



POPLAR

AR content creation made simple

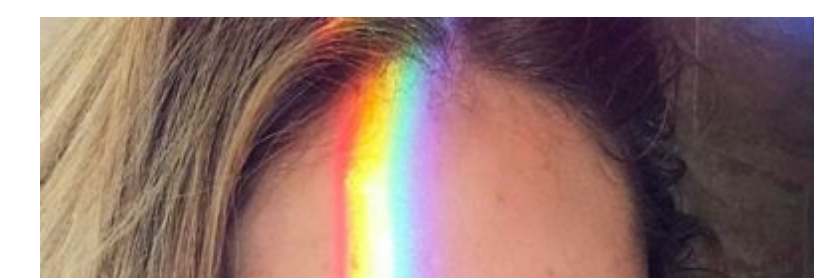
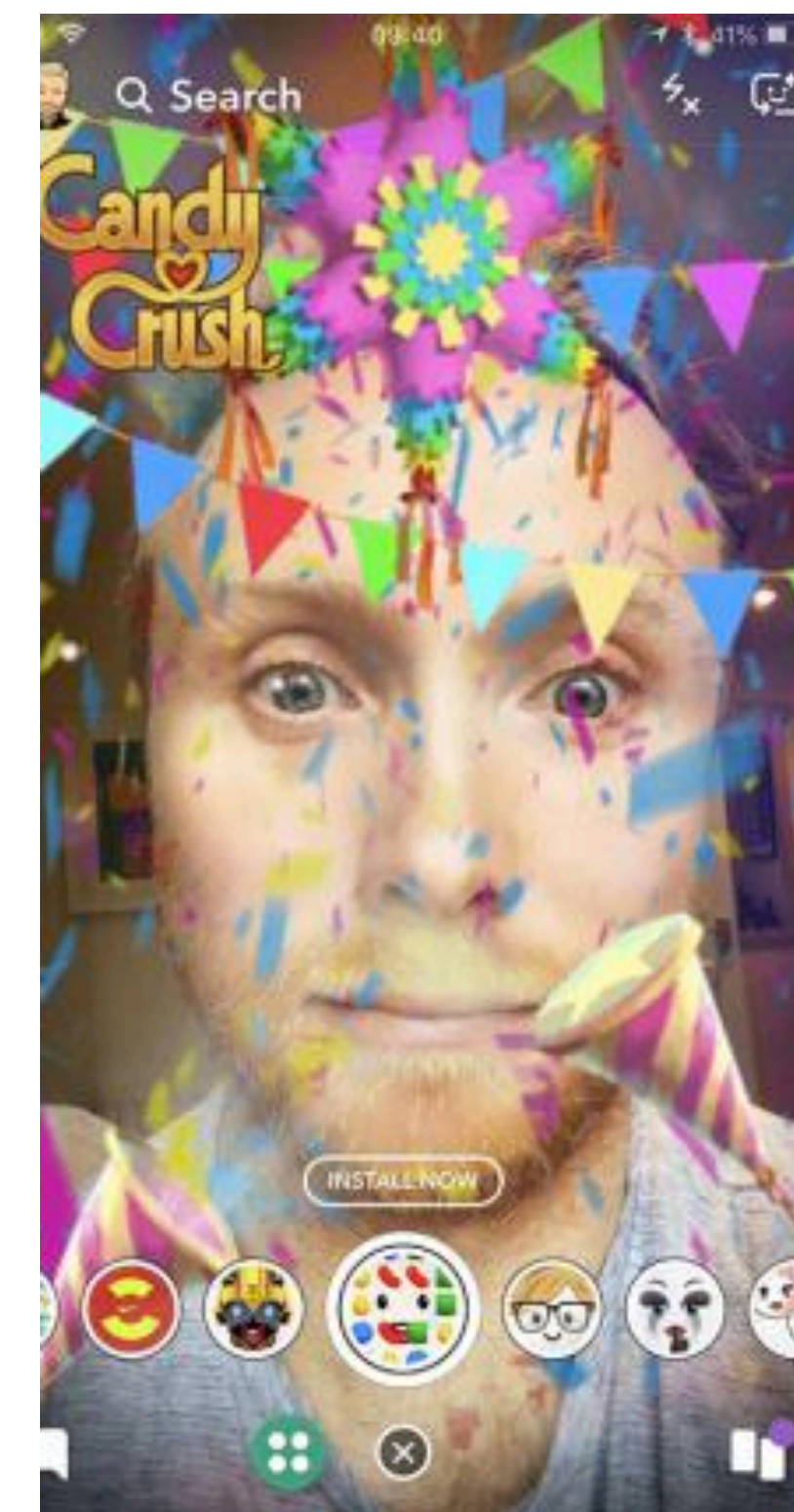
