



Coke WebAR Pilot Experience

February 4, 2019



AGENDA

CONCEPT
MOOD BOARDS
NEXT STEPS

THE CONCEPT & MOOD BOARDS



SELECTED CONCEPT AND USER JOURNEY



Selected Concept: Wonder

To deliver on the “new twist on delicious” that is Coke Orange Vanilla, we’re taking consumers on a journey into new versions of reality - worlds and wonders you know and love with a twist of Orange Vanilla magic. Throughout each world, we’ll place hints of branding and flavor cues, like 3D orange wedges, the dynamic ribbon, and product itself, that reinforce the flavor experience and create a thread between the worlds.

User Journey:

Start at the mobile landing page where we hint at the three twisted wonders. A consumer taps to launch the experience and sees the 3D Orange Vanilla bottle on a plane/surface in their environment. A sign will instruct the user to “TWIST & EXPLORE.” Upon twisting to the backside of the bottle, the user can zoom in to fully explore the world. Subtle hints to the other worlds are included in each experience, encouraging repeat engagement with a guaranteed twist. The back of the sign can also be used to encourage the user to explore the next world, or to reiterate instructions.

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WONDER LOUNGE

All environments feature a low poly style that gives everything a fun, playful and ownable look.

A 3D bottle appears on tabletop and it quickly twists to reveal an OV world unlike any other.

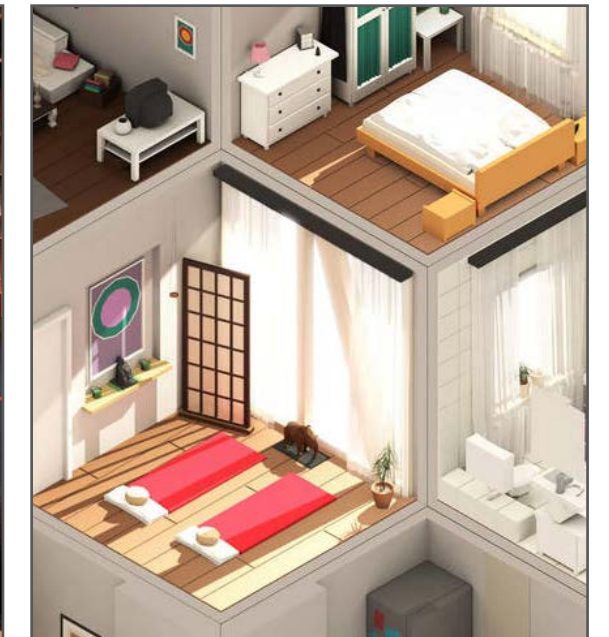
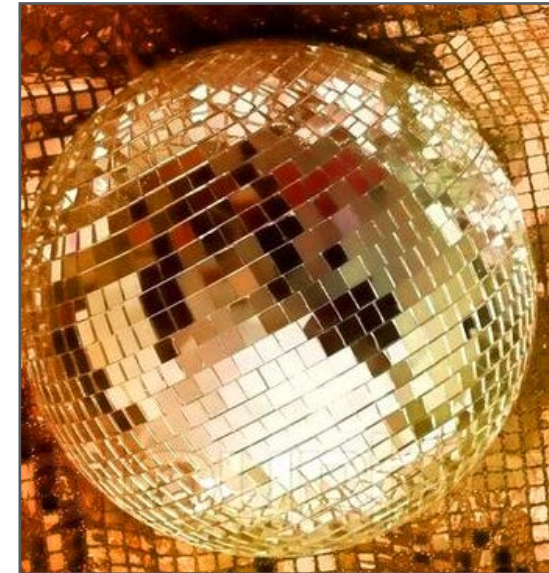
Zoom in to let the search begin.

In this world, users are prompted to check out the OV lounge before popping up top to come face to face with a real OV dancing unicorn.

The dynamic ribbon guides the user around the experience while effervescent bubbles magically float about, from orange wedges to a fully stacked shelf of orange vanilla, the viewer is immersed.

