

FIFA World Cup 2014

Smartphone app ideas to use in campaigns connected to the World Cup



Extraordinary augmented reality and other smartphone applications by Arworks



www.ARworks.com

Developing all over the world.

Offices: London, New York, Los Angeles, Dubai, Vienna, Budapest, Bucharest

Foreword

- Smartphones are penetrating the world. People are using it daily as much as watching TV - so companies will use smartphones extensively in the advertising campaigns connected to the World Cup 2014 in Brasil.
- In the following, we will present some exciting Smartphone Application ideas – partly using Augmented Reality - connected to this event, which we think, could be part of next year's campaigns.
- Concept elements are interchangeable - however if you have a specific brief, we would be glad to generate new ideas for that given purpose.
- The following images are just illustrations – the whole application would be branded to your company, according to the corporate guidelines.



World Cup



Examples

Some of our concepts contains Augmented Reality elements - to understand these, it helps to check the following our demo showreel.



Showreel

<https://www.youtube.com/watch?v=yU1fp4sBk7M>

Homepage

<http://www.arworks.com/en/>

Framework



- The apps are for iPhone and Android, and would be freely available from the App Store and Google Play.
- To download them, users have to have 3G or Wifi coverage – but after that, they could be used off-line.
- Apart from making this applications public, they can be used in various types activations – in malls, on the streets, sales points, branches.