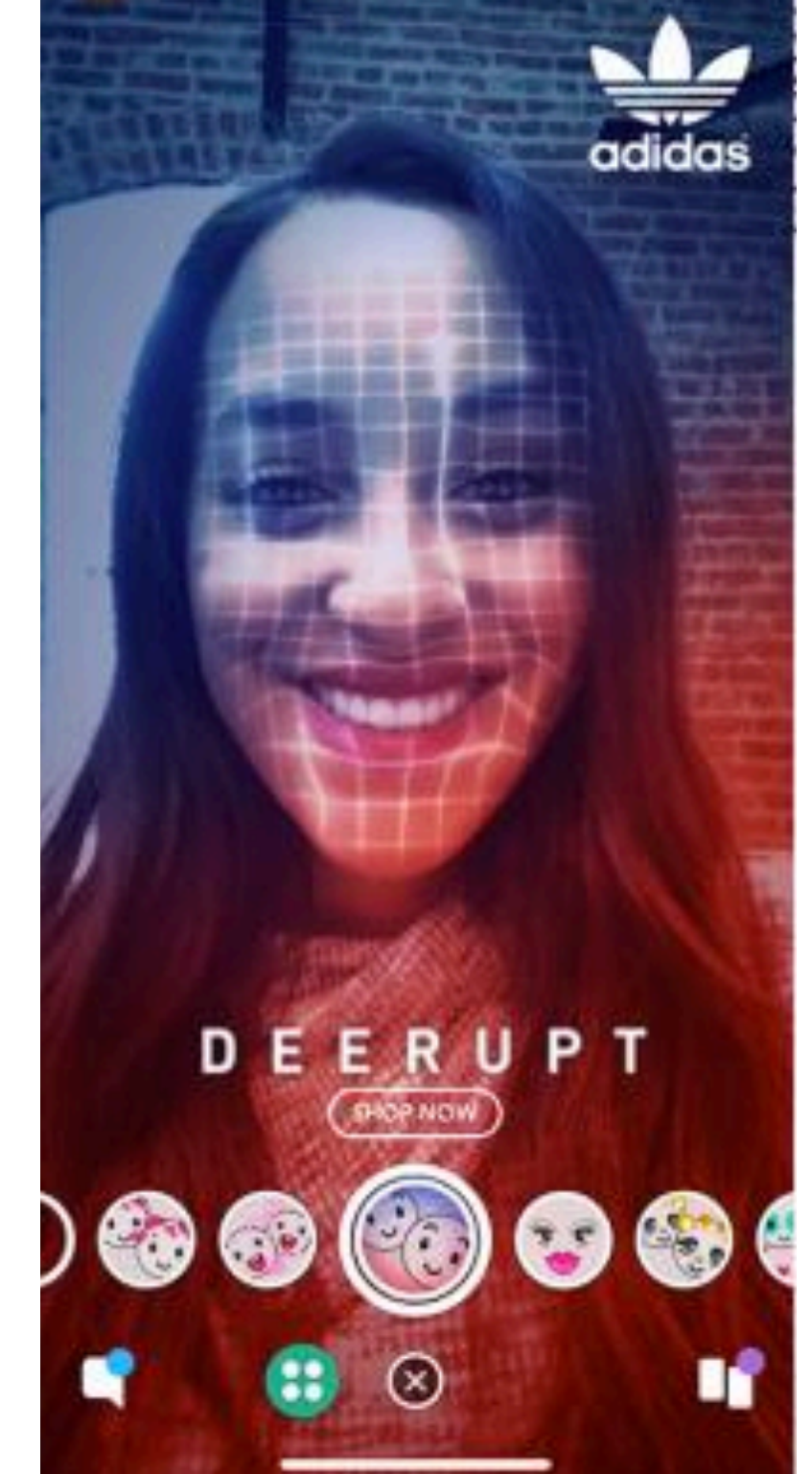
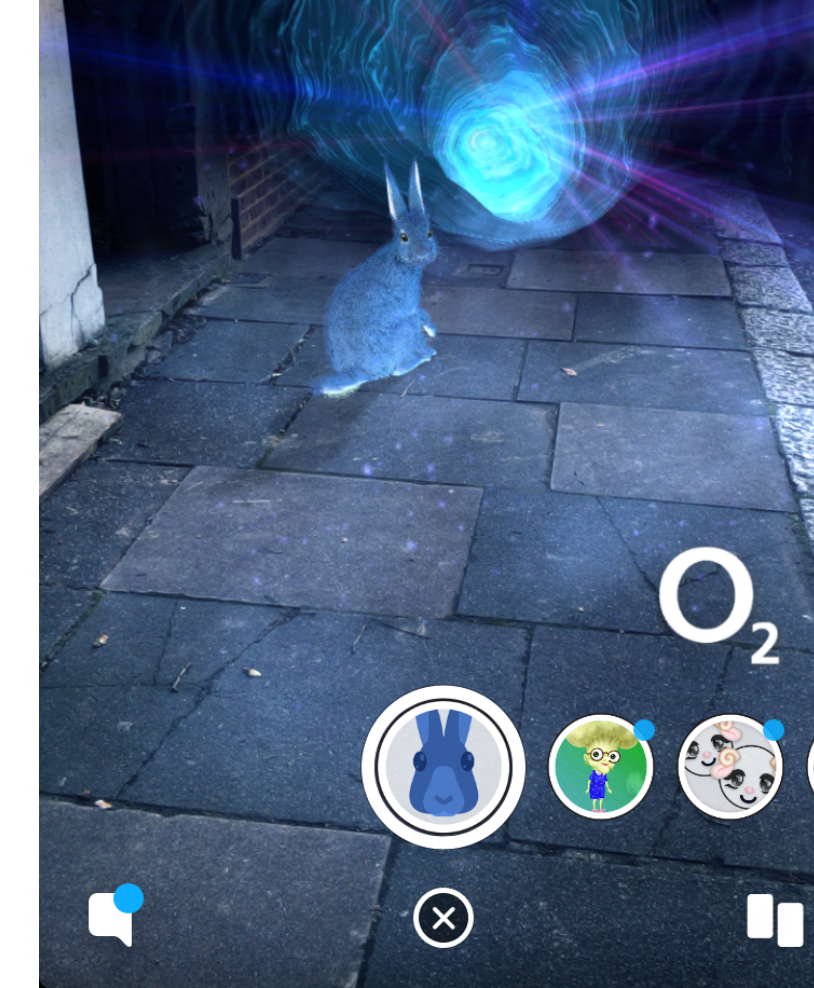
POPLAR

