

SPORTS BAND AR CAMPAIGN

DATA ANALYTICS REPORT

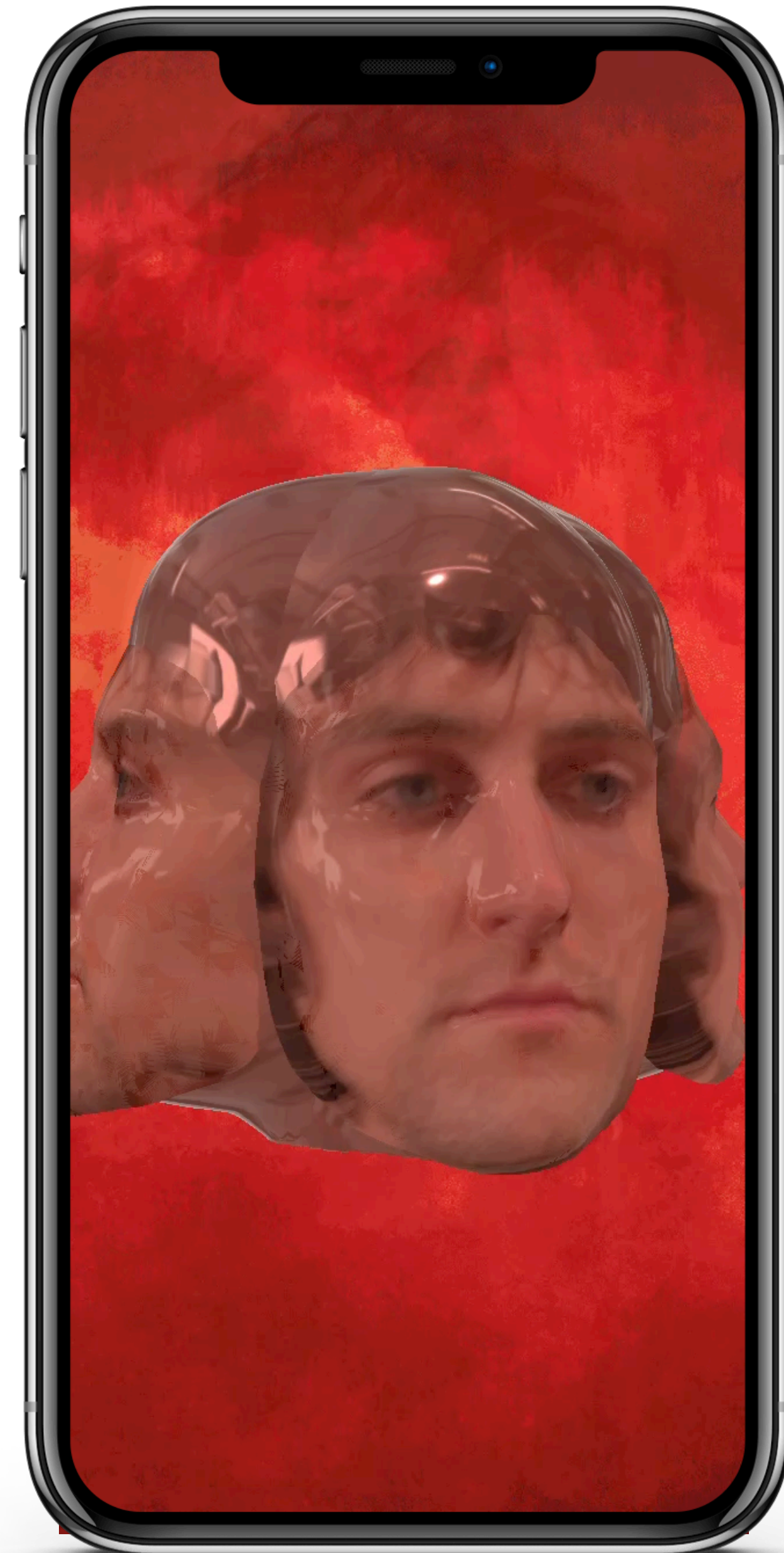


THE IDEA:

Get a Good Look with Sports AR filter.