Will you find the orange wedge behind the couch, on the shelf or as a beret in the unicorn's magical hair?

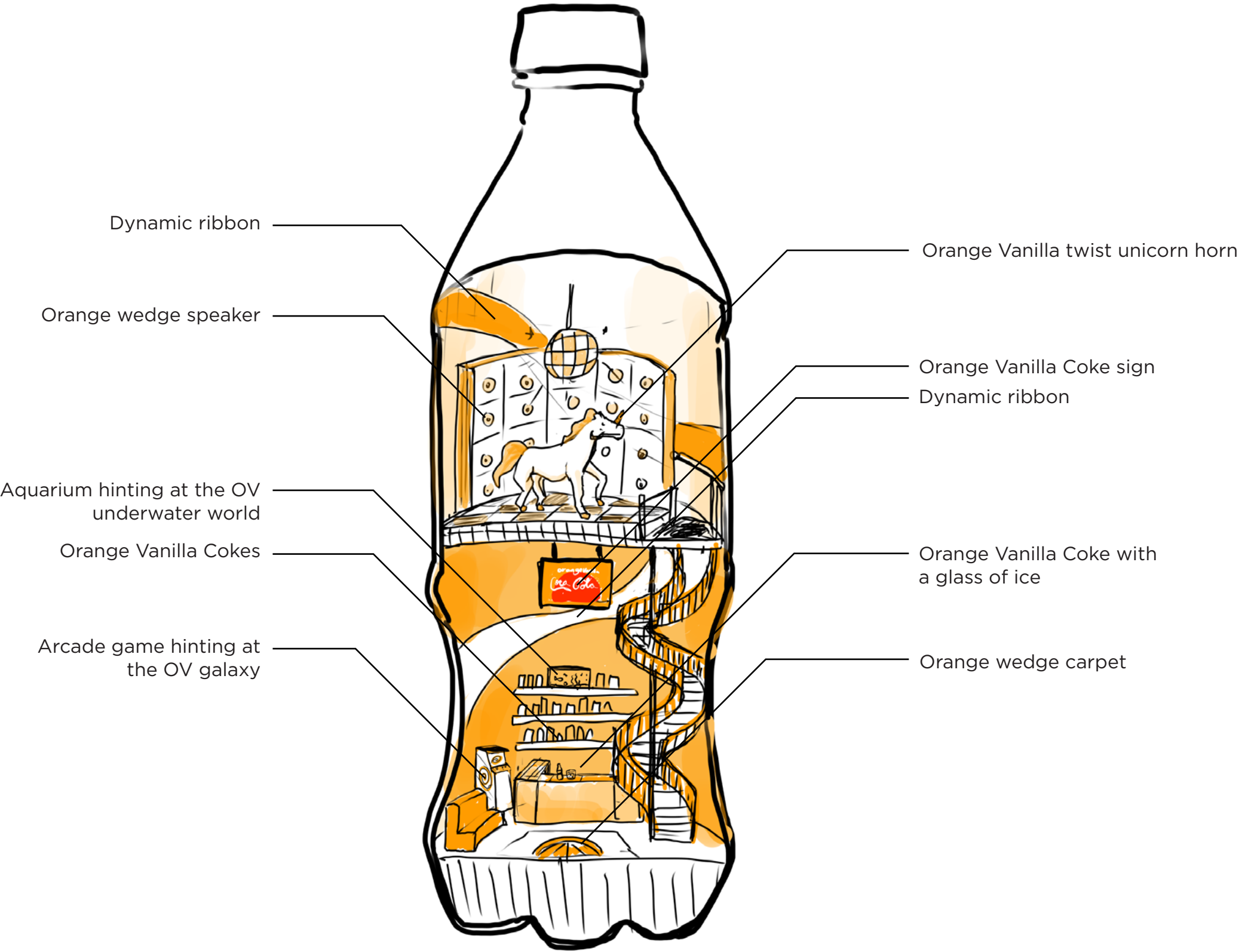
Note: Aquarium and outer space arcade game are nods/Easter eggs to our two other worlds.



