutes etc. When the user arrives at a certain location the GPS is used to enable some trigger.

At this point anything could be triggered. For example, a game or quiz could pop up on your phone, AR content could be triggered such as screening of a TV trailer or a catalogue on a billboard, or coins to collect in a bucket. The sky's the limit in terms of creative concept.
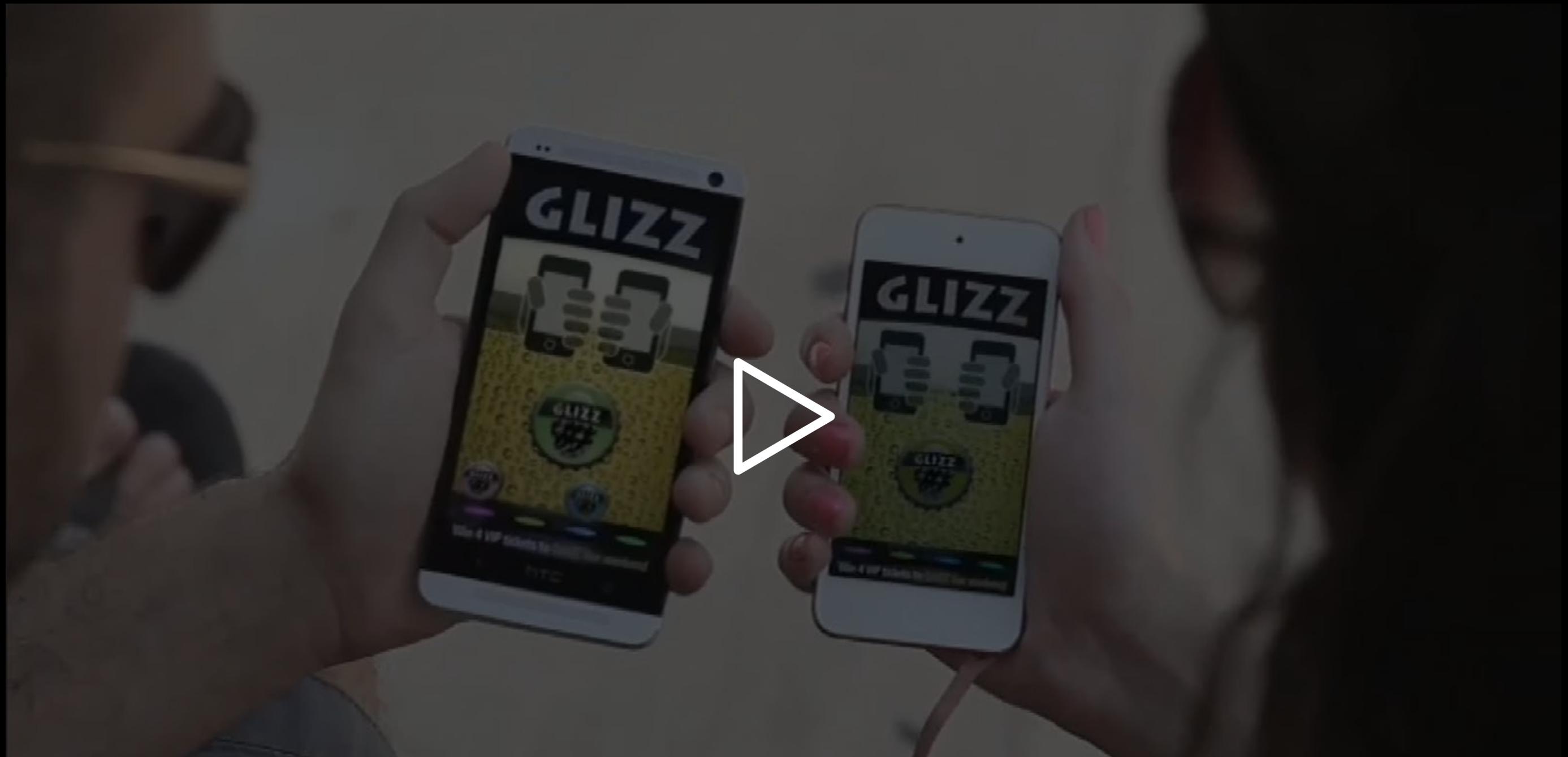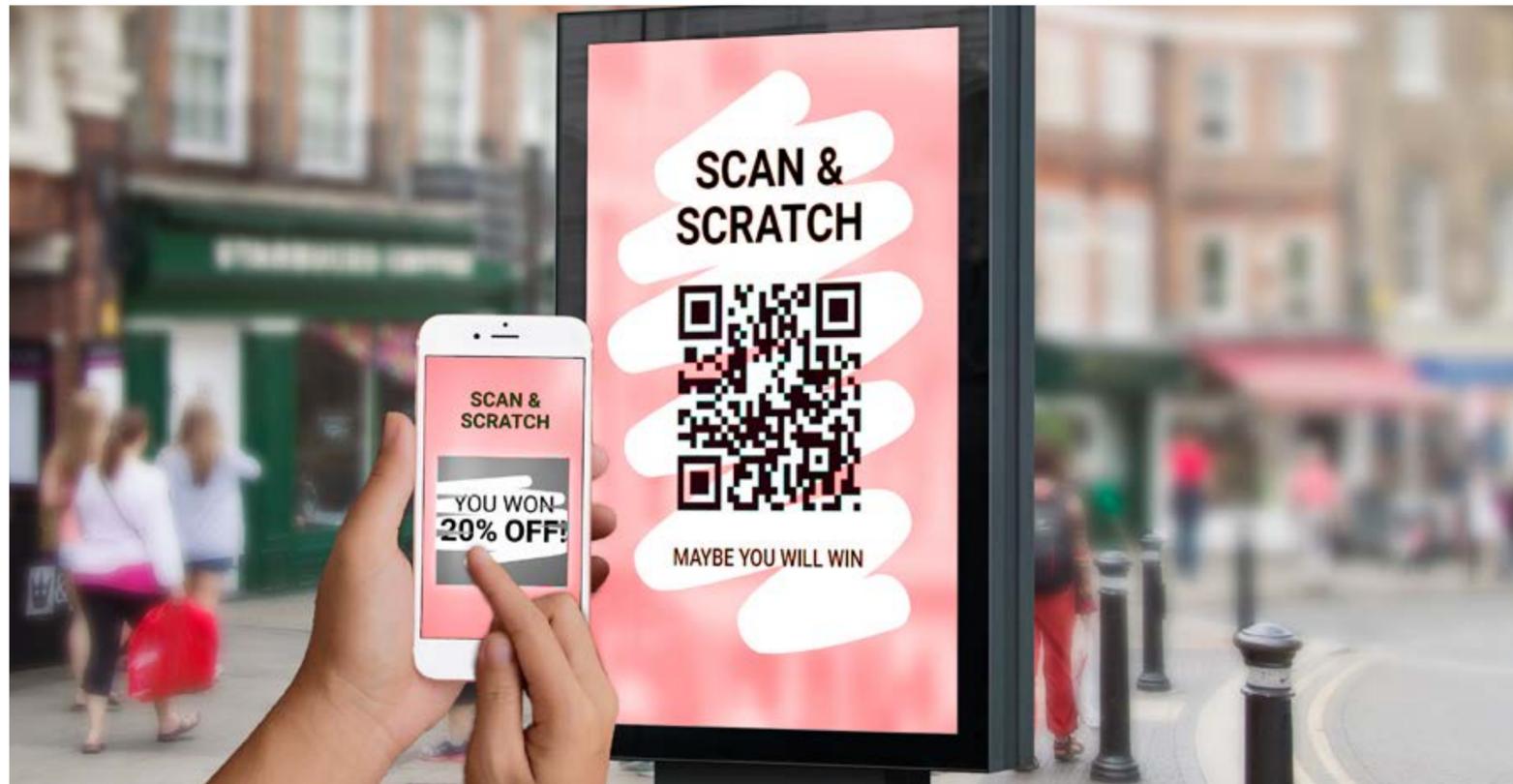
Click play to see what it's all about

