Mel B and Dynamo bring some augmented magic to the Christmas edition of Grazia magazine

Wednesday 17 December, 2014

The team at Grazia have taken the classic Christmas Special idea to new digital heights this year with the launch of the Grazia Extra augmented reality app.

The app is a must-have mobile companion app for the printed magazine and enables readers to unlock exclusive behind-the-scenes videos, extra interviews and special interactive features. Grazia readers simply have to download the free app and scan the Christmas edition of the magazine and, with a bit of augmented reality magic, watch the pages come to life!

Exclusive augmented reality content
Exclusive content only available to Grazia Extra users includes some real life magic to go with the augmented reality magic as magician Dynamo performs a special card trick just for Grazia readers. Users can also view behind the scenes video of Mel B's cover shoot plus a special Christmas message from the ex-Spice Girl.

Grazia Extra also gives its users quick and easy access to all of the latest fashion news, beauty tips and women's opinion with GraziaDaily.co.uk content integrated into the app.

Building mobile connections using augmented reality
The Bauer Media editorial team behind Grazia has once again teamed up with leading augmented reality agency Engine Creative to deliver the app and augmented reality experiences in time for the hugely popular Christmas edition.

Jane Bruton, editor in chief of Grazia magazine, comments:
"We're delighted with the new Grazia Extra app created by Engine Creative, it's enabled us to offer readers interactive AR content as part of our bumper Christmas issue including a festive message from our cover star Mel B, exclusive unseen pictures and an amazing card trick from magician, Dynamo."

Bauer Media's first augmented reality app, heat extra, has already seen huge success with over 150k downloads, more than 100k plays of the huge heat quiz and nearly a third of a million views of heatworld content through the app in under a year. The Bauer Media team are looking to replicate this success for Grazia and build meaningful mobile connections with their readers by using augmented reality and exclusive content.

Grazia Extra is the latest app to be powered by Engine Creative's unique augmented reality and location aware platform, Reality Engine. Reality Engine is already powering the Tesco Discover app as well as heat extra and enables brands, publishers and agencies to create, launch and measure rich augmented reality experiences.

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)

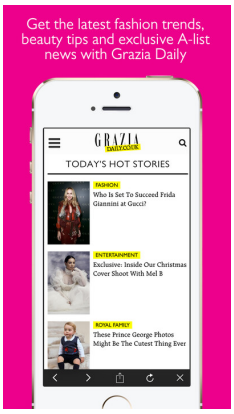
- FIPP Digital Innovators Summit Editor's & Readers Award (TopGear augmented magazine)

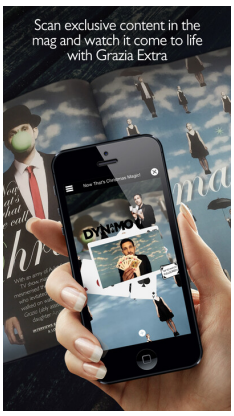
- Drum Marketing Award for Brand Development Strategy (Bauer Media heat mobile strategy, May 2013)

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

Media:







Related Sectors:

Christmas :: Women & Beauty ::

Related Keywords:

Grazia :: Mel B :: Dynamo :: Augmented Reality :: Bauer Media :: Publishing :: Magazine :: Exclusive :: Magic :: Digital Media :: Fashion :: Technology :: Mobile ::

Scan Me:

- 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.

Company Contact:

Engine Creative

T. 01604453177
E. Enquiries@EngineCreative.co.uk
W. https://www.EngineCreative.co.uk

Additional Contact(s):
Andy Wise
Andy@EngineCreative.co.uk
01604 453606

View Online

Additional Assets:

Newsroom: Visit our Newsroom for all the latest stories:
https://www.enginecreative.pressat.co.uk