WHAT IS AR?

Augmented reality (AR) places interactive virtual objects within our world, via a mobile phone.

AR allows marketers to involve consumers in a narrative in a way that wasn't possible before.

There's truly never been a more exciting time to harness the power of storytelling.



THE TOP TECH PLAYERS ARE INVESTING IN AR

*“AR is like the smartphone. It’s
for everyone. It’s huge.”*

TIM COOK



*“VR will merge with AR and become a
part of everyday life.”*

MARK ZUCKERBERG

facebook

*“... the very concept of the ‘device’ to
fade away.”*

SUNDAR PICHAI

Google

IDC PREDICTS SPENDING ON AR/VR WILL RISE TO \$221B BY 2021
\$122 BILLION IN E-COMMERCE REVENUE BY 2022

AR IS THE FUTURE OF MEDIA & MARKETING

The trend is moving from video towards immersive content



More than **4/5** brands consider AR a differentiated way to engage with customers



9/10 are planning on using AR in their campaigns



Not surprising, with average dwell times of **75s** and **4X** longer view time than video

POPLAR

WHAT CAN AR DO FOR MY BRAND?

- Create a personalised immersive brand experience that truly delights your consumers and leaves a lasting brand memory
- Achieve high engagement on social platforms, with the right targeted audience, from meaningful earned content
- If you already have a branded app with a substantial user base, this can be used as a gateway to AR experiences
- Create a world of brand ambassadors that use this branded experience to live & tell your story
- Experiment with this original ad format and generate PR buzz



The new shape of success!



THE CHALLENGES WITH PRODUCING AR



There's no cost-effective, quick and scalable way to produce AR content in-house




So brands rely on agencies and studios that charge **\$100K+** and take **6-8** weeks



It requires specialist teams of 3D artists and engineers

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DiscoverTutorialsLive BriefsMax



L'ORÉAL

INTERNATIONAL WOMEN'S DAY

Deadline Tuesday 1st May 2018 at midnight

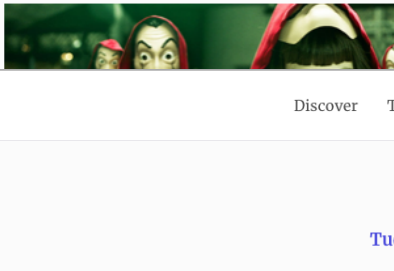
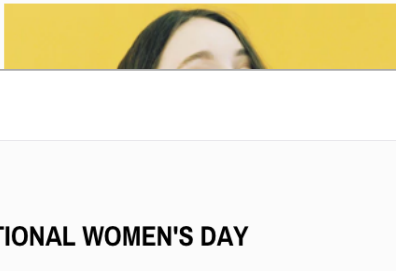
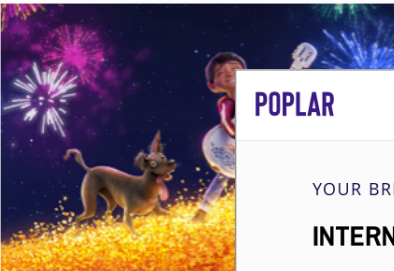

In celebration of International Women's Day, L'Oréal is seeking submissions for an augmented reality campaign to showcase amazing women in people's lives.