2. CODE RECOGNITION BASED MOBILE APP

OOH & Indoor Advertising - QR Code or Image Scanning Application

The Idea:

Imagine bringing a static boillboard or poster alive.
Imagine playing virtual marketing games using indoor and outdoor advertising mediums as a platform – Creating a new generation of advertising methods enhanced with augmented reality.

The Result:

Experience live 3D animation by scanning either a QR code or image printed on billboards, posters, newspapers and embedded in TV. By scanning the dedicated image or QR code, you can trigger the appearance of some augmented reality experience screened on the poster billboard or collect items when watching TV. The perfect way to engage potential customers and to boost customer success efforts.

In Simple Words:

The purpose is to be actively involved in an ongoing advertising campaign rather than being a passive onlooker. Again, the user could use a map or clues (Which he can get on the client's app for example) which he follows to search for coins or pieces of a puzzle.

The user has to find the locations where the advertisements are and with his mobile phone scan and collect items, points, minutes until he completes the game.
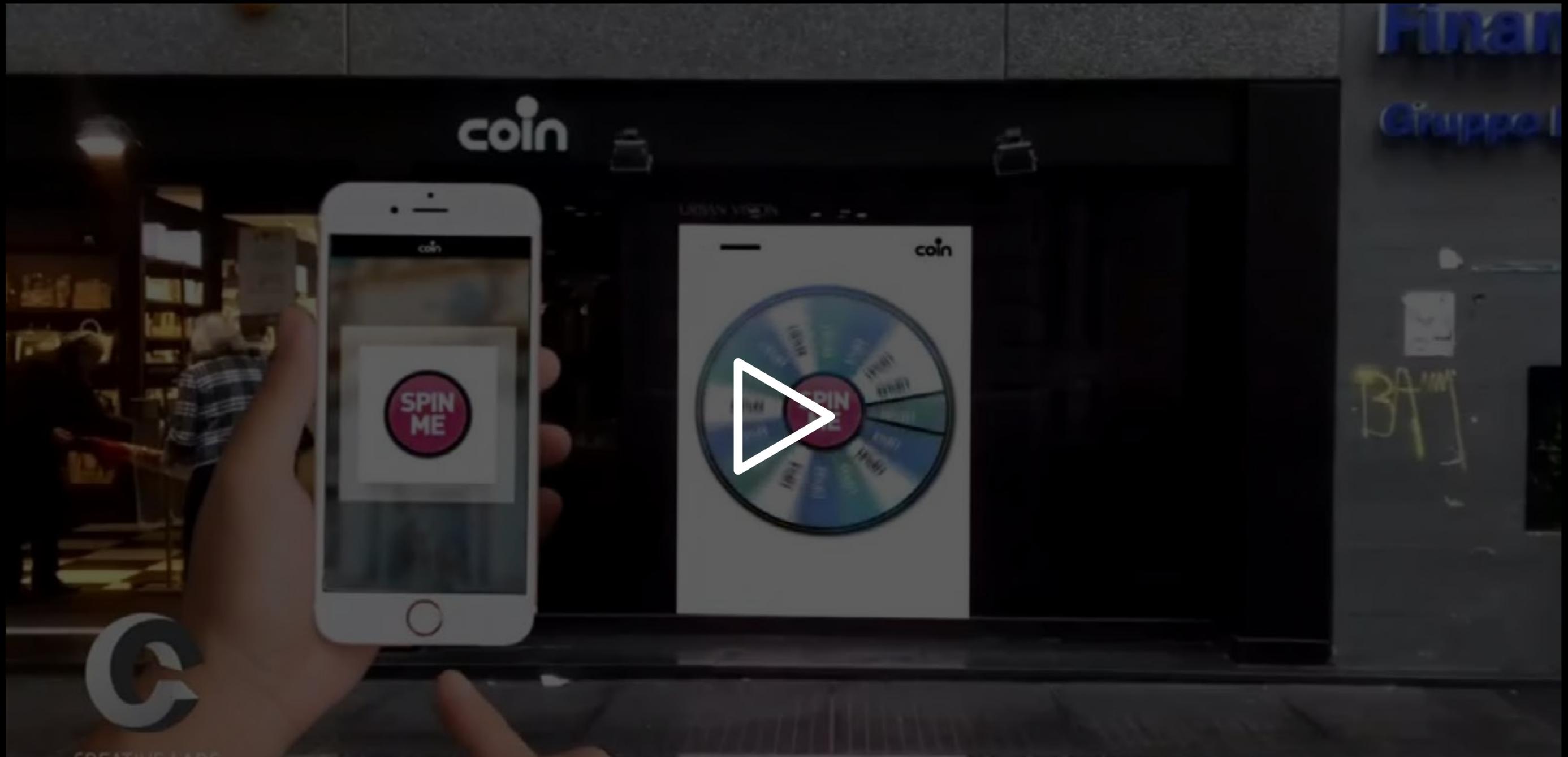
Click play to see what it's all about

How to Proceed?

Simply give us a call or drop us a line.
We will propose the best solution
for you taking into account your
requirements and ideas.
Looking forward to speaking with you!

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