

Amy Bowler

Workshop Session

An Interactive Experience using AR, Print and Mobile

Challenges

A word cloud illustrating various challenges in the media industry. The words are arranged in a circular pattern, with 'Challenges' at the bottom center. Other prominent words include 'Competition', 'Revenue', 'Audience', 'Circulation', 'Business', 'Industry', 'Competitors', 'Decline', 'Pressure', 'Declines', 'Clients', 'Growth', 'Digital', 'Mobile', 'Response', 'Print', 'Media', 'Poor', 'ROI', and 'ABC'. The words are in various colors (blue, yellow, pink, purple) and orientations (horizontal, vertical, diagonal).

Challenges

Competition

Revenue

Audience

Circulation

Business

Industry

Competitors

Decline

Pressure

Declines

Clients

Growth

Digital

Mobile

Response

Print

Media

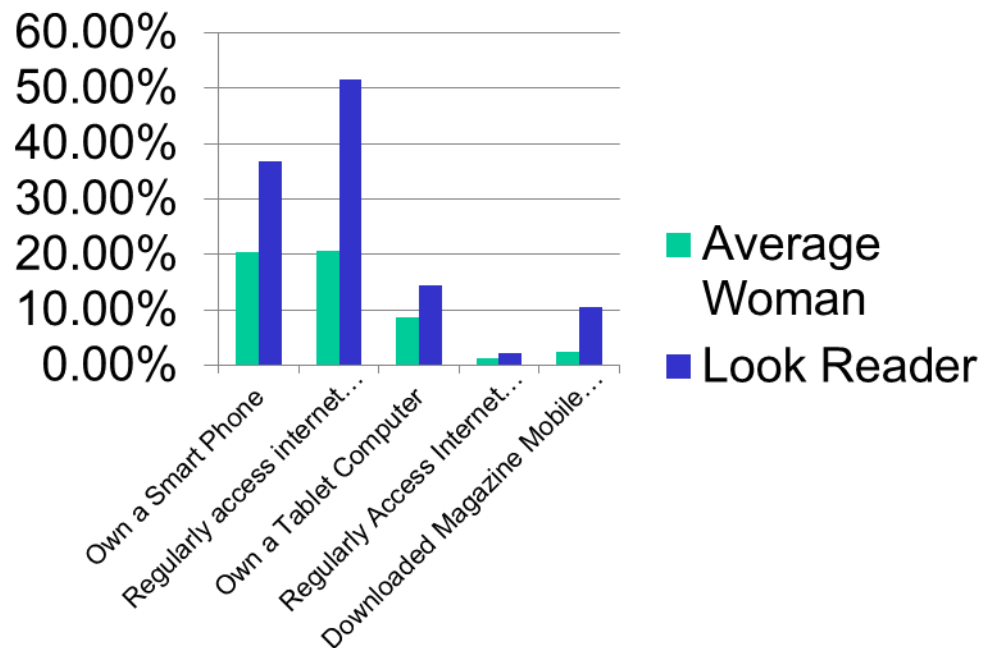
Poor

ROI

ABC

Engagement

	Average Woman	Look Reader
Own a Smart Phone	20.40%	36.90%
Regularly access internet Through A Mobile Phone	20.60%	51.60%
Own a Tablet Computer	8.70%	14.40%
Regularly Access Internet Through A Tablet	1.30%	2.20%
Downloaded Magazine Mobile Phone/Tablet Apps	2.40%	10.60%



About Blippar



Dave Black, Business Development Manager, Blippar





Blippar to date



April 2013
2.200,000
Direct downloads
The largest single
platform, image-recognition/
AR audience globally

 **93%**
 **7%**

 **65%**
 **35%**

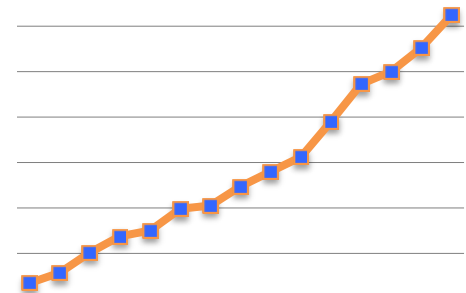
AVERAGE BLIPPS
7.5x
per first time user

AVERAGE DWELL
2.5 mins
per blipp

MANY CAMPAIGNS
250,000+
INTERACTIONS

DATA TRACKING TOOL
Unique / total blipps by date/ time, geo-
mapping, % response by marker activity in
blipp e.g. click through, downloads, photo-
shares etc.

User Growth



Blippar Advantages

BEST TECH IN MARKET

- Proprietary tech
 - Fastest
 - Stickiest
 - Peel away
 - Qualcomm-backed
- Broadest range of features

BEST IN CLASS,
BAR NONE

POWERFUL DATA

- # Uniques
- # total blipps
- Avg dwell time
- Heatmap of blipp locations
- Timechart
- Click throughs & actions in blipp

- 1) MEASURABLE ENGAGEMENT
- 2) ROI/ INFORM MEDIA BUY

A NEW BEHAVIOR & ECO-SYSTEM

- A new verb “to blipp”
- Single, cumulative audience of millions
 - Driving action across all media types – press, outdoor, instore, off-pack, more

TO *BLIPP*
EMPOWERS
1) ADVERTISERS
2) MEDIA OWNERS

A NEW, INTERACTIVE CONTENT MEDIUM

- Simple self-publishing tools to empower CREATIVES not techies
- Limited only by imagination

REQUIRES VISION
AND PIONEERING
APPROACH
BRANDS & TECH

A powerful new platform driving a single audience

WOW Experience

Step 1

1 DOWNLOAD THE APP

If you have an iPhone or iPad, visit your App Store. If you have an Android phone, go to Google Play and search for the Brave Soul download on screen steps to install it.

