

Campaign Title	Philips Male Grooming AUGMENTED REALITY MUGS
Advertising Agency (Name, City, Country)	OgilvyAction, Taipei, Taiwan
Client	Philips
Challenge	Taiwanese men like it clean shaved - to stand any chance of selling Philips Grooming Kits, they had to be introduced into the art of facial hair first.
Idea	<p>Not another AR APP - Apps might be good for practical jokes but unlikely to change behaviour. We designed a fun and engaging experience instead.</p> <p>We caught men when they're most receptive to suggestions about their looks and open to try something new.</p>
How it worked	<p>AR Mugs were embedded into the hair salon ritual</p> <p>(A) Salon caps were replaced with product teasers.</p> <p>(B) Different AR Mugs were brought with their clear tea beverage.</p> <p>(C) Trained hair stylists provided support and encouragement.</p> <p>(D) The coaster doubled as a discount voucher for extra incentive.</p>
Results	<p>All previous promotions, outperformed! Lo-tech! Lo-budget! Hi-returns!</p> <ul style="list-style-type: none"> - 95% changed their mind about facial hair. - 25% coupon redemption rate. - Cost per contact, reduced from \$64 to \$2.
Launch date	Jan, 2012
Team behind the campaign	<p>Regional Executive Creative Director (Asia Pacific): Daniel Comar</p> <p>Creative Directors: Chyi Lin</p> <p>Assistant Art Director: James Lei</p> <p>Group Account Director: Julia Ou</p> <p>Associate Account Director: Vincent Chang</p> <p>Account Executive: Joanne Mei</p>

Opportunity

	Production: Jack Wu, Peggy Chou Designer: Alex Noble, Kenny Foo, Fong Wei Kit
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