

Curiat Augmented Reality - Case Study # 01

Using technology to engage more people, for longer



Retail – FMCG (Food and Beverage)

A.R case study summary

Australia Treasury Wine Estate launched Wine label 19 Crimes. In 2017 their marketing campaign used augmented reality to grow consumer engagement by using the images from just 7 bottle labels to reveal historical convict stories. According to 19 Crimes, its goal is to celebrate “the rules they broke and the culture they built” in Australia.

In the year following the campaign launch, 19 Crimes sales rocketed by 60% (sales value by 70%) and have won multiple Marketing Awards.

The challenge

Competing in the food and beverage industry requires that an “us to” brand create a consumer following through a notable point of difference. How do you do this without free give-aways or competition prizes?

The solution

The app tells the stories of 12 convicts exiled to Australia whose pictures are featured on the wine bottles (labels). The [19 Crimes](#) wine label leverages the story of exiled British convicts who were sentenced to live in Australia in the late 18th century.

The brand has launched an augmented reality campaign that brings the characters featured on each bottle (label) to life.

They animated 7 convict stories with voice overs to personalize the individuals. Each character appears to talk to the consumer directly from the wine bottle labels.

In the year following the campaign launch, 19 Crimes realized significant unprecedented sales growth throughout Australia and the USA.

Award Winner

Gold & Silver 2018 Marketing Award

Within 1 year of the campaign