Step 2

2 FULL SCREEN WITH PRICE

Once loaded, open the app and hold your phone over the page that has the 3D app logo.

Step 3

3 BLIP! TAG! SCAN!

Hold your phone over the product below the image will come to life so you can buy direct from your mobile!

Bring on the Blip!

Womens High Neck Sequin Bodycon Dress £28.00

BRAVE SOUL.co.uk

The Bodycon

Womens Cut Out Embellished Dress £28.00

Womens Baroque Motif Bodycon Dress £23.00

It's all about mocha

Womens Peplum Studded £25

Womens Motif Bodycon Dress £25.00

The studs

Womens Peplum Dress £25

Womens Skater Dress £25.00

Shop online at www.bravesoul.co.uk. Use Look20 at the check out to receive 20% off.

The Advertising Co. 012060 8146 8886

@IPCashionade

The LOOK Directory

To Advertise Call 080 3148 2885

LOOKs Of The Week

Brought to you by *Glamorous.com*

Step 1

1 **EMBEDDED IN PHONE**

If you haven't there at first, visit your app Store - if you're on an Android phone, go to Google Play or your search for the app. Follow the on-screen steps to install.

Step 2

2 **FULL SCREEN WITH APP**

Once loaded, open the app on your phone over the page but leave the browser open.

Step 3

3 **BLIPP, PAGE APPS, TELL US**

Hold your phone over the products below - the magic will come to life as you can try items from your mobile!

Prom Night

Prom season is nearly here and you may be wondering what the hottest prom dress trends are this year. ... Well Glamorous have it all! Continue the news trend and the old school of formal with this modern, flirty dress with metallic beads and a stand out, diamante clutch. If a maxi dress isn't your thing, try one of these shorter options in either lace or jewel!

Blue and black Sequins Pier Dress **£42.08**

BLACK OFF! Black Embroidered Pier Dress **£39.9**

Light Blue Embroidered Maxi Dress **£39**

Strip for extra Oohie Strip Beaded Sequins Pier Dress **£38**

Short Long Beaded Maxi Dress **£32**

Festival Fever

With festival season just around the corner, one thing is for sure - your look needs to stand out in the crowd! Get the look for this year's hottest festival and amp up your look with denim cut-off shirts, crop-top tees and wellies! Add a pair of high and push this over-the-top neon jumper to avoid Britain's infamous chill!

Neon Pink Festival Girl Jumper **£20**

Light Blue Denim Shorts **£26**

Black 'Music Is The Answer' Tee **£16**

Red Glaze to Rock, Soles Wellies **£30**

Black Patent Bad Riding Wellies **£89.99**

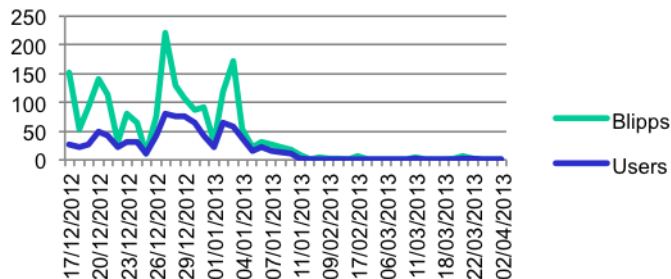
20% discount for Look readers. Use LOOK20 at the checkout.

To Advertise Call 080 3148 2885

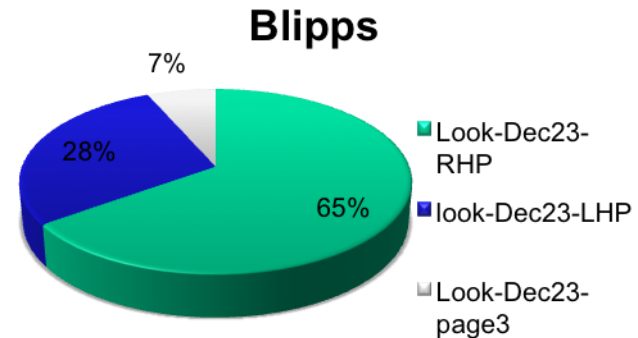
Results

Look 23rd December

- **Overview Results:**
- Total number of blipps: 2002
- Total number of unique users: 888
- Average blipps/person: 2.25



- Look-Dec23-RHP --- 1303 (65.08%)
- Look-Dec23-LHP --- 567 (28.32%)
- Look-Dec23-page3 --- 132 (6.59%)



- Brave Soul 43 clicks
- She Likes 26 Clicks

"I've had over 250 extra views per day since the advert came out, I got 383 yesterday which is the highest yet. I've sold around 10 jackets now which I believe I wouldn't have sold if I hadn't of put the advert in, plus I've sold a couple of dresses also which is great! I feel that the advertising has worked so well for me so far and I'm really grateful to you." Angela Brave Soul

Thanks for listening

Any Questions??