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Pulp Strategy launches Augmented Reality app

By A Correspondent

Augmented reality (AR) is the new buzzword and augmented reality games have become a favourite with brands and consumers alike. Now introducing a new dimension to experiential marketing campaign, Pulp Strategy has launched a layer-based mobile application. The application is currently available for Android and iPhone users. This app is an excellent way to add digital content to printed media.

Explaining about the app, Ambika Sharma, Managing Director & CEO, Pulp Strategy, said: "With the increased penetration of smart devices in the youth segment, the application allows the static creative advertisements and collateral's traditionally used in on-ground activations to be infused with interactive digital experiences in real time. This means that a static poster or a standee – a method of delivering static information – can now be an information tool and an engagement prompter."

The possibilities of the application are amazing – consumers can be prompted for check-ins on Social media at the press of a button; drive 'Likes' or 'follows'; go to the brand site or order a product or stream the brand video straight to the users hand-held device. The next time marketers plan for that poster creative in campus, or big branded wall in a mall activation, or even brand merchandise for a campaign, the app promises to bring alive each piece of static creative digitally for the consumers.

"Marketers find value in such innovations, as not only is it useful and social media relevant but also breaks clutter, and adds pizzazz to existing branding elements increasing consumer engagement," said Sharma.

This thought is not new. RFID bands for check-ins have been used in activations before. However, they have been device restrictive and cost per user piles on if one scales up. It needs physical equipment presence to drive any engagement or check-ins.

"But the Mobile app is device agnostic. All it needs is a smart phone and once planned it can be scaled up to unlimited consumers. It is not necessary to have a promoter or brand representative to drive the experience. Essentially, the added delight in experience for the consumer comes at a negligible cost as part of the ground campaign. It integrates, Facebook, Twitter, Google+ Linked In for social media," said Ms Sharma.

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