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WONDER LOUNGE

BRAND INTRINSICS



Coke WebAR Pilot Experience

UNDERWATER WONDER

The third experience spins into an OV undersea observation center, complete with dynamic ribbon seaweed, orange schools of fish, a treasure chest and a welcoming diver.

Where is the orange wedge hiding? Is it in the porthole, on the deserted island or about to zoom away?

Note: Disco ball at base of aquarium and space ship in the sky are nods to our two other worlds.



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UNDERWATER WONDER

BRAND INTRINSICS



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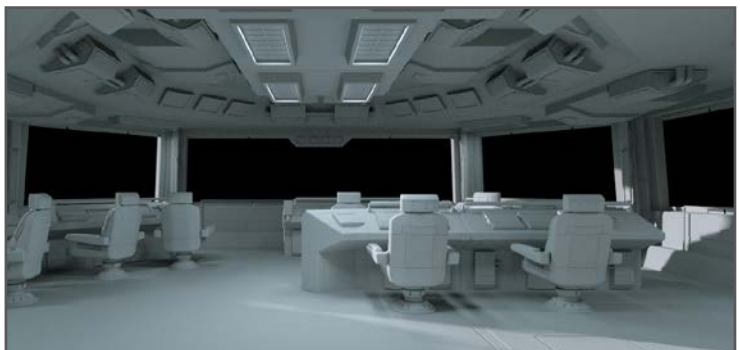
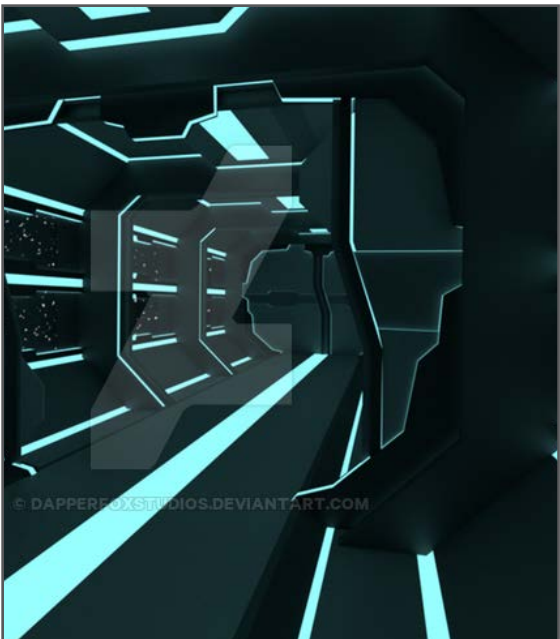
THE S.S. WONDER

The second experience, rotates to reveal a first floor command center with a top floor view of the never-before seen OV galaxy.

Coke elements are woven in with the orange vanilla swirl galaxy and the dynamic ribbon milky way. Orange vanilla accents like orange wedge buttons accentuate the hull of ship.

Where in the universe is the orange wedge hiding? Under the chair, on the navigation computer screen or in the heart of the orange vanilla swirl galaxy?

Note: Disco ball planet and fish ship are nods to other two worlds.

