

SUCCESS STORY - JTI AR APPLICATION

JTI - Japan Tobacco International Augmented Reality



JTI is international company with 12,273 million USD in core revenue and 120 countries where they sell their famous brands of cigarettes - Camel, Winston and Mild Seven. JTI hired Serbian ICT company New Look Entertainment to enhance its presence and sales in Serbian market... NLE did it using advanced software platform: augmented reality!

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CHALLENGE:

JTI needed to increase sales in Serbia, where the company invested more than 169 million USD in 8 years (2006-2014).

To position its flagship brands in Serbia and Adriatic region.

To increase percentage of JTI brand's users among adult smokers population: in Serbia, 34% of adult population smoke cigarettes.

SOLUTION:

Providing market and marketing strategy analysis.
Creating innovative, games-alike marketing platform.
Design.
Programming.

RESULTS:

First ever augmented reality retail project in Adriatic.
Increase of JTI sales in Serbia.
Strong positioning of JTI brands in region.

MARKETING AND WHAT CAN YOU THINK OF WHEN IT'S JUST - FORBIDDEN

Cigarettes advertisement is forbidden in traditional media in Serbia. It is not allowed in press, TV or radio. Cigarette brands are also unwelcome in banners, stickers, books, and movies in public places.

The only locations where it is actually allowed to do tobacco marketing are retail spots - with permission to sell cigarettes.

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“It was quite a challenge to create marketing campaign with rigid rules concerning tobacco advertisement...but it was more interesting just because of that,” Mr. Ivan Kosutic, general manager of New Look Entertainment, says describing initial project situation.

Thanks to creativity of NLE’s marketing team, The Idea was born: we’ll use augmented reality application which can make any pack of any cigarettes brand turn into Winston - when watched on tablet or mobile!

We will make people in certain retail spots play with tablets or their own mobiles, make them remember Winston brand and tell their friends how cool feature JTI has!

We just needed our software team to make it happen.

ICT: JTI AR - APP THAT EVERYBODY LOVES TO PLAY WITH

Augmented reality 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 data. Reality is modified, and person’s perception of reality is enhanced.

Every AR platform functioning is based on camera view and gadget’s reaction on “trigger point”- which triggers programmed, digital content.

You just need to turn on your AR app on mobile or tablet, point its camera to trigger point and you will see things thru camera that you don’t see in real world.

NLE had already been developing multipurpose NLE AR platform, and NLE’s ICT team used that original software to create tailor-made JTI AR app.

Every pack of cigarettes has its logo and a health warrant message - sticker-like, black&white text. The health warrant, same for all brands of cigarettes, was used as a trigger. 3D Winston pack was used as content.

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“It is based on image recognition. When you download JTI AR application, turn on its camera and point it to a pack of (any brand of) cigarettes - you simply see Winston pack. If you turn it upside-down, your Winston pack follows in real time,”Kosutic explains.

When NLE created it, promoters with tablets animated shoppers and - everybody just loved JTI AR!