On International Women's Day, L'ORÉAL confirms its strong ethical commitment with regards to Human Rights, diversity, social responsibility and in particular equal opportunities by signing the Women's Empowerment Principles, a collaboration of UN Women and the United Nations Global Compact.

2 DAYS7 HOURS31 MINS

Accept BriefDownload assets

MORE AR BRIEFS



POPLAR

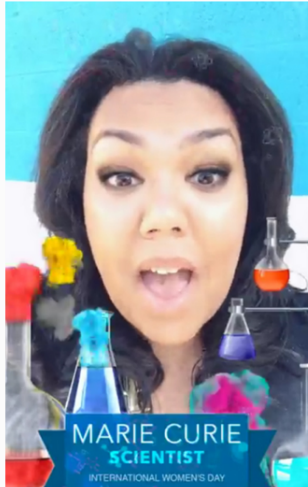
DiscoverTutorialsLive BriefsL'OREAL

YOUR BRIEF

INTERNATIONAL WOMEN'S DAY


Deadline: Tuesday 1st May 2018 at midnight

ALL SUBMISSIONS




JENNA CHAPMAN

Marie Curie was a physicist and chemist and a pioneer in the study of radiation. She and her husband,



SOPHIE GREEN

Frida Kahlo was a Mexican artist who painted many portraits, self-portraits, and works inspired by the



CHARLIE BURTON

The inspiration behind this filter is the glamour and power of commanding the stage. The

POPLAR MAKES AR CONTENT CREATION SIMPLE

Poplar is an **agile studio** that connects and manages AR content creators for brand campaigns.

