

## SnapPop for Toys

Add fun to your toys, coolness to your packaging, and stimulate purchases!



Do you want to:

Create a series of toys that gets more & more interesting, as the consumer buys more?



Create new gameplays and experiences?



### WHAT is it?

SnapPop is Asia's First Mobile Crowdsourced Image Search Platform. After your customers "snap" a picture of your printed materials such as insert cards, packaging, flyer or poster, a "pop" with multimedia content will come up on their phones! This is the most intuitive and convenient way to discover the benefits of your product!

### WHY is it beneficial?

To **toy companies**:

- Add **extra gameplays** and experiences, even to your **existing product lines**
- **Quick time-to-market**: use our up-and-running IT and App infrastructure
- Establish a **direct sales & marketing channel** to your customers, via mobile
- Generate **extra revenue** via in-app purchases, virtual goods, selling accessories, and cross-selling
- Entice the consumer to **collect** more of your toys

To **consumers**:

- Bring more **interactive, fun and educational** user experience
- **Ubiquitous** - Virtually all households will have smartphones and tablets, and everyone can install and use apps.
- **Keep updated** - learn more about the series of toys, and get notified of discounts and new products
- Enhance in-store **shopping experience**

## What can I do using SnapPop for Toys?



### Enhance the packaging

Scan the packaging with a smart-phone, and see:

- Video trailer
- Music or sound effects
- Contests & lucky draws

These can greatly enhance the in-store shopping experience!



### Purchase

- Capture emotional buying by providing a buy button when the consumer is exploring via the app
- Create multiple touch points to improve sales efficiency, eg. via follow-up push notifications



### Interact

- Use the toys/ cards to unlock extra gameplay on their smartphones
- Notify your customers about new promotions, via push notification
- Invite your customers to contests and lucky draws.

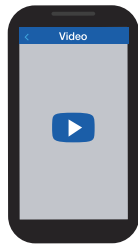


### Enrich the play

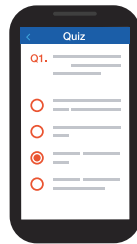
- Kids can also see videos or extra info (e.g. educational tidbits about a tiger) via text, images or video on the app
- Quiz, puzzles, etc.



Push Notification



Video



Quiz



Watch our  
Youtube demo video:  
[goo.gl/MsBsW6](https://goo.gl/MsBsW6)

We have gained the trust of many award-winning companies, including:



### ACT NOW!

Start using SnapPop for your business, and stand out from the rest of the crowd!  
To get a **FREE** consultation, please contact:

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