Get a peek into the future using interactive hoardings and augmented reality

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With a new housing development in Warrington, the developers decided to let locals see through the hoarding to get a peek into the future using augmented reality.

Hive is a new housing development in Warrington that is committed to delivering a unique rental experience for its customers, combining the best use of technology with a truly personal service.

A unique glimpse inside the homes using augmented reality
Whilst the building works are in progress on Hive's first development in Warrington, potential customers can scan the hoarding surrounding the site to get a unique glimpse inside the homes. All anyone needs is a smartphone and the free Ogle app to scan the hoarding to reveal a preview of the new homes.

This unique communications approach will continue at Hive events across Warrington where augmented reality will enable prospective renters to place themselves in a new Hive home. All augmented reality experiences have social built-in with the key objective of creating a real social media buzz about Hive and their unique take on the rental market.

Attracting a new type of rental audience
With the UK rapidly turning into a nation of renters driven by the inability to afford soaring house prices, it is clear that the innovative, mobile-first approach to marketing taken by Hive will be key to attracting a new type of rental audience to a new type of rental experience.

With augmented reality, Hive has found a unique way to build its brand and create meaningful digital connections.

About Engine Creative
We are experts in delivering our clients measurable results through immersive Augmented Reality (AR) brand experiences.

We have specific expertise working with digital innovations to build user engagement with our clients' brands with achievements including:

- Launching the world's first fully augmented magazine (TopGear, Dec 2011)

- Creating the first fully augmented reality album cover for a UK band (Ting Tings, Feb 2012)

- FIPP Digital Innovators Summit Editor's & Readers Award (TopGear augmented magazine)

- Drum Marketing Award for Brand Development Strategy (Bauer Media heat mobile strategy, May 2013)

- RAR Award and RAR Digital Awards for Creativity & Innovation (June 2014)

- Reality Engine augmented reality and location aware platform launched (November 2014)

Engine Creative is currently working with Tesco, Coca-Cola, Lacoste, PizzaHut, Disney, Mazda and Thorntons on building consumer engagement through digital innovations.

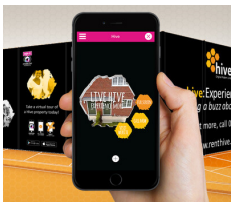
About Ogle
Ogle is a mobile augmented reality and context aware advertising app developed by Engine Creative that enables brands to integrate engaging and meaningful digital experiences into print, packaging and the real world. Global brands currently using Ogle to launch and measure their AR campaigns including:

- Visa

- Pizza Hut

- Reebok

Media:



Related Sectors:

Consumer Technology :: Home & Garden :: Manufacturing, Engineering & Energy :: Retail & Fashion :: Transport & Logistics ::

Related Keywords:

Augmented Reality :: Media :: New Media :: AR :: Media Campaign :: Property Development :: New Housing Development :: Rental Market :: Northern Powerhouse ::

Scan Me:

- KFC

- HSBC

- New Look

- Ford

- Getty Images

- Harvey Nichols

Ogle connects customers and shoppers to the world's biggest brands via augmented reality, location and proximity awareness through their mobile or tablet devices. These rich and interactive connections are made with brands most valuable real world assets - their products, publications, advertising and retail spaces.

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