\$4-10K vs \$100k

2-3 weeks vs 6-8 weeks

Case study

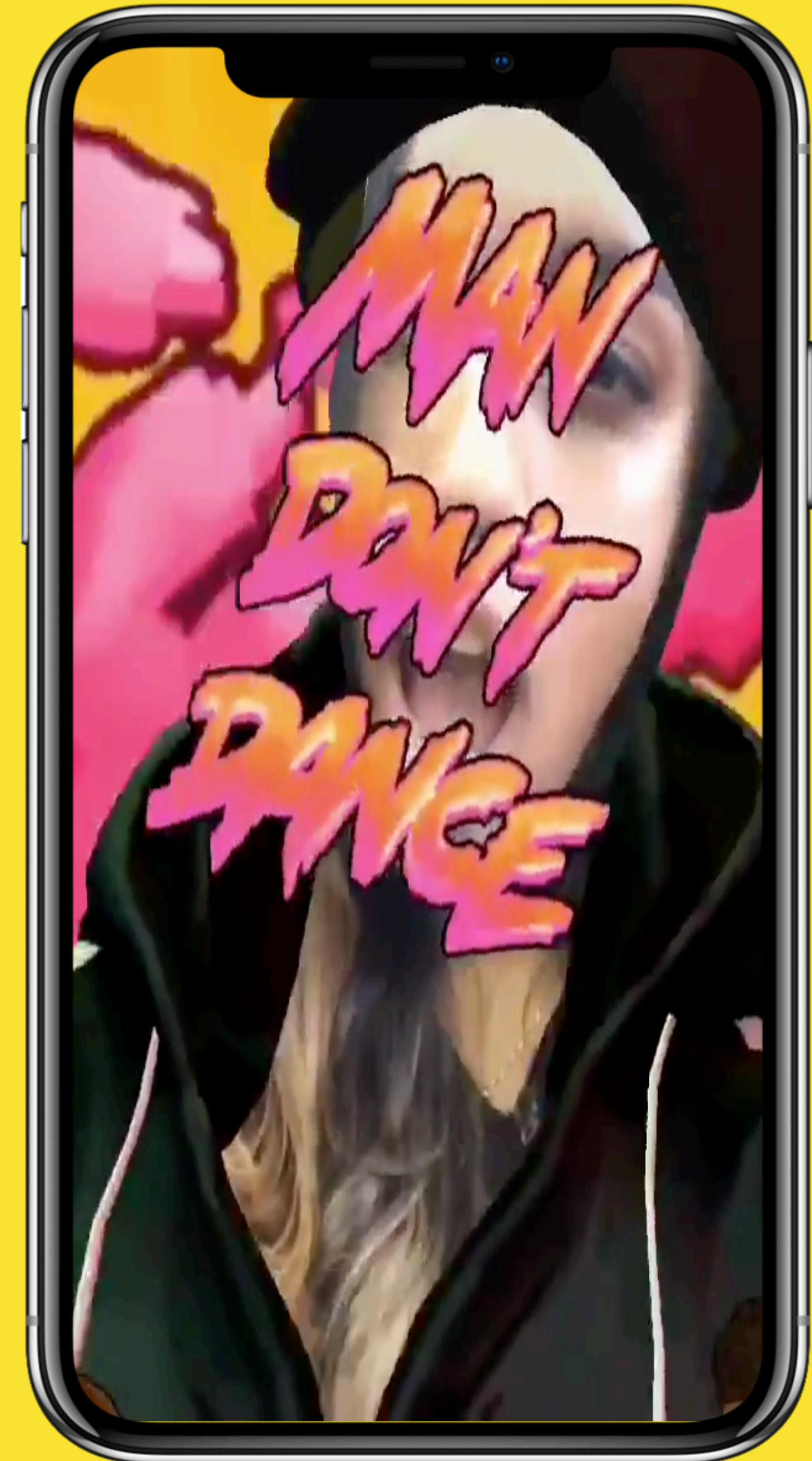
ISLAND

For the release of Big Shaq's latest song, Man Don't Dance, we created an AR filter to encourage social media interaction.

- \$4K production cost
- 7M organic impressions on FB
- Resulting in a \$0.57 CPM
- Generated repeat business

"The Poplar creators are very talented and the standard of creative and design is very high. Receiving more than one concept from their community means that the music artist can chose the creative direction and this helps to increase buy-in."

Claire Mas, Head of Digital Island Records





King was looking for AR filters in order to promote their iconic games Candy Crush Saga and Farm Heroes Saga.

- \$25K production cost for 5 filters
- King spends add'l media on Snap
- Generated repeat business

King wanted AR mini-games to drive download and purchase intent for their apps. They were so happy with the creator concepts that they ended up commissioning 5 filters at once and re-ordering one for a brand new game app, increasing the spend.



CASE STUDY

POPLAR

“The [AR filter] certainly paid off in the form of a special and infectious execution that fans will surely remember for quite some time.”



24 seconds

Average Play Time spent by Snapchatters with the Lens

49%

of Snapchatters who played with the Lens chose to use and share it with friends

48M+

Snapchatters Reached

GOAL

Reach Snapchatters on Cinco de Mayo with a fun, humorous, and highly engaging creative execution



SOLUTION

Develop a Sponsored lens that turns Snapchatters into Taco Bell's most iconic product



RESULTS

Not only did Snapchatters interact with the lens, they also sent it widely to their friends. The lens garnered 224 million views for the campaign

