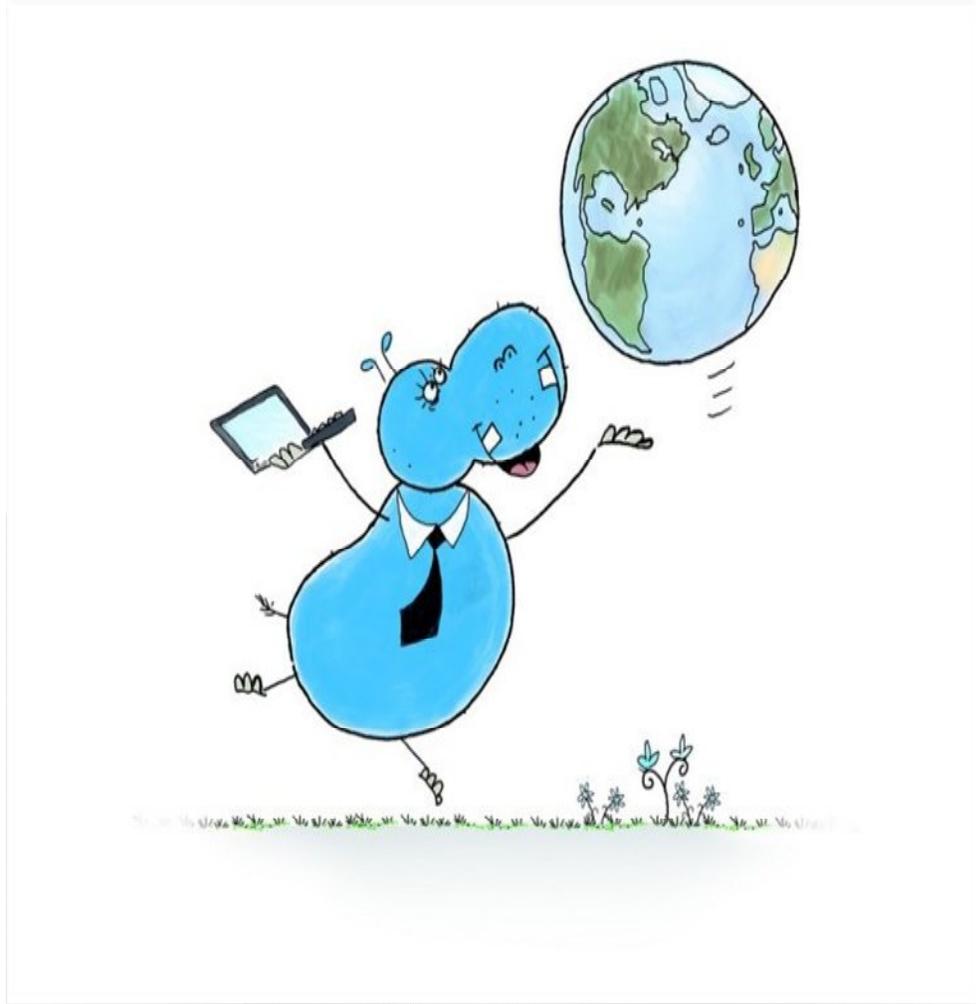# Hypo Alpe Adria Bank: Hypo AR

SUCCESS STORY - HYPO AR

Hypo Alpe Adria Bank Belgrade is part of Austrian Hypo Alpe Adria Group. It runs successful business in Serbia since 2002. Hypo has 50 offices in 29 Serbian cities, and 197,000 clients. As a part of its social engagement, Hypo is frequently sponsoring cultural events. In 2015 Hypo was one of the "Brand Stars" of 43rd International Film Festival FEST.

Hypo wanted to introduce its star-alike, innovative, new technology approach and engaged New Look Entertainment… When FEST started, Hypo and New Look were all over media reports and social networks - with Hypo AR application.

SUCCESS STORY - HYPO AR

CHALLENGE:

Positioning of Hypo brand as innovative socially focused on culture, science and new technologies.
Use of new technologies to boost Hypo's presence in online media.

SOLUTIONS:

Providing marketing strategy analysis.
Creating a platform both useful and fun.

RESULTS:

Number of news reports about NLE-Hypo Project in online and traditional media.
Thousands of Hypo AR photo likes and shares all over social networks.

HOW TO MAKE MOVIE THEATER EVEN MORE FUN

Hypo Alpe Adria creative agency learned about interesting NLE AR application thanks to the 2014 Yugoslav Film Archive exhibition - where screen shot photos of 70 years old movies turned into actual videos, seen thru tablets and mobiles.

New Look Entertainment's Augmentative Reality platform - NLE AR - seemed like a perfect solution for Hypo's wish to make its FEST Brand Star appearance interactive, modern and hi-tech.

NLE's creative and marketing team thought of Hypo AR as a "full package" - promoting Bank, FEST movies and visitors themselves.

"We figured that on this huge, international event, with thousands of visitors, we need to offer useful information, inevitable movie clips and kind of a fun-pit, just for fun… and advertisement, of course," explains Ivan Kosutic, New Look Entertainments general manager.

Creative team elaborated: NLE will make all the FEST tickets "come alive" with Hypo AR camera - so every visitor with tablet or mobile can watch daily selection of movie trailers, with Hypo Bank TV Adds as intro. That's concerning information.

When it comes to fun features, same application works on fun-spot: when you come to Hypo display - you can pose for pictures with Marilyn Monroe herself! Virtual Marilyn, of course. And you'll be accompanied by Hypo mascot.

SUCCESS STORY - HYPO AR

ICT SOLUTION WITH RETRO LOOK

Augmented reality platforms modify reality, and enhance viewer's reality.

AR is a live, direct or indirect view of a physical, real-world environment whose elements are augmented (or supplemented) by computer-generated sensory input such as sound, video, graphics or GPS.

Its functioning is based on camera view which, in interaction with trigger, starts programmed, digital content. You just point AR apps camera to trigger and you can see things you don't see in a real world.

NLE ICT team used its well-known NLE AR application and opened new channels for Hypo-FEST project.

Every festival ticket became a trigger for daily videos, and Hypo display on the spot triggered MM's most famous photo - one of the most iconic scenes in movie history, from 1954, when she was filming The Seven Year Itch: Marilyn walks out of the Theater, paused atop the subway grate and a breeze from the subway below, blows up her dress.

And the visitors of FEST 2015 in Belgrade thought it's delicious to "jump in" famous scene and make a photo with Marilyn.

"You can check it out on Facebook, Instagram, YouTube… or read about FEST tickets come alive - all over Serbian media," Kosutic says.