



# A.R game deconstructed



## The idea

Use the physical instant kiwi scratchie to create a digitally interactive 3D AR gamification experience.

The 2 options to play are;

1. the person scratches the card to win in the traditional way, or
2. alternatively they download the Instant Kiwi APP to play the game by interacting with the 3D game on their mobile device.

## Marketing

They used a seasonal event (in this case the Chinese New Year) as a platform to launch a themed A.R experience and attract consumers.

Props and marketing materials were highly visible outside instant kiwi and lotto stores.

All themed marketing images included information on the APP and a generic QR code to take the user directly to the APP to be downloaded – this made the process to access and download the APP very easy.

Inside store



At checkout





**Downloading the APP** – A QR code appears on all marketing material including the back of the Instant Kiwi ticket. The consumer has multiple opportunities to scan the QR code with their mobile camera. The QR code gives direct access to the Instant kiwi APP, to download. This experience felt far more user friendly than manually searching for the APP in the APP store.

**Terms and Conditions** - When downloading the APP, you are asked to “okay” the terms and conditions. Once okayed, the APP downloads.



**Buy the ticket** – Same as all Instant kiwi purchases. The ticket price was \$3. I noted that there was high frequency of promotional material located at and around the checkout.

**How to play the game** – If you didn’t have the APP already, you could scan the back of the scratchy to download it. Upon opening the APP, you are presented with 2 choices; 1. Terms and Conditions or, 2. Play the game. If you choose “play the game”, it takes you to another screen that gives you 2 more options; 1. “How to play the game” or, 2. “Play”. This latter screen is where all the magic happens.

**Activation and Engagement** – The game was intuitive to navigate. The printed instructions on the front of the scratchy and the “How to play the game” screen were simply stated. Lit lanterns will rise from the city-scape. Touch the lanterns to pop them. If you pop 3 lanterns with the right numbers you can win. Chinese music played. **To activate the game;**

1. Physically scratch the film covering the unique barcode on the front of the instant kiwi ticket, 2. Open the APP (T&C on this screen), 3. Hold phone over the unique barcode, 4. The game activates (“How to Play” and “Play” buttons appear on this screen), 4. The music starts and the lanterns begin to rise, 5. Play.

**Playing the Game** - It was an enjoyable experience. It captivated you in the moment (of trying not to miss any of the rising lanterns). The feeling of the challenge exceeded the feeling of trying to win money. Despite the clear on-screen notification that I did not win, I did feel a moment of deflation of an unfinished experience.. The winning of money did not matter, however, I wanted to play again. The game then gave you this option.. And I played again, even knowing that I would never win a prize. Sounds like “Ooohhh” plus a visible notification, removed any doubt or confusion about the status of your win.

**Conclusion and learnings** – The game was created by Imersia. Imersia have been operating in the AR space for 4 years. Work on the instant kiwi AR experience began in September 2017 and was ready for release for the Chinese New Year by mid January. *Using a unique barcode to initiate multiple win/lose experiences - while still using the same scratchie image as a trigger was pure genius. We could use this to idea to make multiple offerings from a single trigger.*

My estimate is that this would have been close to \$100k to create and monetise. This was a well considered superior UX experience. It pushed all the right buttons, and led the user easily through the game process. It was light, it was fun. I gave the “unused” scratchie to my son as a gift.