CASE STUDY

POPLAR



PlayStation drove a 9 point lift in action intent with its God of War lens

+10 pt

lift in brand awareness

+9 pt

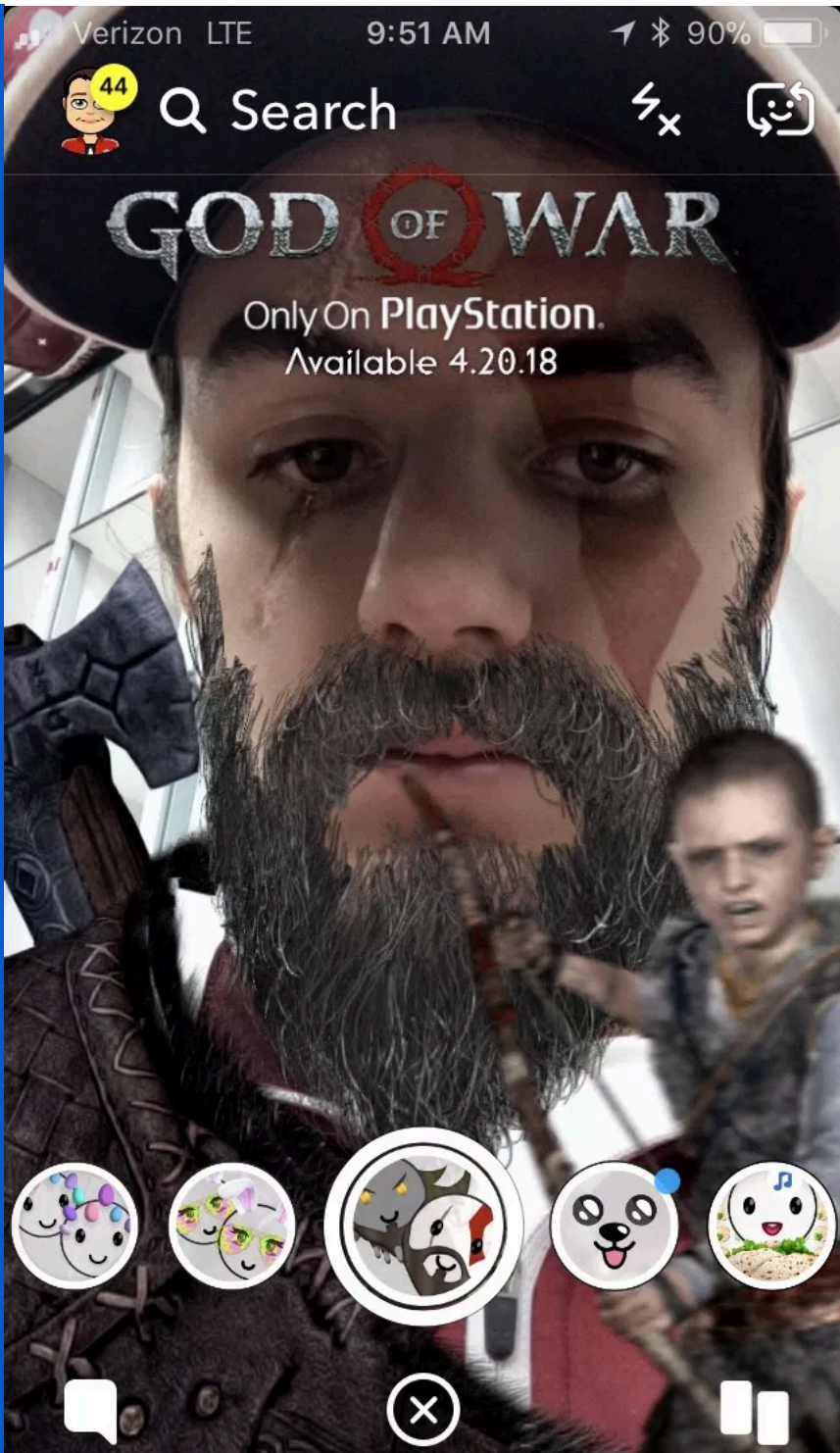
lift in brand favourability

+9 pt

lift in action intent

GOAL

PlayStation was eager to introduce the God of War series to the next generation of gamers while teasing new characters for longtime fans



SOLUTION

A lens empowered PlayStation to have some fun with the God of War IP, while respecting the brand legacy that has made it so popular with fans



RESULTS

The lens delivered lift in brand awareness and brand favourability beyond expectations

HOW IT WORKS

POPLAR

1 Brief Launch

POPLAR producers work with you to launch an original brief on our platform

2 Creator Activation

A curated community of skilled AR creatives apply for the brief and submit their concepts

3 Demo & Selection

Brands can select a shortlist of creators based on previous work and pitches (or we do it on your behalf)

4 Production

Selected creators produce the AR assets. We manage this process with you through our platform

5 Distribution

Brands work with POPLAR to bring the AR content to life on their platform(s) of choice

6 Insights

Real insights to understand what connects with your audience to drive future AR performance



Shorten AR creation from 6-8 weeks to 2-3 weeks !