Concepts

BrasillInfo

MatchBet

GoalBet

GraviShirt

PhotoBooth

3D Stadium

Heading

Penalty

FanPaint

MatchBand

Goalie TV

StarHunt

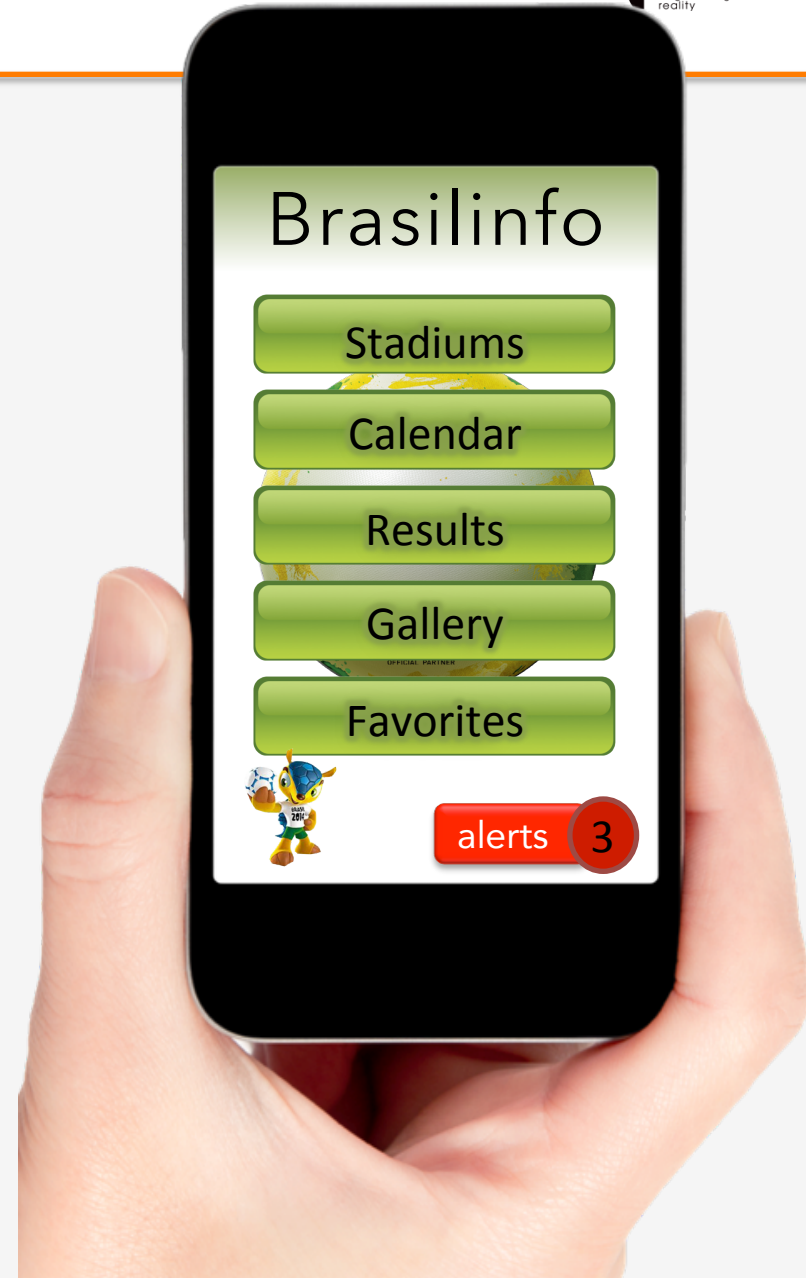
AR Catalog

Messages

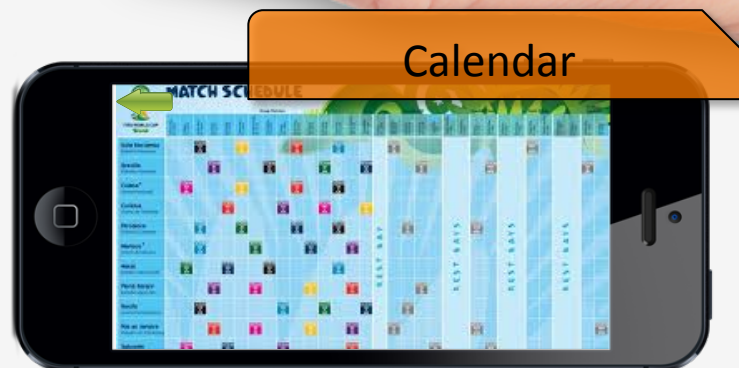


Brasilinfo

- The app lets users get all the relevant info about the World Cup (matches, locations/stadiums, teams, and results of the games) in various formats (text, pictures, videos).
- Alerts for matches and TV broadcasts can be set – and a countdown on the main page reminds for the forthcoming event.
- Above all they can check out the stadiums from a birds' eye view or in a 360 panoramic view.

