Snappop

SnapPop for Event Marketing

Bring your posters, banners, packaging, and brochures to life, create great customer touchpoints, and enhance brand image, using Augmented Reality (AR)!
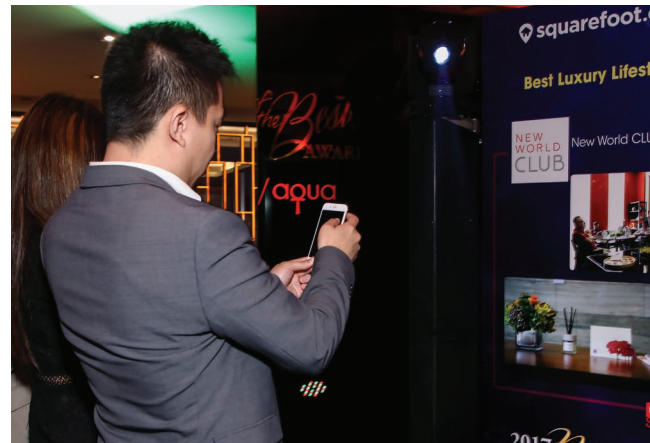
•Did you know:

According to Tim Cook, the Apple CEO, "Augmented Reality is a significant portion of the population... will be an essential part of your daily life, like the iPhone and people will have AR experiences every day, almost like eating three meals a day."
(Tim Cook, 2016)

61% of shoppers said they prefer to shop at stores that offer AR over ones that don't.

WHAT is it?

SnapPop is Asia's First Mobile Crowdsourced Image Search Platform. After your customers "snap" your packaging or your printed materials like posters or catalog, a "pop" with AR will come up on their phones. This is the most intuitive and interactive way for you to engage your customers, with AR!

WHY is it beneficial?

To marketers:

- **Liven up your event** with AR
- **Create an interactive sales pitch** for your products, services and events
- Establish a **direct sales & marketing channel** for you to contact interested customers in the future
- **Quick time-to-market**: use our up-and-running IT and AR technology infrastructure
- **Easy to set up**

To users:

- An **interactive, fun and memorable** experience
- **Ubiquitous** - Virtually all households will have smartphones and tablets, and everyone can install and use apps.
- **Keep updated** - learn more about the products that they've already liked and shown interested, and get notified of discounts and new products
- Enhance **event experience**, leave an impression.
- **Easy to set up**

What can I do using SnapPop for event marketing?

Enhance Event Experience

With AR, your customers can experience
- Product visualization in 3D. Swipe to rotate and view in different angles.
- 3D mascots/ characters in 3D
- Contests, lucky draws, video etc.

These can greatly enhance the customer experience!

Purchase

- Capture emotional buying by providing a buy button when the consumer is exploring via the app.
- Create multiple touchpoints to improve sales efficiency, eg. via follow-up push notifications of coupons and time-limited offers.

Interactive Experience

- Even for existing catalogs / posters / printed matters that you have already printed and sent out, SnapPop can make them interactive.
- Customers more tend to know your brand by snapping displays, packaging and watching AR effects.

Multiple Touchpoints, High Engagement

- Create multiple touchpoints via follow-up push notifications.
- Customers can simply scan to show interest/ bookmark products and ads.
- Notify customers about new promotions, new products, and more.
- Invite your customers to contests and lucky draws.
- Customers can do selfie with AR effect.

Watch our Youtube demo video: **youtu.be/pJ_3qSkWihY**

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

HKSTP 香港科技園 | π 創新科技署 Innovation and Technology Commission | IBM | UBM | SANOFI

RoadShow 路訊通 | PCCW® 電訊盈科 | GALDERMA | Oregon SCIENTIFIC

ACT NOW!

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

Address: Unit 313, 3/F, IC Development Centre, 6 Science Park West Ave, Hong Kong Science Park, Shatin, Hong Kong
Telephone: +852 3482 5035
Email: hello@snappopapp.com
Website: www.snappopapp.com