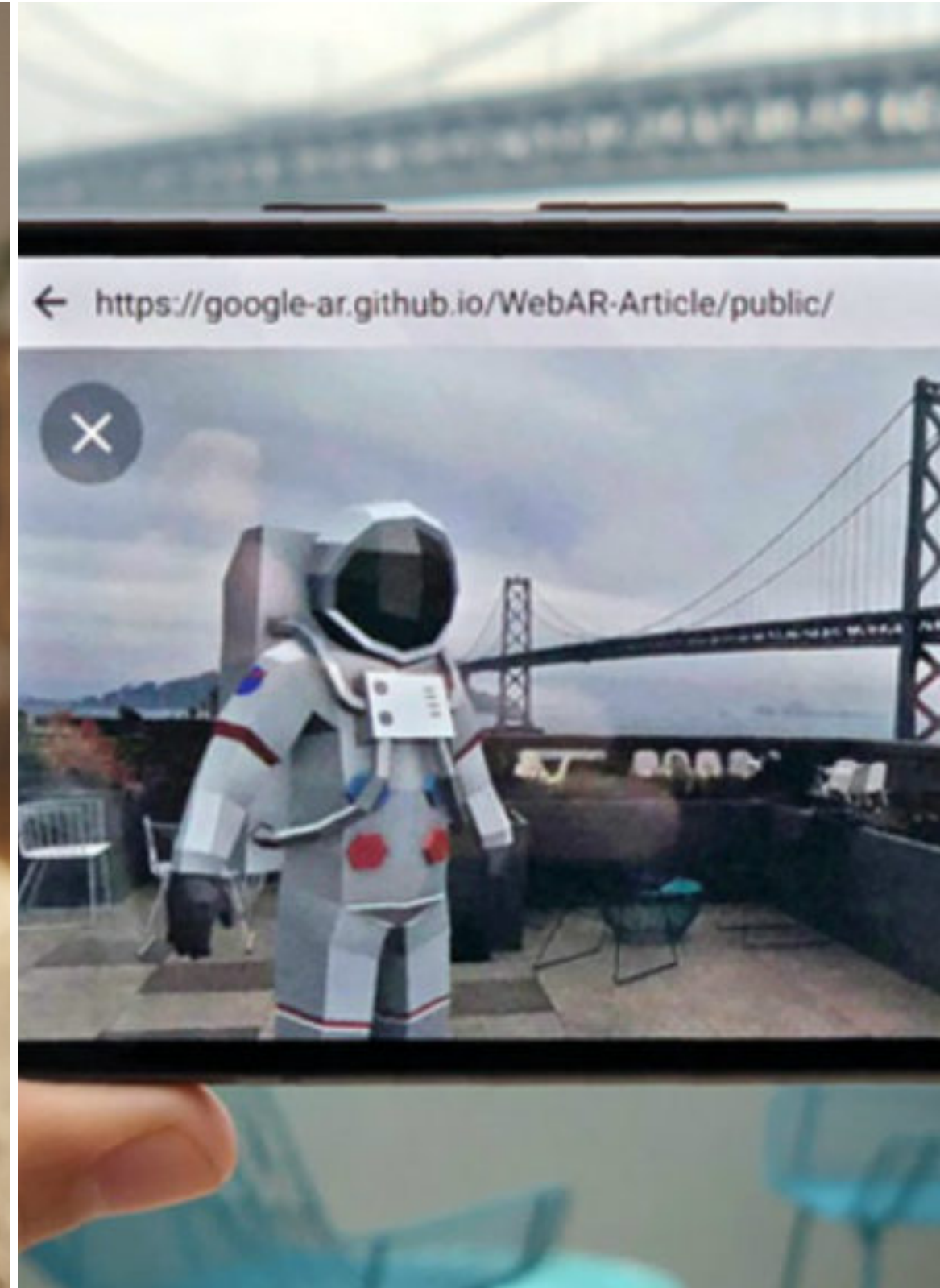
DELIVERING ACROSS THE WHOLE AR LANDSCAPE