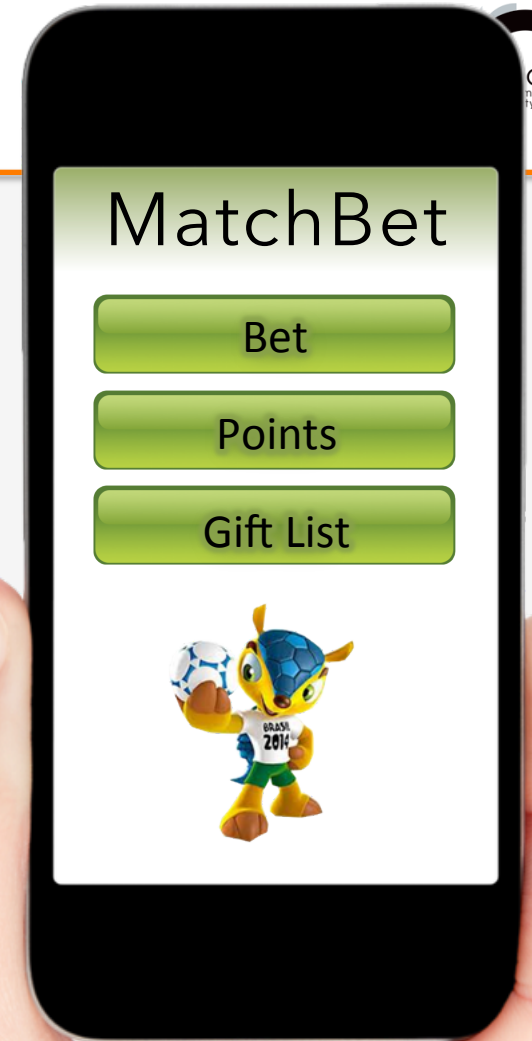


Brasilinfo

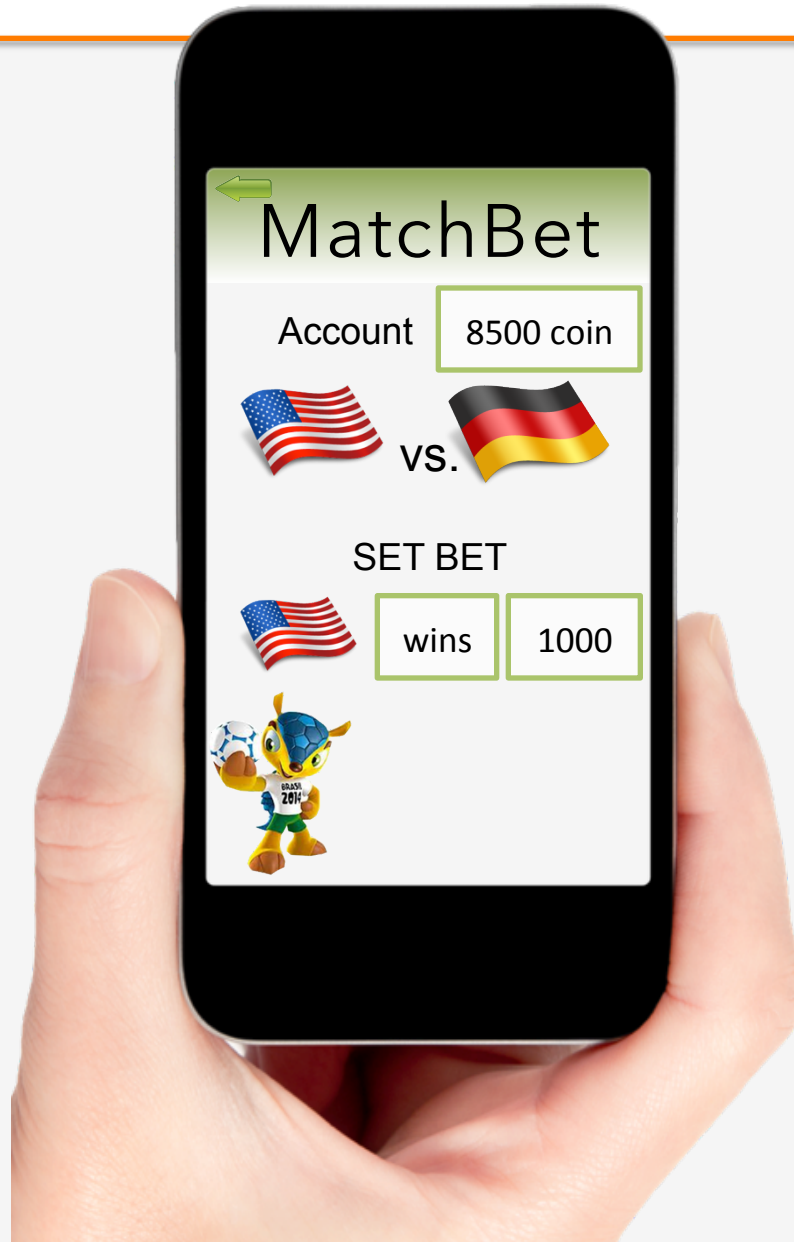


MatchBet

- Upon launching the app for the first time, each user gets fixed amount of virtual „coins“ and can make bets for the outcome of matches. The user sets the stakes and the app determines the odds.
- After the match, everybody receives his coins on his virtual account (or losses are deducted) and these are announced on Facebook. A daily, weekly and an overall rank list is available on the net
- At the end of each round the gathered points can be redeemed into gifts and other discounts.
- If someone runs out of coins he can get more by buying and scanning a product or visiting a shop/dealership with his phone.

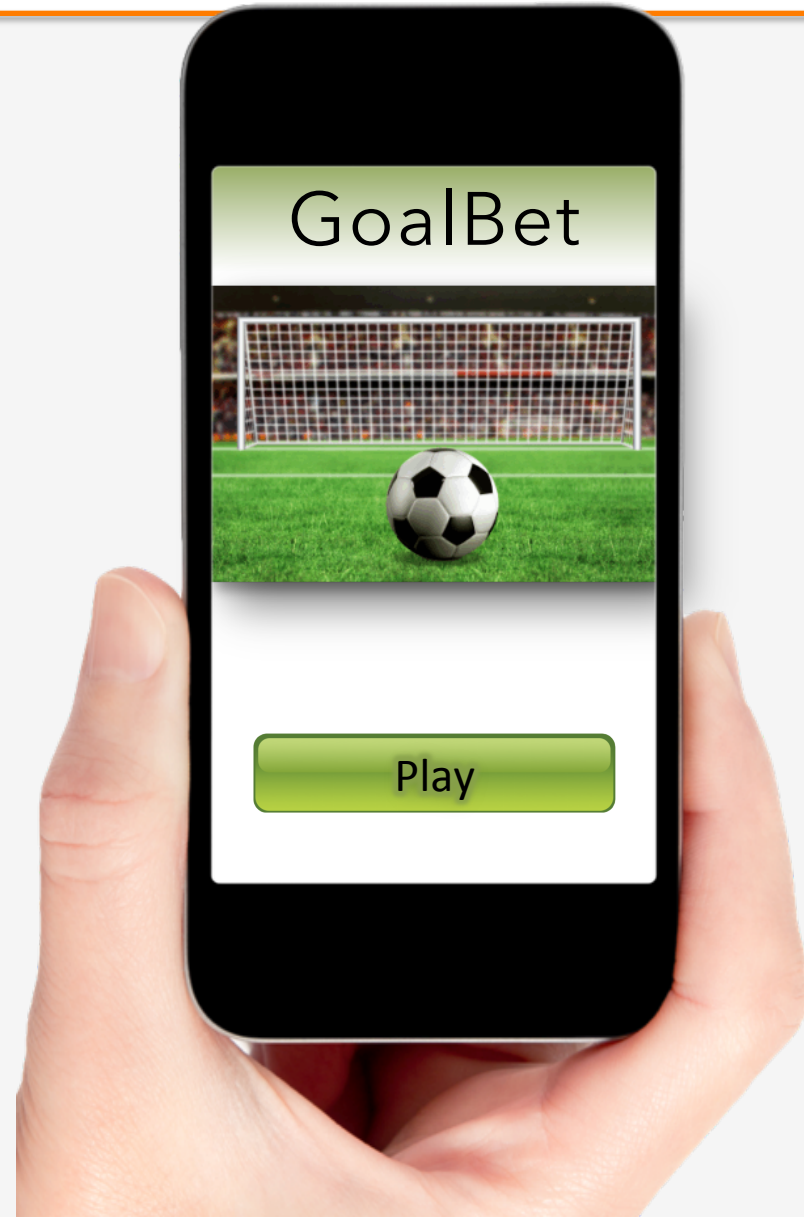


MatchBet/Bet menu



GoalBet

- This game is played during the match.
- When a penalty is awarded, users can enter the game and guess on which part of the gate the ball will land (or outside).
- Depending on the other players' guess, the user can multiply his initial bet.
- At the end of rounds of the World Cup the players collecting the most points will win gifts.