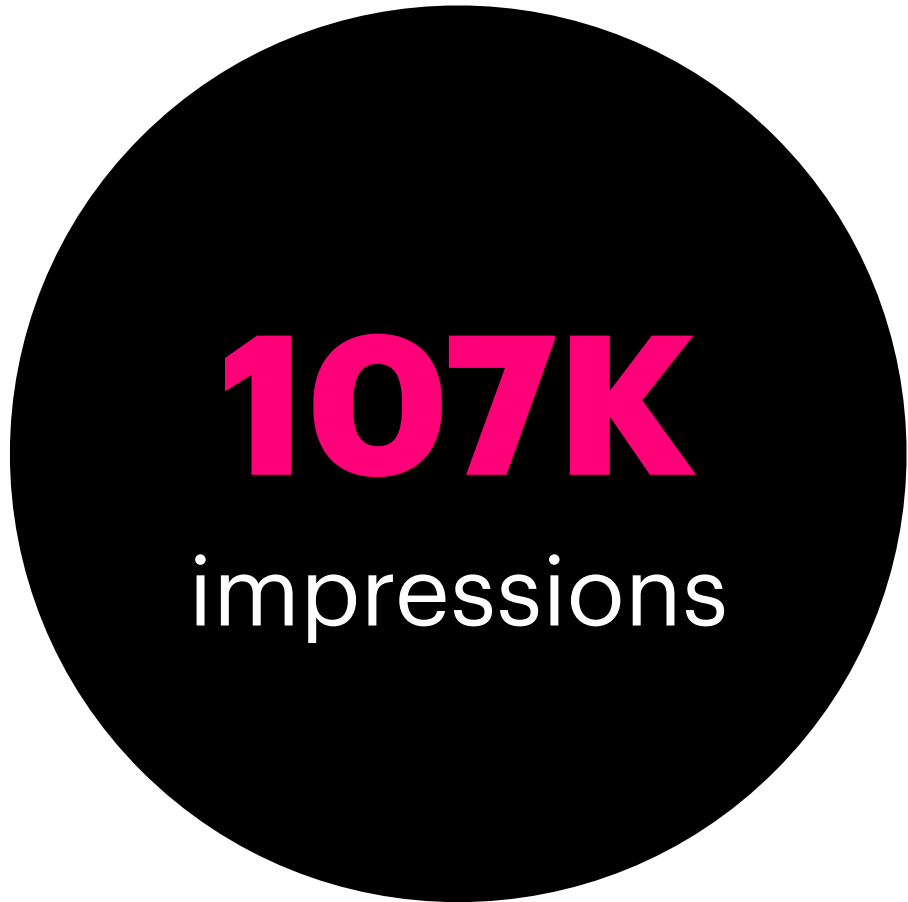
For the Oklahoma-based band Sports, we created a modern art inspired filter design, featuring four merged, spinning 3D chrome head models which each adopt the user's face and change colors according to the user's skin tone.

A screen tap makes the sports logo appear like a neon green glowing halo. The filter also includes an interactive slider, with which the users can modify the background of the filter from an abstract red to a trippy animated visual. The audio for the band's new single "The Look" is playing along with the visuals, letting fans record a lip-synch video.

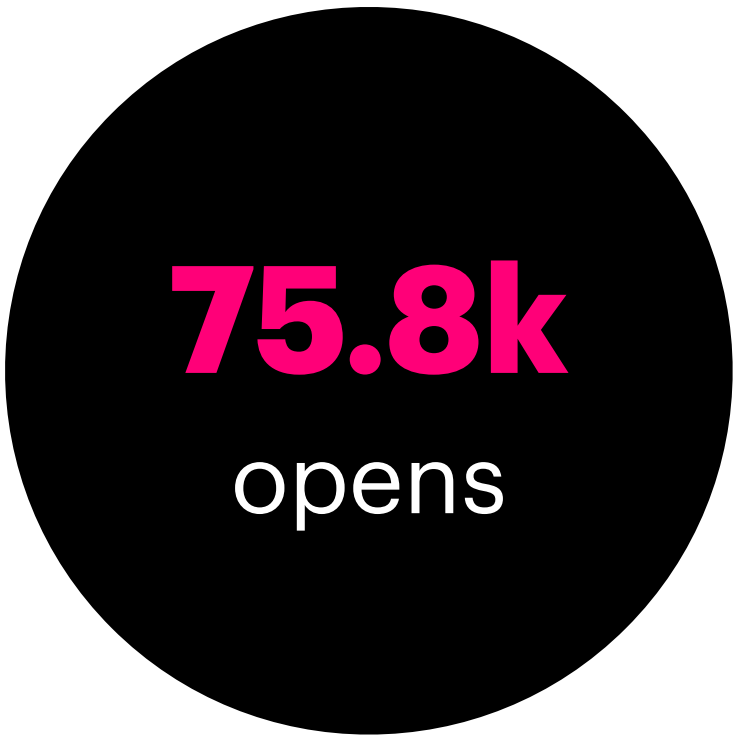


SCAN TO TRY!

