

## AR Filter Explainer Video Text

Your next campaign is augmented.

(Fun introduction)

We believe in the future of augmented reality technology and we make your next campaign more playful for all your current and next generation audience.

(Making of and testing scenes)

AR will revolutionize the way you interact with your audience or customer from inside the pockets of 1.8 billions users.

(Fans, group of friend, kids etc. and using their phone with selfie mode and showing some random people using our filters)

With the right strategy the filters offer a big opportunity gain more awareness for your brand.

Strengthen identity, emotions, expression.

(Brand implementation visuals. Maybe branding the 3d car for F1 Sky and put in a game filter)

With the filters feed your fan-hood and let them enjoy. Connecting audiences and brand through fun & sharing.

(Recording and sharing footage)

Inducing wonder through play.

(Game scenes and challenges)

As a marketing strategy we can create a challenge games within filters between your audience and you can reward the winners with your merchandise or products.

(Maybe sky ball bouncing and give away a football club shirt)

Get more impact by collaborating with influencers with a large number of followers to use your AR filters!

(Sky influencer scenes)

The distribution and use of the filters do not require an extra media budget. It happen organically.

With our social AR filters you can reach more fans, get more Content Engagement, Fan Centricity and Brand Awareness.

Be relatable with the new generation.