GoalBet



Countdown till the deadline

You've put 25 coins out of 87, saying it will be a goal and it will go on the top left corner. If the ball lands here, you will 5x payback.

GraviShirt

- When launching the app, on the opening screen the user see a random funny/interesting branded quote on soccer, that can set his mood - and he can share it immediately with his friends on Facebook.
- In the app, he can choose an official football shirt of a country and can personalize it with his name, number or some other funny words like („Best Friend“/Best Husband/...” etc.
- He can post the branded photo of himself wearing the shirt on Facebook.



GraviShirt

„A school without
football is in danger
of deteriorating into
a medieval study
hall.”
Vince Lombardi



GraviShirt



Set number

Set Text

Try it on!

PhotoBooth

- The app gives the opportunity to the user to make and share a photo together with his favourite player. After starting the app, a famous soccer player appears on the screen on the live camera view. The user can make and share a photo with him.
- Then, if he buys a product or find the logo of the company, and holds it in front of the camera, it triggers an AR picture of another player whom he can take a photo with.
- The more player the user takes a photo with (and shares on Fb) the bigger the chance to win. If he plays enough, he can take a photo with a whole team.



PhotoBooth

Buy one of our products and select a player to take a photo with!
Next add a text and share it with your friends!

Tom Smith has shared a photo on your
timeline via the World Cup App



3D Stadium

- With the help of the app, the user can turn your product your brochure into a 3 dimensional model of one of the World Cup stadiums. He just simply points his smartphone on it and it is instantly replaced with a stadium on the screen.
- There are waving supporters and sounds that conveys the atmosphere of the venue. And above the stadium, an airplane draws a print with the date of the next match.
- Different products/brochures trigger different stadiums.
- In each stadium, the app automatically places your name and photo on a huge white flag above the head of supporters,, and so you can take a picture and share it on fb.



3D Stadium

Opening screen
fun fact

The largest attendance for a Football match ever was 199,854 people - Brazil v. Uruguay in the World Cup at the Maracana Municipal Stadium, Rio de Janeiro, July 1950.



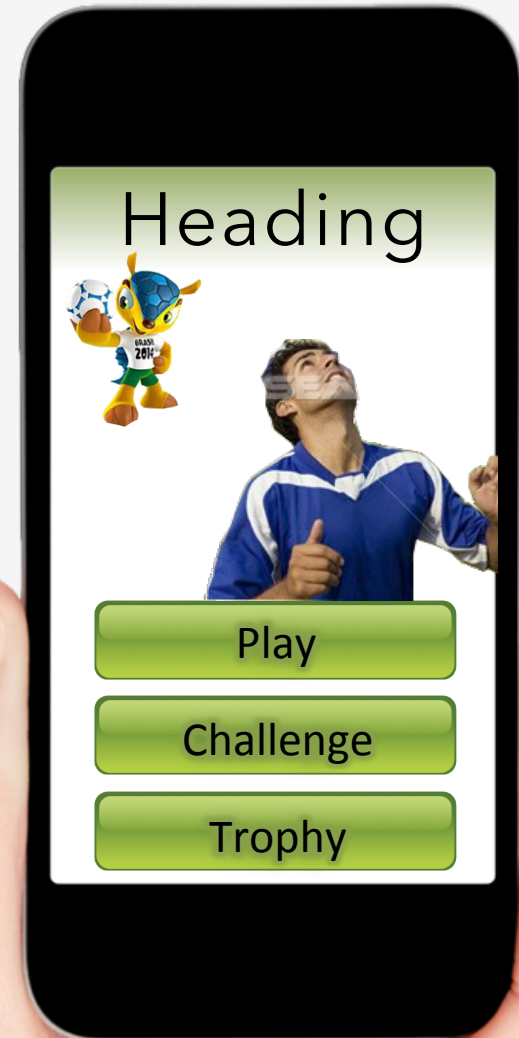
Heading

Game


- The user can play a heading game against the phone or another user, after configuring the outfit of his AR player. The user has 1000 virtual coins at the beginning what he can put at stake against the other user. Then the game starts and the player with the most heading, wins and gets coins from the other player.

Trophy

- By pressing the „Trophy“ menu the user can set a text on the pedestal of the World Cup trophy than share it (embedded into a branded frame). If he buys a product or visits the shop/dealership/branch, he can engrave his face contours on the official trophy which appears instead of or on the can. Every 1000th user gets this trophy in real (reproduction).