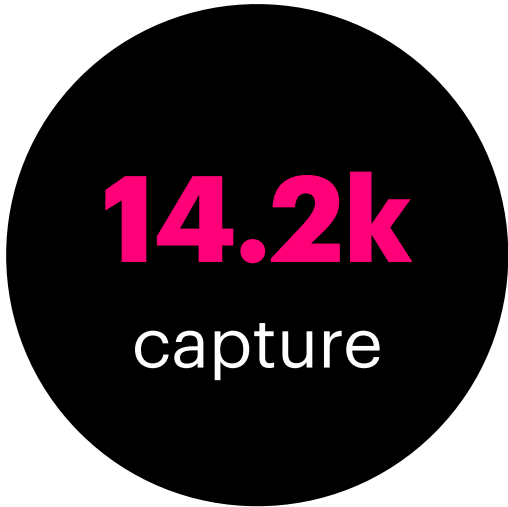
ORGANIC RESULTS



Awareness



Engagement



Advocacy



89.7%

engagement rate

Users that made at least an interaction with the filter

27%

action rate

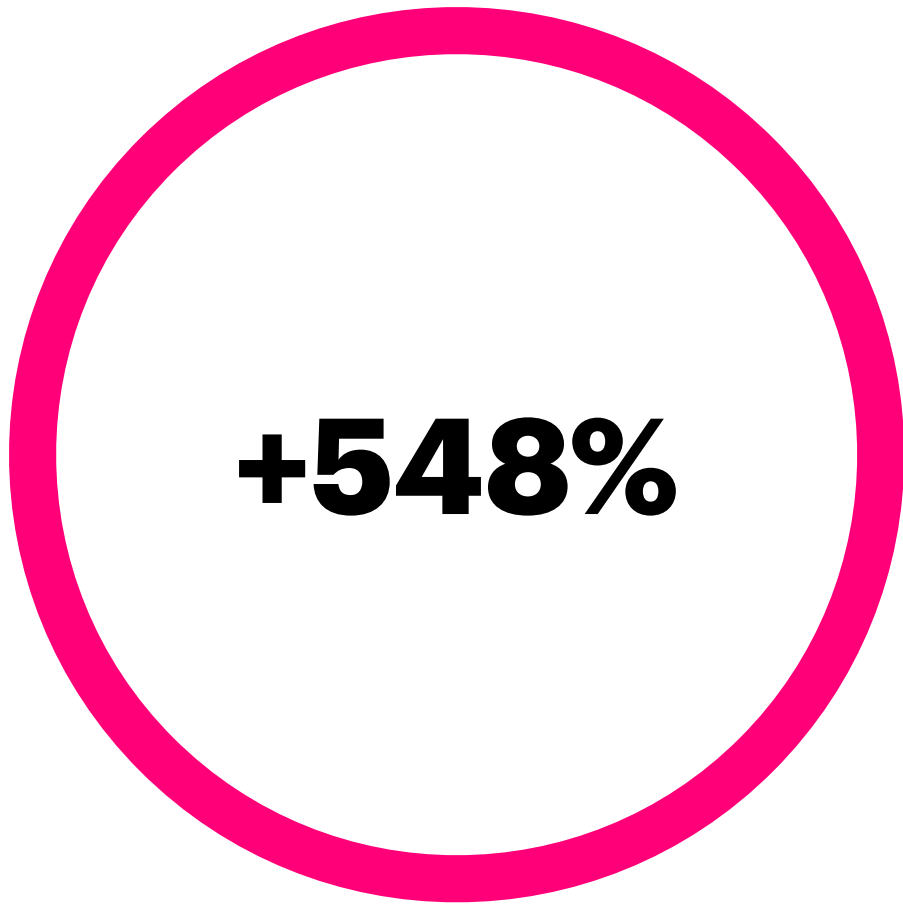
Users that used the filter after opening it

