

Doritos and Poplar Studio to use AR tech in a campaign to encourage live music fans back to events

With a lack of in-person events, including festivals, gigs and live music, brands have been looking at alternate ways to recreate popular experiences through digital-first solutions. AR technology has proven to be invaluable in creating interactive online experiences to be enjoyed from home.

Leading AR and 3D company, *Poplar Studio*, is partnering with Doritos to launch their “Make Your Play” platform. The campaign, which uses augmented reality (AR) technology, will encourage music fans to enter into a competition to win tickets for festivals, events and discounted tickets.

The campaign aims to bring live music back to the UK this summer.

With the iconic Doritos chip turned on its side to form a play button, the UK will see the buttons start to both pop up physically and virtually, unlocking a summer full of live music events.

How does the play button work?

The webAR effect, developed by Poplar with the support of leading WebAR platform, 8th Wall, will be displayed on interactive posters across the UK, in locations including London, Manchester, Birmingham, Leeds, Glasgow, Brighton and Cardiff.

Those who spot the posters can scan the QR code to access the augmented reality experience, placing the play button into their surroundings where it will transform their surroundings and unlock an audio reactive portal with 3D objects and music.

What tickets are up for grabs?

As play buttons are activated across the country, Doritos will unlock 250 pairs of day tickets on DICE to live music events such as the Strawberries & Cream Festival, as well as further discounted tickets to watch the line-ups including Koffee, Burna Boy, PARTYNEXTDOOR and Bugzy Malone.

What's next for AR technology?

As restrictions start to ease and in-person events can resume, AR technology is not going anywhere. Brands have now been exploring how the system can be used to promote live events, launches across social media and out-of-home advertising.

David Ripert, CEO and cofounder at Poplar Studio, said: "Over the pandemic, brands had to compete in a very crowded digital market and lacked the tools and technology to showcase their brand.

"Many have utilised technologies such as AR to create unique, interactive and engaging experiences for customers at home, either through campaigns, social media or on their website."

“We are thrilled to be working with Doritos, taking their campaign to the next level and bringing their ads to life to help reconnect fans to live music and assist driving the events industry forward.”

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