Heading - Game

Move the phone up and down (the body of the player beneath the ball),
and reach the highest points on the  leader board)

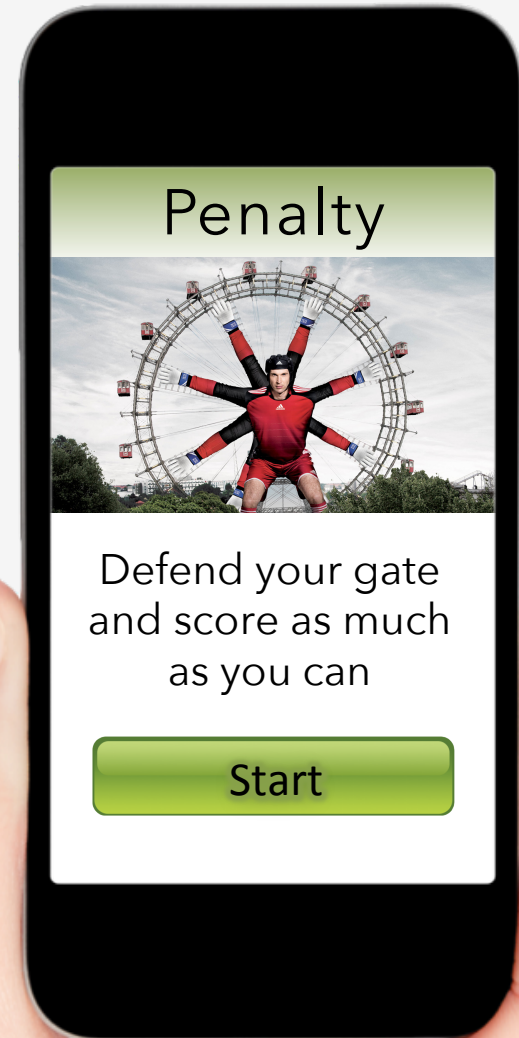


Heading - Trophy



Penalty

- After starting the app, the user can challenge another user to play penalty game. One player is the one who kicks the ball, and the other one has to defend his gate.
- They can be in different countries, even continents, when they are playing.
- Players can win over each other's virtual coins, that can be redeemed at the end of the World Cup.
- If one of them loses all the coins, he can get more by buying and scanning a product/brochure or visiting a sales location.

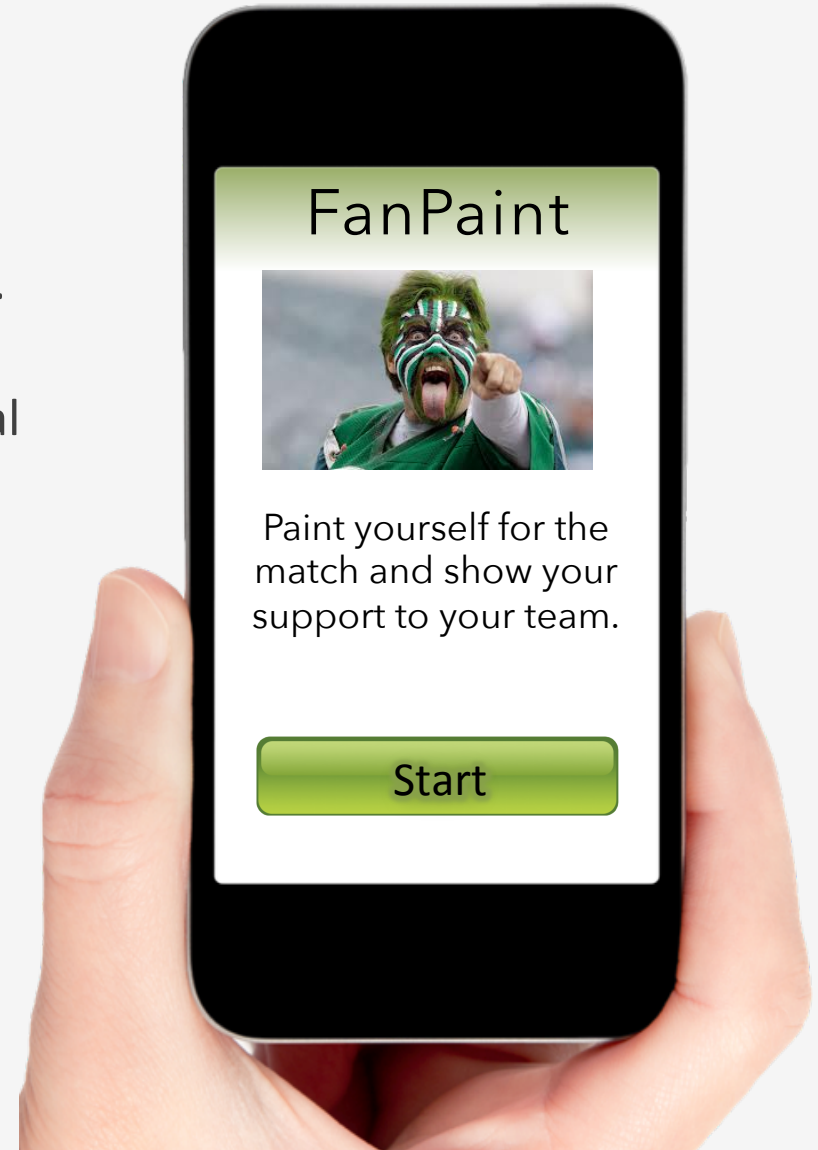


Penalty

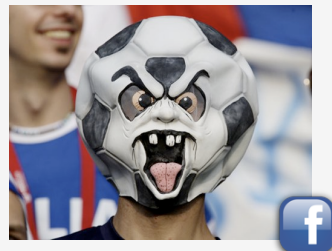


FanPaint

- User can make a photo of himself and then add the well known face painting designs to his own face.
- First, he selects his favourite country so the colors of the palette to work with is defined. Then he can place different colored stripes, stars, shapes to his face - proving he is a real fan of football.