26%

Shareability rate

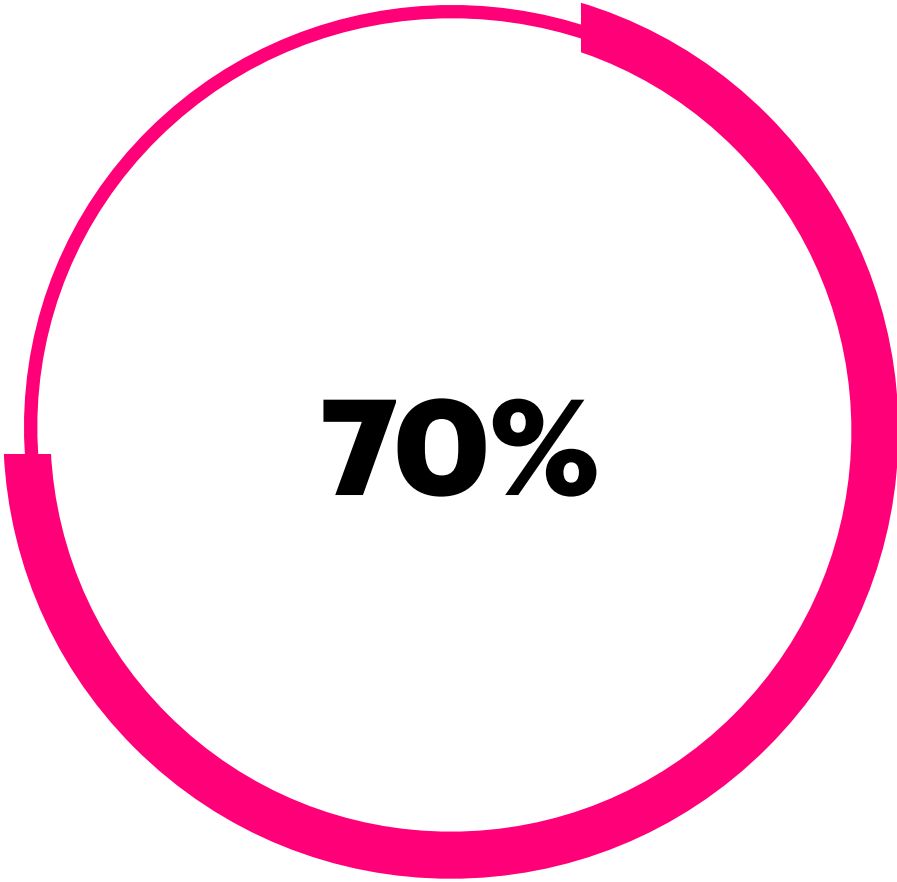
Users that shared the filter once Capturing

INSIGHTS



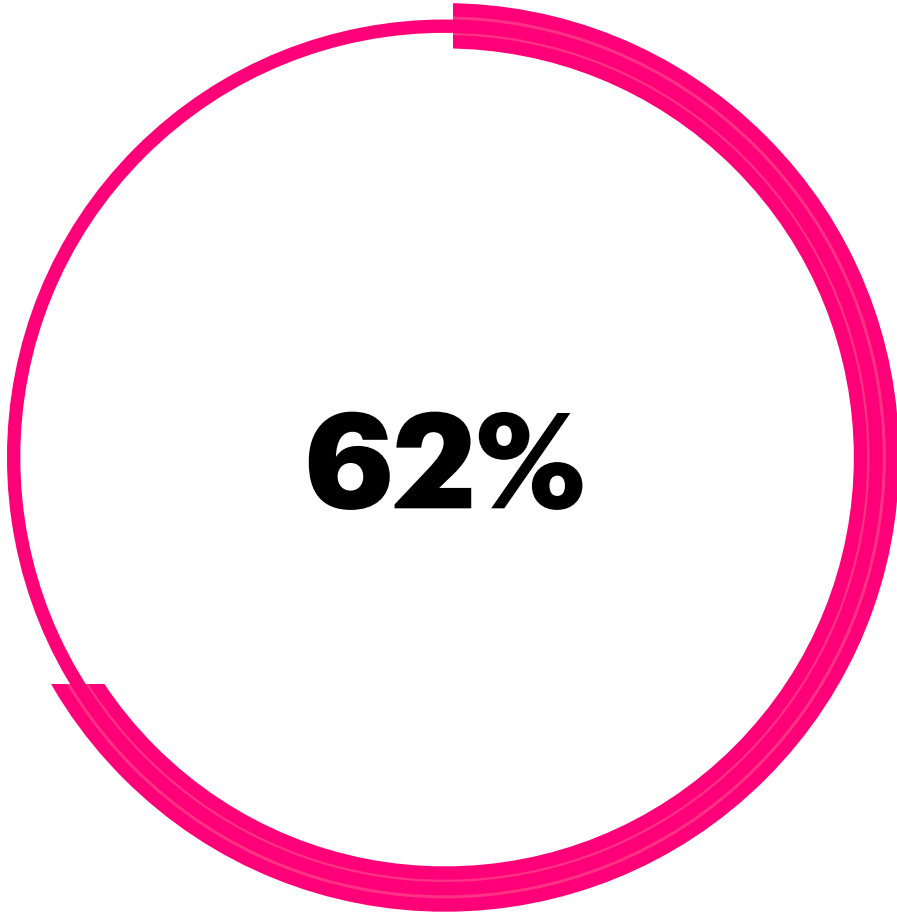
%
Organic Reach

Sports Band AR Reached 5 more times their current fanbase.



**AR Filter
Open Rate**

70% of the people who saw the filter decided to open and engage with it.



Saves/Share rate

Over half of the people that shared a video with this AR filter, eventually saved it in their library.

AURAS
STUDIOS