

Procter & Gamble and Tesco team up to deliver immersive mobile experience

Thursday 31 July, 2014

Procter & Gamble (P&G), Tesco and Alton Towers Resort have teamed up with Engine Creative to launch a new AR 3D experience which enables users to explore the magical world of CBeebies Land (now open at the Alton Towers Resort) on their mobile.

The Augmented Reality (AR) experience is triggered via in-store POS which is available throughout Tesco stores. This latest brand collaboration for the [Tesco Discover AR platform](#) is part of [the wider P&G campaign with CBeebies Land](#), which was developed by Mediator, a leading partnerships and promotions agency. The latest wave of activity is released to coincide with the school Summer holidays and rewards consumers with a free promotional voucher entitling them to 2 x 1/2 price entries, by purchasing any one of a range of P&G products.

The AR experience allows CBeebies Land to magically come to life in 3D before your eyes and has something for everyone <https://vimeo.com/102111484> Children are able to experience a POV video of the Postman Pat Parcel Post ride and also have their photo taken alongside the In The Night Garden Magical Boat Ride. For mum and dad, there are a range of incentives to participate including a 'tweet to win' competition.

Delivering engaging and useful Augmented Reality

Major global consumer brands including [Coca-Cola](#) and [Disney](#) have already made a commitment to developing engaging and useful AR content on the Tesco Discover AR platform as Augmented Reality continues to grow into an essential channel for forward thinking brands.

Tesco's Mark Cody comments on the growing value of their own brand Augmented Reality initiative:

"Tesco Discover enables our brand partners to connect with our shoppers through useful and engaging digital content. This interaction can be in the context of our retail stores, on products and across all of our magazines."

"Our 360° approach to AR enables us to turn our stores and publications into retail theatre with immersive experiences that provides our customers access to deeper product information across our range. Since we activated the augmented channel via the Tesco Discover AR platform we have seen steady growth in user numbers and significant engagement times compared to other forms of digital media - 3 to 6 minutes on average depending on the activity."

Alton Towers Resort's Annette Middleton comments on the value of AR to the attraction: *"We recognise the importance of AR technology for its ability to extend the Alton Towers Resort experience on and off-park. We're excited to have CBeebies Land brought to life in this way, as it allows us to showcase our great new attraction coupled with a compelling promotional entry offer to provide our guests with the best possible value."*

Reinventing the retail experience

Tesco have taken the lead in the retail sector by enabling their customers to connect the physical world to the internet using their Tesco Discover AR platform. Whilst other major retailers play catch up, Tesco continues to reinvent the retail experience using Augmented Reality technology in our increasingly connected world.

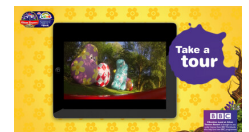
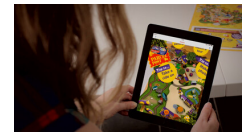
About Engine Creative

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)

Media:



Related Sectors:

Children & Teenagers :: Retail & Fashion ::

Related Keywords:

Augmented Reality :: Tesco :: P&G :: Procter & Gamble :: Alton Towers :: Digital Innovation :: Retail Marketing :: CBeebies ::

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- 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)

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

About Mediator:

Mediator is a young, independent marketing communications agency with a background in creating partnership campaigns that punch well above their weight. We work with a wide range of clients, all of whom have a variety of business challenges, which need very different solutions. We use a combination of industry smarts, strategic rigour, bespoke software (Partnership Engine™) and creative flair to get to the heart of the problem. All of that, coupled with an energetic team who are as good at delivery as they are at planning, makes for hard working campaigns that reach people in any number of ways: be it on-pack, digital, social media or experiential, to name but a few.

We're smart, strategic, fleet of foot and our clients love us for solving their problems with a mixture of creativity, innovation and large dollops of elbow grease.

Current clients include: UKTV, Superdrug, Haven, Zipcar and Alton Towers Resort.

About CBeebies Land:

Home to a range of themed rides, attractions and live entertainment, CBeebies Land is set to be a completely immersive experience for children and families and will be a fun and safe environment for pre-schoolers to play and learn. Young guests can meet the Veggies in Mr Bloom's Allotment, make custard pies in Justin's House Pie-O-Matic Factory and ride the Numtums Number-Go-Round. Also featuring live shows and entertainment hosted at the Big Fun ShowTime venue, shows will include Mike the Knight, The Zingzillas and Nina & The Neurons. Children can meet their favourite characters from In the Night Garden, Postman Pat and Tree Fu Tom.

MERLIN ENTERTAINMENTS plc is the leading name in location-based, family entertainment. Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates 104 attractions, 10 hotels/3 holiday villages in 22 countries and across 4 continents. The company aims to deliver memorable and rewarding experiences to its almost 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its managers and more than 20,000 + employees.

Among Merlin's attractions are - SEA LIFE, Madame Tussauds, LEGOLAND, The EDF Energy London Eye, Dungeons, Gardaland, LEGOLAND Discovery Centres, Alton Towers Resort, Warwick Castle, THORPE PARK Resort, Blackpool Tower, Heide Park Resort, WILD LIFE Sydney Zoo, Sydney Tower Eye and SKYWALK. All brands which are distinctive, challenging and innovative - and which have great potential for growth in the future. Visit www.merlinentertainments.biz for more information.

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