FanPaint



MatchBand

- In the app, the user can select from a full range of supporter instruments those, which he wants to make some noise while watching a game.
- The app analyses and ranks how many people selected the instruments of a certain Team (or how many times they've used it). So apart from the National Teams the supporters have their competition as well.
- Independently from the matches supporters can compose melodies on these instruments and share it on FB – and who gets the more likes/votes get a huge gift from the sponsor.
- Of course, there are pre-defined songs in the app, as well just to enjoy.



MatchBand

The user selects the instrument then he has to make specific actions to make a noise with it

Taping on it with fingers

Pushing its button on the top.



Swinging the phone above the head.

Blow in the mike of the phone

MatchBand

Supporter Band ranking

Group 1

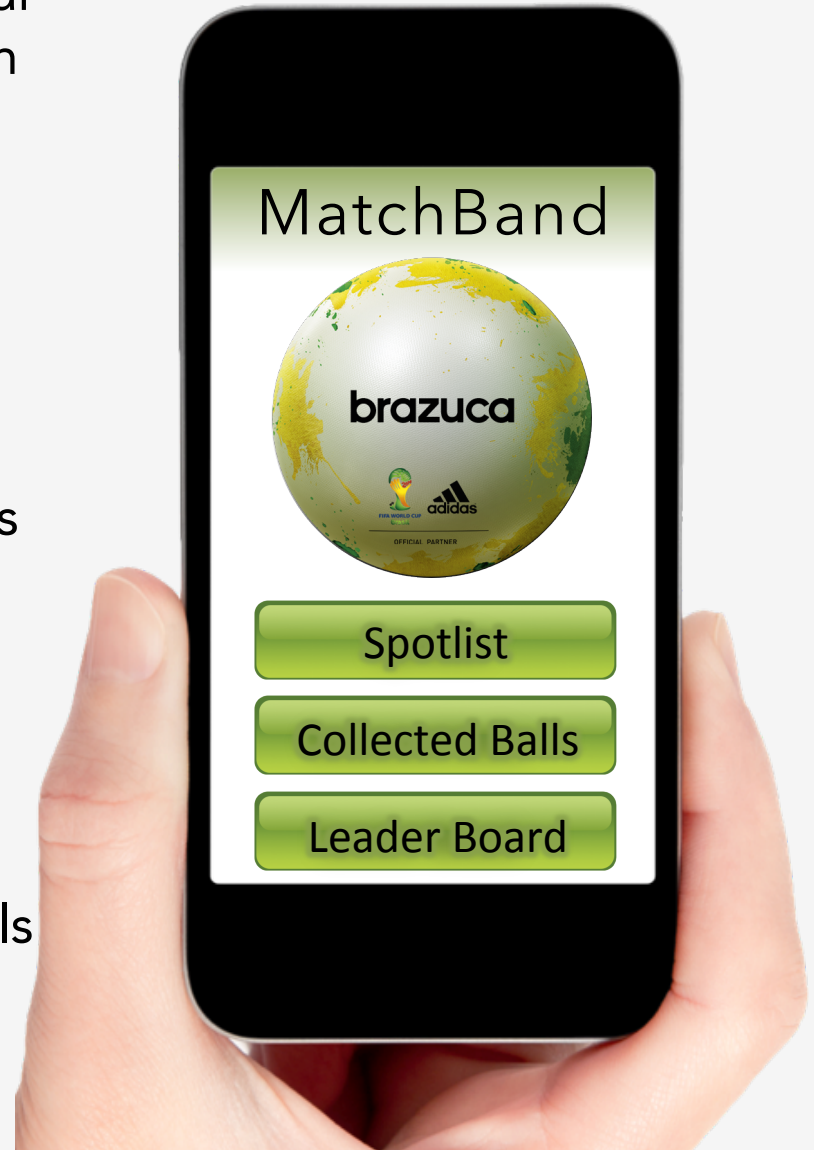
Brazil	354
Germany	250
Italy	200
Japan	170

Group 2

Group 3

Goalie TV

- The user can check out the timing of your TV commercials within the app. If he is in front of the TV when the spot is played and have the running app on his smartphone, he just have to hold his phone on the TV, so he can see that 3D balls are popping out of the screen in Augmented Reality.
- He has to catch as many of these balls as he can with his phone. The app posts when the user plays with the game and invite his friends to play as well.
- Instead of a TV spot, the same can happen in front of a billboard in the city.
- At the end of the championship, the balls can be redeemed into gifts.



