

Wimpy adds Zappar app for kids' AR experience

Zappar, an augmented reality (AR) app, represented locally by IMDM, has joined forces with Wimpy to bring animation to Wimpy Kids' placemats in stores nationwide.



The experience encourages children to download the app, scan the code, see the characters come to life, interact with them by hearing their sounds and seeing them fly or bounce or wiggle and then taking a selfie with one of the playmates to share with their friends.

A UK-born application, IMDM launched it in March 2104 and states that currently almost 2-million South African consumers currently have Zappar access on their smartphones, making it one of the most widely-used, creative and value-adding AR app available to local brands.

Already live with Vodacom, Media24, WSP, Perdeberg wines and in studio for a range of FMCG, MNO and hospitality brands, the company aims at achieving at least 5-million local downloads by this time next year.

Says IMDM MD, Daniella Louw, "When we introduced the app locally, we knew that we were launching a new way of approaching mobile and experiential marketing. Through innovative campaigns, we provide a level of engagement that takes the customer closer to the brand and vice versa. The launch with Wimpy is no exception. It is a perfect example of how the app and its advanced AR functionality and 3D experience can be used to drive just about any objective for our clients."

Wimpy Brand Manager, Karabo Morudu adds, "The company and the app have been a natural fit for us, as they add value in terms of creativity, campaign measurability and giving us additional insight into our ROI."