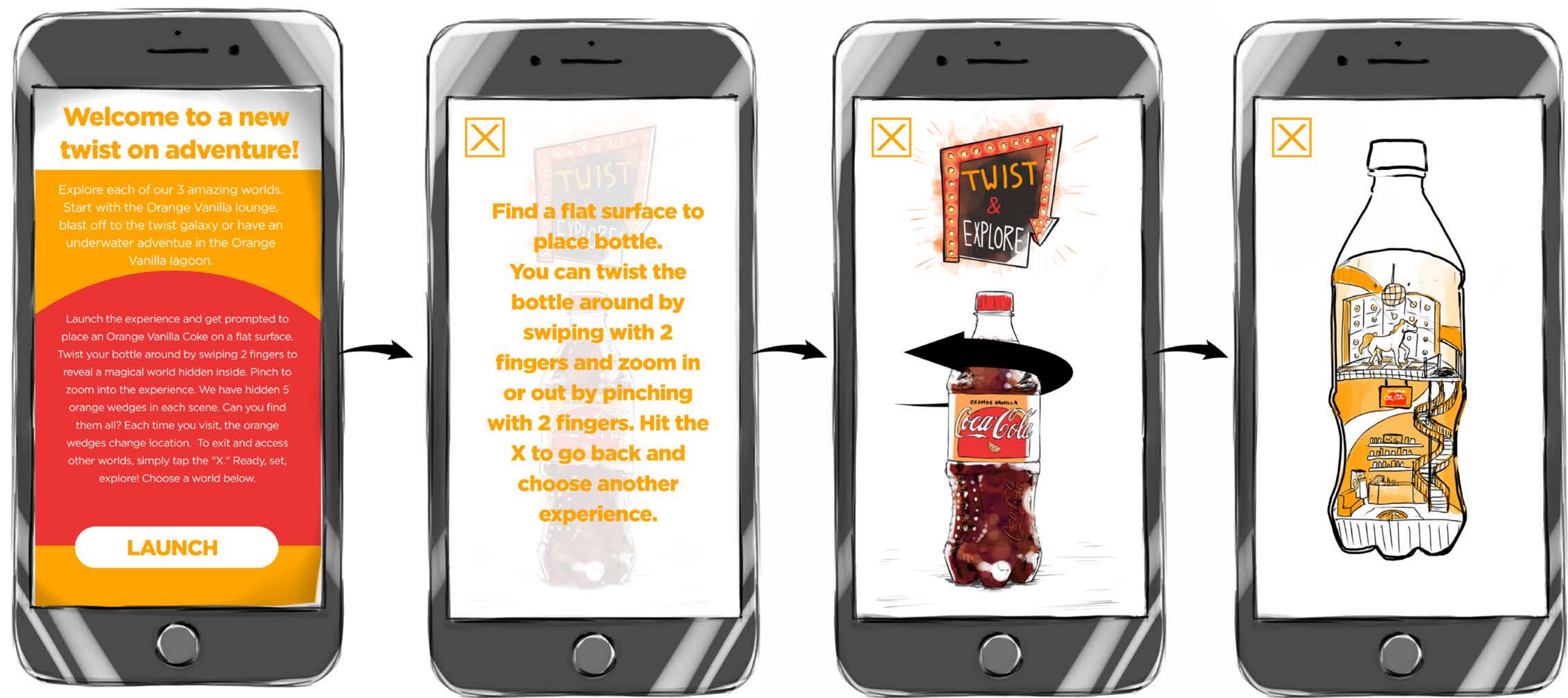


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THE S.S. WONDER
BRAND INTRINSICS