Goalie TV



StarHunt



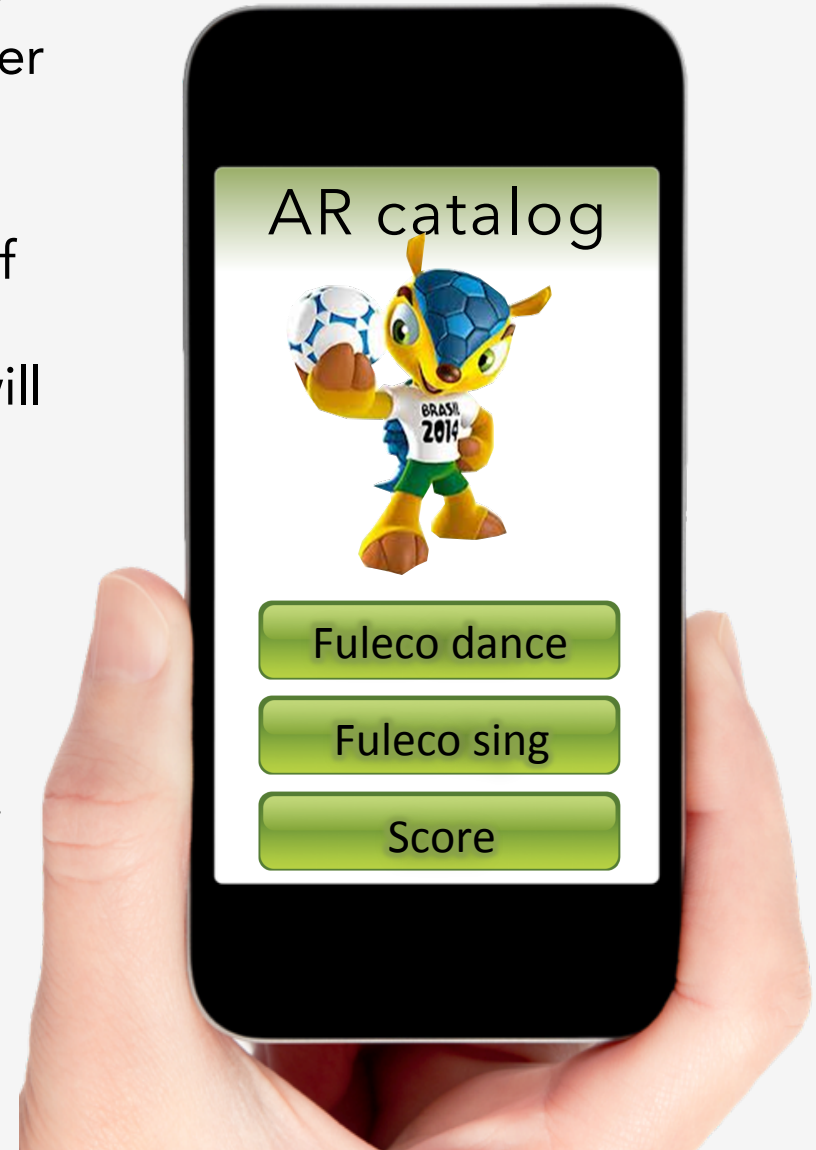
- Several virtual soccer stars (3d or 2d) are placed in the cities of the country. They are visible throughout the application and they can even change each day. (eg. Monday: Messi, Thursday: Ronaldo, Wednesday: Pelé etc).
- Starhunters have to collect them by clicking on them on their smart device
- If the user buys a product or have a brochure and holds it in front of the phone, the star starts to move and he can take a photo/video later with him. The photos he has taken are automatically posted on facebook.
- Besides he gets points for capturing many of these stars.
- Instead of players, soccer balls or product can be placed as well to collect

StarHunt



AR catalog

- The print ads/billboards of the company became much more interesting if the user watch them through the live camera image of his smart device.
- On the printed surface the 3D mascot of the event, FULECO, appears. He will dance, makes some soccer tricks then will repeat what you are saying in his own funny voice.
- Alternatively, a 3D football field could appear on the print with a gate.
- The user has kick the ball in the empty gate – from bigger and bigger distance.



