

#MINI5Door awakens the senses through Layar Augmented Reality

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The Design Indaba, recently held in Cape Town, featured a sense-provoking [Layar](#) Augmented Reality installation for the new MINI 5-Door Hatch, augmented by Digital Narrative.

[#MINI5Door at Design Indaba](#) from [Digital Narrative](#) on [Vimeo](#).

Design Indaba organisers, Interactive Africa commissioned Digital Narrative to create the AR campaign for the exhibition after previously experiencing success while working with [Johan Walters](#), Director of Digital Narrative. From the first concept meeting to launch, it took approx. four weeks to augment the campaign which consisted of six interactive stations. Five of these stations were linked to the campaign concept of tying in the five senses with the new MINI 5 Door Hatch. The sixth trigger was the back wall of the expo which was made interactive with additional features of the new 5 Door MINI. The print and augmented reality designs were created by [Ruschka Du Toit](#).



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An intro panel stating that it was an "Interactive Experience" was complemented by several MINI ambassadors, each equipped with an iPad utilising the Layar app. Each ambassador welcomed attendees onto the installation and guided them through the entire AR experience.

The stand itself featured two MINI 5-Door Hatch models on the expo floor, with numbered stations surrounding the installation, each featuring an AR trigger image. Users were encouraged to follow each number from start to finish and engage with the entire installation.

Through various forms of Rich Media, the user could experience the new MINI 5-Door Hatch components in a very real way - One of which featured the engine sound using specially provided headphones; another offered a MINI 5-Door TVC triggered from a floating panel in augmented reality. Additional information about the new Mini 5-Door was triggered in a 360-view around the user through the launching of special geo-layers. Finally, each user received the opportunity to enter a competition, exclusively through AR, to stand to win an iPad Mini each day of the expo.

"The augmented reality on the MINI Design Indaba expo stand was great! It helped communicate the essence of the stand by taking the 5 senses to the next level. This tie into the MINI 5-Door hatch on the expo floor was a great brand fit and one enjoyed by all who interacted with it." Carmen Slade, Marketing Manager MINI.

Walters believes the success of utilising AR for exhibitions is due to the following factors, "Augmented Reality offers an innovative platform to engage and experience the campaign in a complete new way. It also offers measurable stats to the brand and a brand new lead generation platform."



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