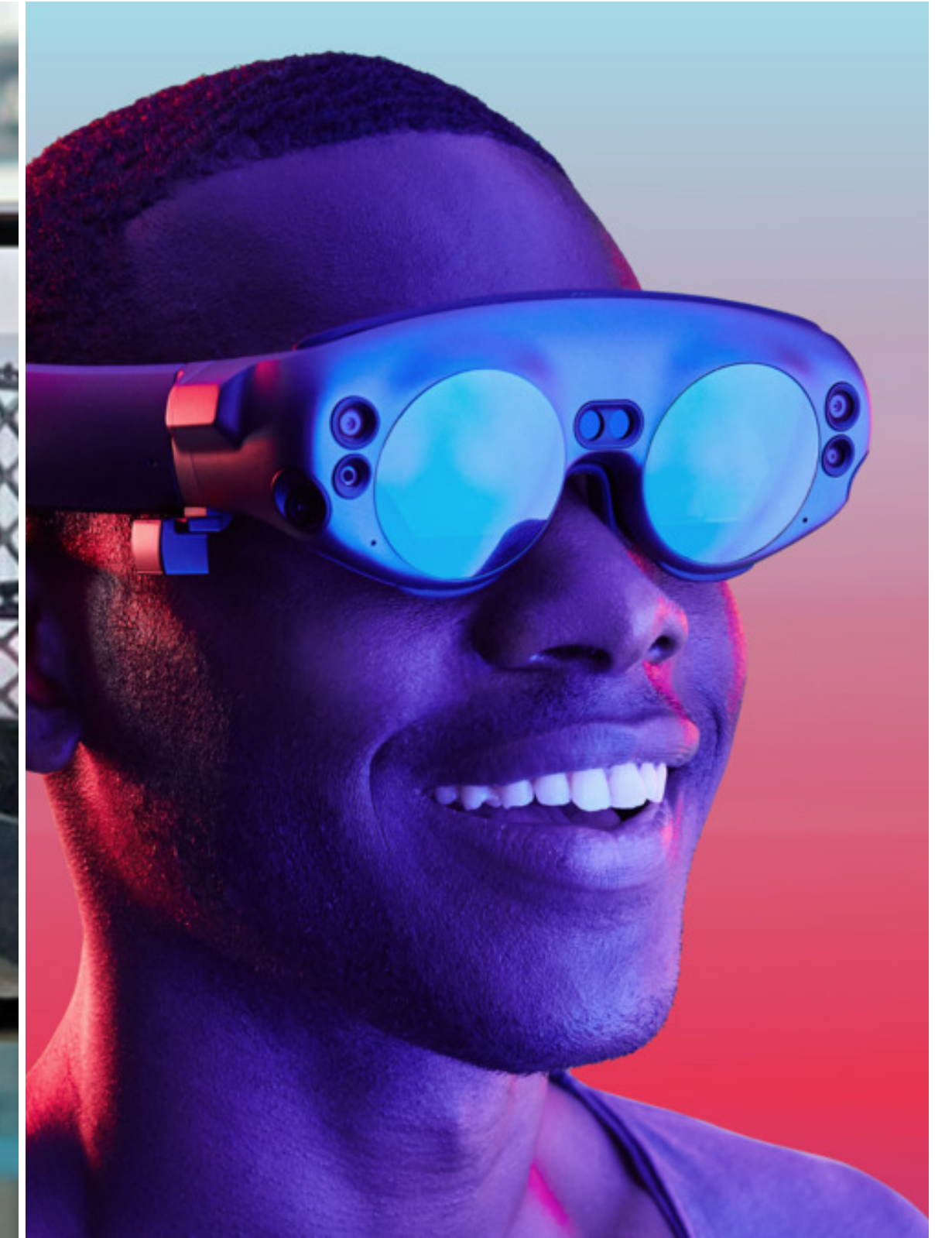
Social platforms
(Facebook, Snap)



Native branded apps
(Ikea Place, Guardian)



Web-based AR incl display ads
(Google Chrome, Safari)



AR eyewear
(Magic Leap, Apple)

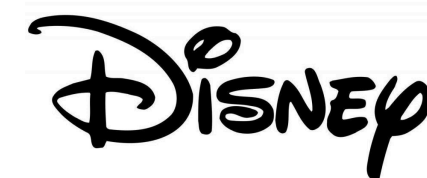
NOW

2 YEARS

WE ARE ALREADY WORKING WITH TOP BRANDS IN FOUR MARKETS



L'ORÉAL

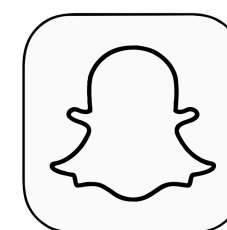


English
National
Ballet

William **HILL**



And **Scaling** Brand Acquisition through **Integrated Partnerships**



AT OUR HEART IS OUR DIVERSE CREATOR COMMUNITY



CHRISTIAN VENABLES

Architect turned AR creator

“The huge brand briefs offered on Poplar were an incentive for me to grow and develop with each new project opportunity.”



MARC WAKEFIELD

Small marketing agency owner

“Poplar stands out for their personal touch. The team takes care of the community by ensuring a rapid and smooth communication and collaboration process.”



BAPTISTE DENEUFBOURG

Recent game development graduate

“Poplar kickstarted our business. As a young start-up freshly entering the AR industry, we have been able to get easy access to huge brands.”



WHY US?

SCALE

Work faster and smarter than anyone else; Integrate with major distribution platforms

ROI

Your own agile global AR studio with none of the major overheads; all POPLAR creators are quality-vetted

INNOVATION

Work with AR creators who know the platforms best and actively want to work with your brand

ACCESS

Access to our Founders Factory and brand network (L'Oréal, Guardian, easyJet, etc) for possible multi-brand collaborations

OUR MANAGEMENT TEAM HAS BUILT PRODUCTS THAT HAVE REDEFINED THE MEDIA INDUSTRY



DAVID RIPERT CEO

Head of YouTube studios at Google
Original Content at Netflix and Dailymotion
Media veteran from Hollywood



LAURIE AINLEY TECH LEAD

Built B2B media platforms
Rightster IPOed with market cap of £70M
Developer incl Unity and AR creation tools



SHIVANI AIRI

COMMUNITY
MANAGER



PRIYANKA PARMAR

CREATIVE
STRATEGIST



ALISSA SCHUROV

UX
DESIGNER

GIVE IT A TRY !



Scan me in Snapchat



Scan me in QR reader (FB)



POPLAR

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