ALL SCREENS FPO



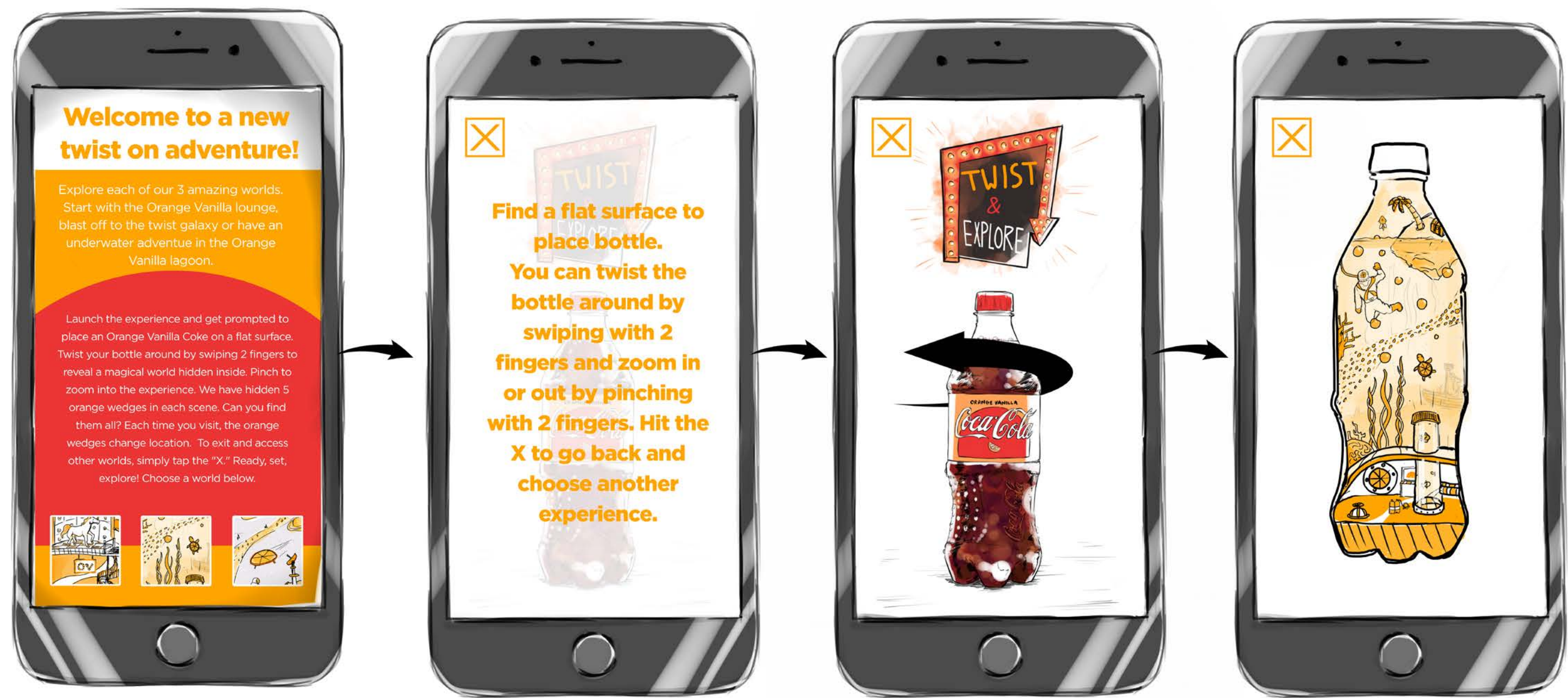
Landing Page. The first visit always directs the user to the wonder lounge.

Quick look launches with Twist and Explore instructions. Consumer will be shown instructional marks

Instructions disappear and the experience begins.

Consumer will use fingers to move around the OV lounge. The fish bowl and arcade are nod to the other Orange Vanilla worlds. Once the user exits, they will go back to the landing page where they can choose another world.