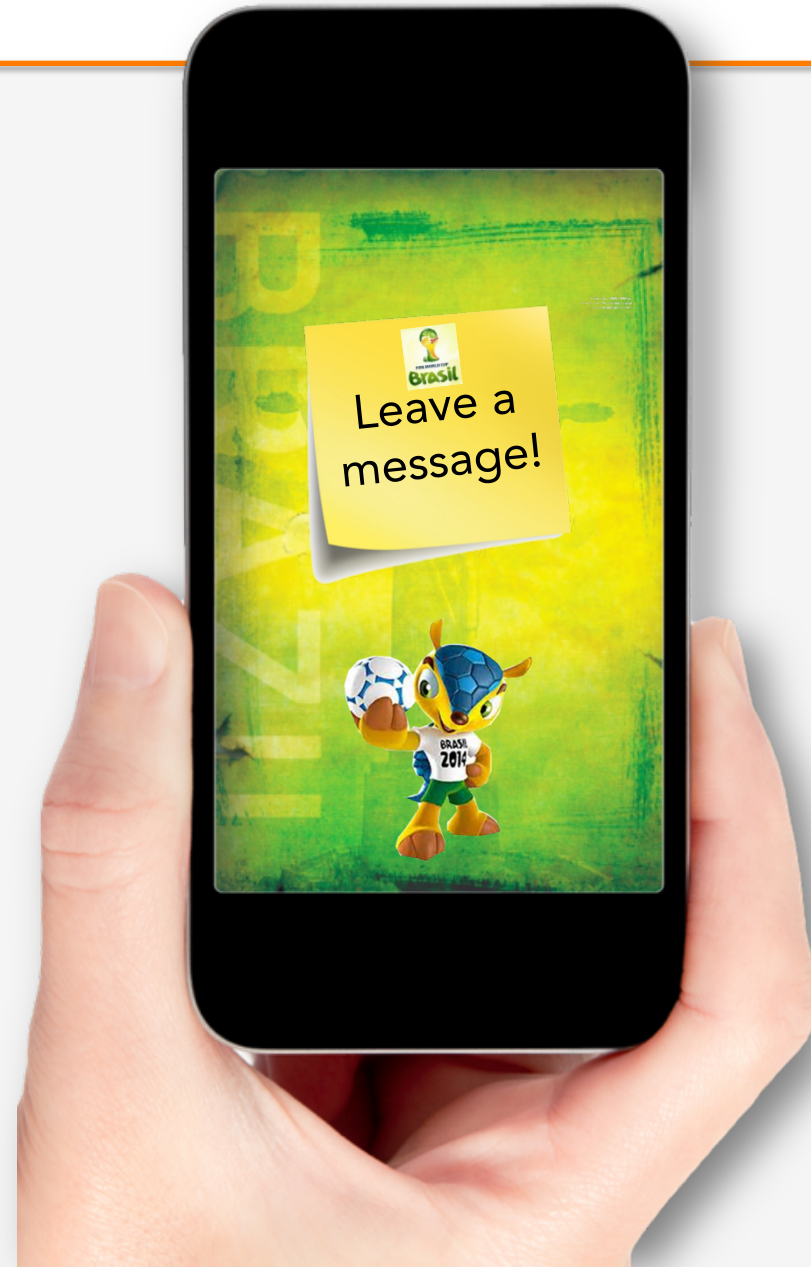
AR catalog

He will repeat in a funny voice what you say.
Make a video and Share it!



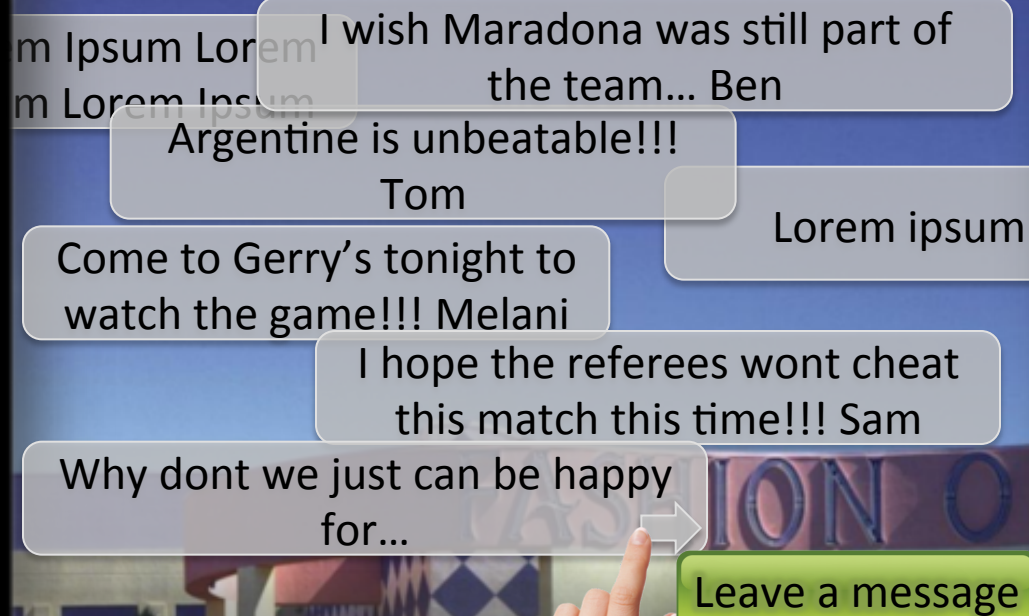
Messages

- Upon downloading and launching the app, the user has to log in through his FB account.
- At given GPS coordinates (At shops or billboards of the company) the app functions like a dynamic virtual message board.
- Anyone at the spot can leave an AR message, that can be read on facebook as well (but only on the spot can the messages be left.) The most active users or the funniest ones get gifts from the company. If someone gives personal data, he can win tickets.
- On the spot the AR space is infinite, but as messages proliferate, they get proportionately smaller, but can be magnified. If a message is longer than 70 characters, it is signified by an arrow, and the remaining text can be unfolded by taping on the text box.



Messages

The user can browse among the messages and can read longer ones by tapping on the box that has an arrow on it (signifying, that the text continues).



Concepts

Which
concepts
do you
prefer?

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