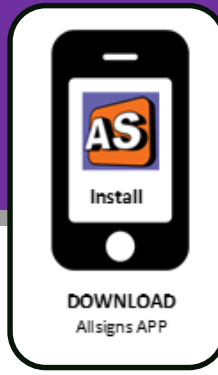


# Curiat Augmented Reality - Case Study # 02

Using technology to engage more people, for longer



## The Never Ending Forest Campaign

### A.R case study summary

As part of their sustainability project, Brazilian brand Faber-Castell used augmented reality to engage students by transforming pencils into animals. It became the most downloaded educational app at AppStore Brazil during a seasonal campaign to coincide with the start of school term.

### The challenge

Every new school term is crucial for the pencil business. It's hard to compete for kids' attention when the main thing kids have in their hands nowadays is a mobile phone.

### The solution

The Never Ending Forest is an AR app that works like a game. Using Augmented Reality, it shows Eco-pencils transforming into animals when kids point the camera of their phone to each different colour pencil.

Twelve different animals were released, matching with the twelve colours of the new Faber-Castell Eco-pencil case.

The idea was to collect them, unlocking new functions within the app.

In the first week, only three of the twelve collectible animals were available. And every following week a new animal was released, keeping kids engaged in the activity for longer.

**600,000**

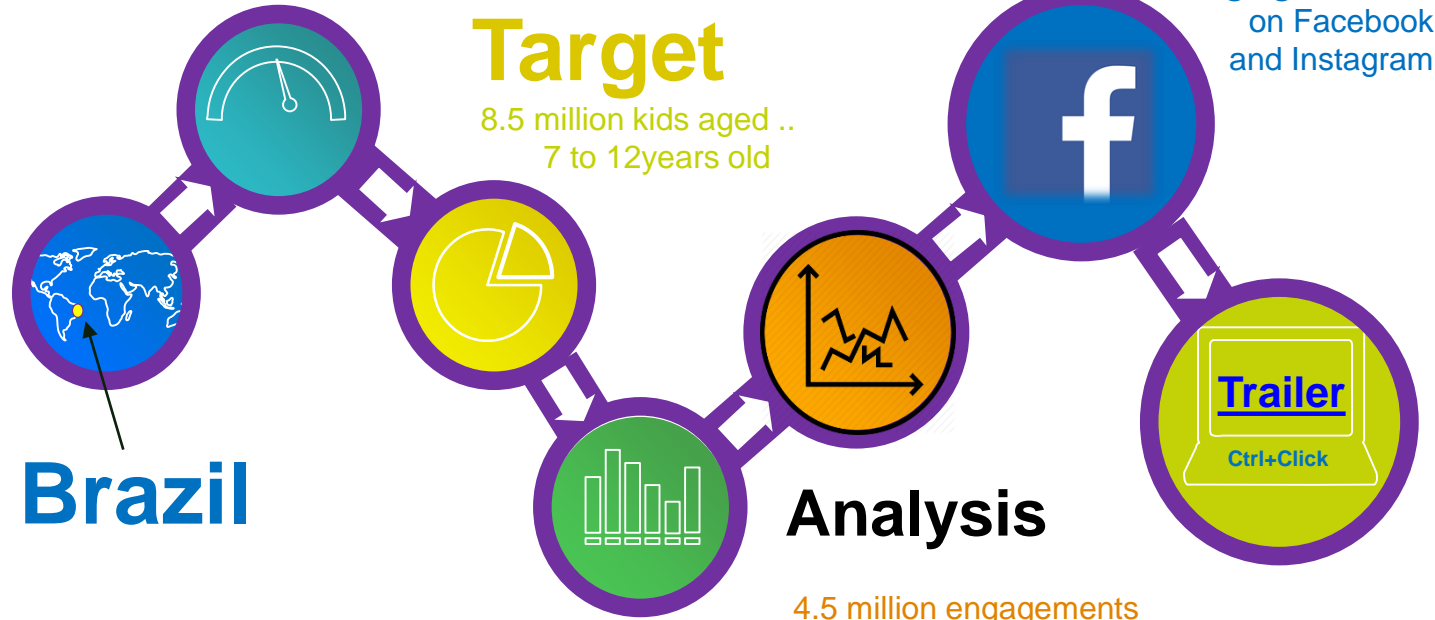
Downloads in 90 days

**4.5 million**

Engagements on Facebook and Instagram

**Target**

8.5 million kids aged .. 7 to 12years old



**Brazil**

**Analysis**

**Achieved 150%**

above the initial business target

4.5 million engagements  
76 million impressions  
12 million impacts  
18 million views