ALL SCREENS FPO



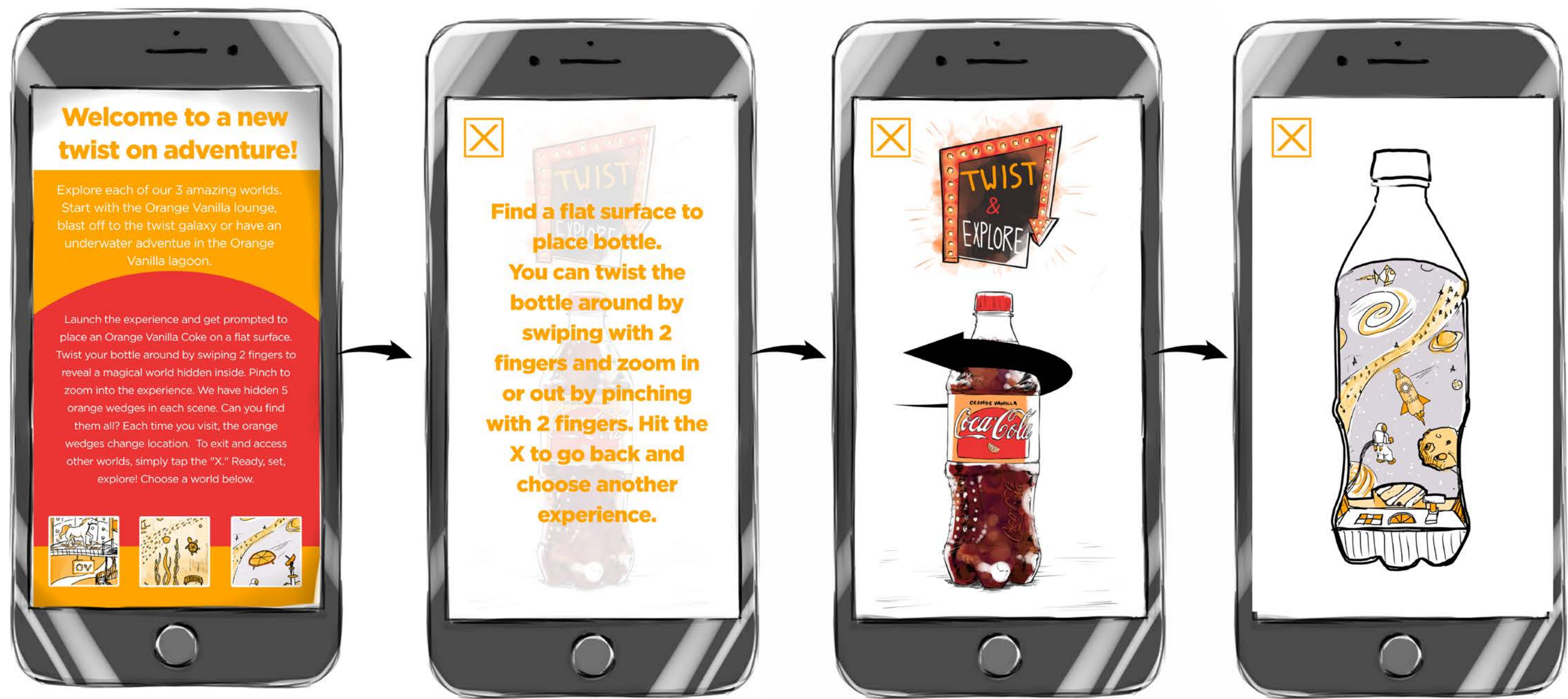
Landing Page. After the user has visited the Wonder Lounge, they can choose to go to any other experience.

Quick look launches with Twist and Explore instructions. Consumer will be shown instructional marks

Instructions disappear and the experience begins.

Consumer will use fingers to move around the OV underwater world. The disco ball and spaceship are a nod to the other Orange Vanilla worlds. Once the user exits, they will go back to the landing page where they can choose another world.

ALL SCREENS FPO



Landing Page. After the user has visited the Wonder Lounge, they can choose to go to any other experience.

Quick look launches with Twist and Explore instructions. Consumer will be shown instructional marks

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Consumer will use fingers to move around the OV galaxy. The disco planet and fish ship is a nod to the other Orange Vanilla worlds. Once the user exits, they will go back to the landing page where they can choose another world.

NEXT STEPS



NEXT STEPS

1/10: Brand feedback due + final concept selection

1/22: First client review of mood boards (also shared with development as a first look)

1/25: Client feedback received

1/28: Final Client Review

2/8: First review of prototype (1st experience)

2/11-2/15: Integration target

2/15: Final review of prototype (1st experience) and first review of prototype (2nd experience)

2/22: Final review of prototype (2nd experience) and first review of prototype (3rd experience)

3/1: Final review of prototype (3rd experience)

3/8: Delivery of final assets/links

3/11-3/15: UAT (assumes that UAT is taking place after each final review)

3/18: Launch

Disclaimer – Timeline is dependent on feedback received by specified deadline.

TECHNICAL CONSIDERATIONS

QuickLook AR

Only compatible with iOS and doesn't have interactive capabilities.

The files do allow for limited animation, and the platform allows for easy image capturing.

A-frame

Truly capable WebAR, but requires a set of documented triggers to activate the experience.

JS Animation “AR”

This functionality, similar to the RBG example, is not true AR, but offers an animated layer on top of a browser's camera view.