

EYEKANDY DELIVER SUMMER AR SNAPCHAT FUN FOR WORLD'S LARGEST RETAILER



Thousands of Walmart in-store shoppers download and join the summer party with Eyekandy's **Unicorn Mini-Game!**

London, UK, August 2019 – Eyekandy, the global leader in A-Commerce, is proud to share yet more innovation from the Eyekandy labs. The team at Eyekandy are permanently open to new challenges and respond with marketing solutions that allow brands to take control of their messaging in a direct, immersive and interactive way, unlike any other media, using **Augmented Reality**.

Augmented Reality enables products and traditional marketing collateral to become a **discovery channel** for shoppers like never before. Brands and retailers can't afford to miss the explosive growth of AR adoption - [Gartner](#) state that 100 million consumers will shop using Augmented Reality online and in-store by 2020 and ARinsider predict that there will be 3.4 billion AR compatible devices by 2022 using ARKit and ARCore. There is truly no better time to embrace this exciting new opportunity to engage shoppers.

In summer 2019, Eyekandy were challenged to create a fun experience for Walmart shoppers. Something to 'engage with' during the summer period. After identifying the target audience demographic, Snapchat was selected as the preferred way to deploy the AR experience. The Snapcode was printed on thousands of Walmart bags and distributed in-store throughout the months of July and August.

The Snapcode delivered a mini-game which was designed to be simple and

addictive and has proven to drive high levels of interaction and dwell time as shoppers try to beat their top score and unlock the unicorn face mask!

[See it for yourself now at \[eyekandy.com/projects/walmart\]\(http://eyekandy.com/projects/walmart\)](#)

Joe Golden, Creative Director at Eyekandy commented; "We're very proud of this high profile, mass market deployment of Augmented Reality. We selected Snapchat as the trigger platform as it landed nicely with the target demographic. A simple scan of the 'Snap-Code' would immerse the shopper into a fun, easy to use mini-game that is challenging enough to warrant repeat use whilst being rewarding enough to be enjoyed by shoppers familiar with AR and also first-time AR users. File size and loading speed is a critical factor when producing these experiences so we work hard behind the scenes to optimise and deliver results that look great AND load fast. There are more Walmart AR experiences coming this year and I look forward to sharing ever more exciting results with our friends and partners at the world's largest retailer."

Snapchat is just one of several different ways to deploy 'A-commerce' Campaigns. Facebook, Custom App development and WebAR are some of the other options. Talk to us today about how we can help you engage shoppers and sell more.

About EyeKandy

Founded in 2016, in London, United Kingdom, Eyekandy is the world's leading Augmented Reality agency - working with global brands and retailers to innovate and deploy cutting-edge AR shopper experiences. The team work closely with their brand and retail partners to create a new 'Discovery Channel' that enables product packaging to come alive and educate shoppers with immersive brand and product AR messaging. Campaigns generate significant social buzz and regularly generate sales uplifts of 35%+ across a wide range of product categories. In addition to shopper focused AR experiences, Eyekandy can deploy AR for in-store merchandising. Eyekandy have democratised AR Shopping in retail for the many, not just the few.

For more information please visit eyekandy.com

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