

# Amy Bowler

## Workshop Session

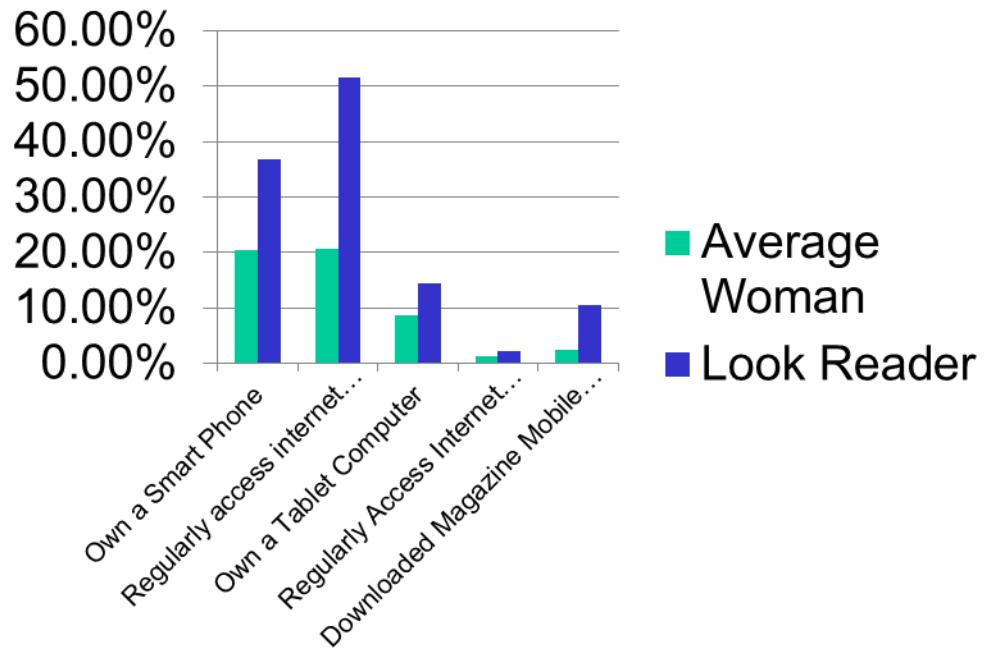
*An Interactive Experience using AR, Print and Mobile*

# Challenges

A circular word cloud centered on the word 'Challenges'. The words are arranged in a circle and include: 'Clients', 'Declines', 'Growth', 'Digital', 'Response', 'Mobile', 'Maintain', 'Pressure', 'Decline', 'Media', 'Print', 'Poor', 'Revenue', 'Challenges', 'ABC', 'Circulation', 'Audience', 'Business', 'Industry', 'Competitors', 'ROI', 'Growing', and 'Business' (repeated). The words are in various colors including yellow, blue, pink, and purple.

# Engagement

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

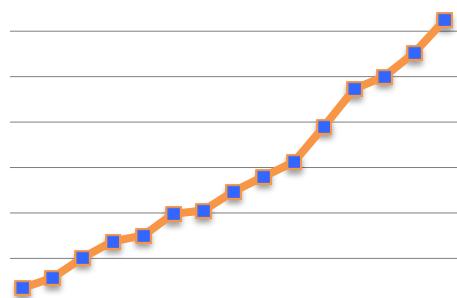
AVERAGE BLIPPS  
**7.5X**  
per first time user

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**  
 If you have an iPhone or iPad, and you are here - you are an Android phone, go to Google Play and search for Blipp. Download it now!

**Step 2**  
 Once loaded, open the app and hold your phone over the page that has the Blipp logo.

**Step 3**  
 Hold your phone over the products below - the image will come to life and you can buy direct from your mobile!

**Bring on the Bling**

**The Bodycon**

Womens Cut Out Embellished Dress £28.00  
  
 Womens Baroque Mott Bodycon Dress £23.00  


**It's all about mocha**

Womens Peplum Studded £25  
  
 Womens Mott Bodycon Dress £25.00  


**The studs**

Womens Peplum Dress £25  
  
 Womens Skater Dress £25.00  


**BRAVE SOUL.co.uk**

Shop online at [www.bravesoul.co.uk](http://www.bravesoul.co.uk). Use look20 at the check out to receive 20% off.

To Advertise Call 0800 3148 2886

**The LOOK Directory** To Advertise Call 0800 3148 2886

**LOOKs Of The Week**

Brought to you by *Glamorous.com*

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**Prom Night**

Prom season is nearly here and you may be wondering what the hottest prom dress trends are this year. Well Glamorous has it all! Continue the nice trend and tie the look of the ball with this neccessity. Finish the look with metallics, bows and a stud our diamante clutch. If a maxi dress isn't your thing then opt for a shorter option in either lace or jewel.

**Festival Fever**

With festival season just around the corner, one thing's for sure - you'll need to stand out in the crowd! Get the look for this year's hottest festivals and top up your look with denim cut-offs, hem, cropped tees and wellies. Add a pair of lights and pack this over-sized neon jumper to avoid sunburn and a hilarious outfit!

**Blue Foil Print Sequin Prom Dress £62.00**  
  
**Right Blue Jersey Maxi Dress £39**  
  
**Ring The Alarm Double Skirt Sequin Socks In Silver £18**  
  
**Stunning Beaded Clutch Bag £32**  


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

**Music Is The Answer**

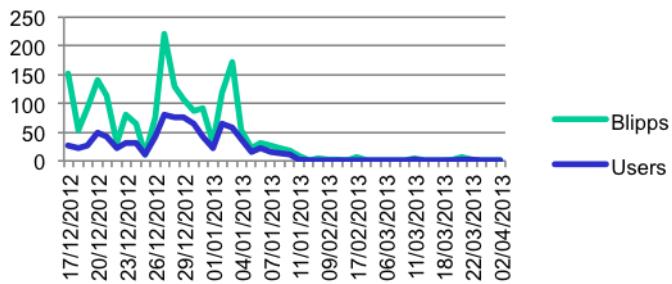
**Black Music Is The Answer T-Shirt Crop Top £16**  
  
**True Love Denim Shorts £26**  
  
**Orange Glitter Bow Back Bag Yellow £20**  
  
**Buffet Pearl Bag Felling Yellow £19.99**  


To Advertise Call 0800 3148 2886

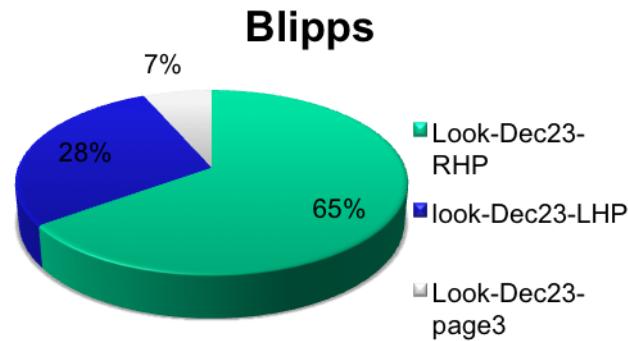
# Results

## Look 23<sup>rd</sup> 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??