



TACTIC

Who We Are: The Team

The **Tactic** team is a unique hybrid, composed of art directors, technical directors, designers, storytellers, animators, feature film VFX artists, mobile engineers, and game developers.

The core of the team started as an external prototyping lab, working with Microsoft to create experiences for the Kinect, then the HoloLens, as well as game consoles.

Who We Are: The Founders



Nate Robinson



Pete Oberdorfer

The Offices



SAN FRANCISCO



NEW YORK

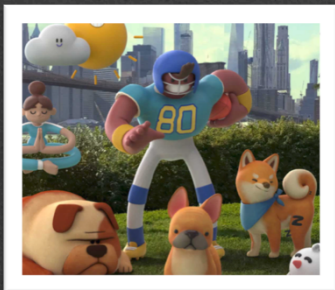


LOS ANGELES

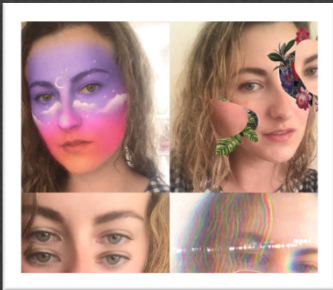


LONDON

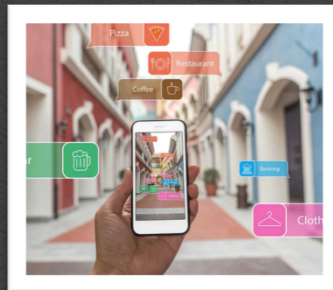
Augmented Reality Experiences: Common Formats.



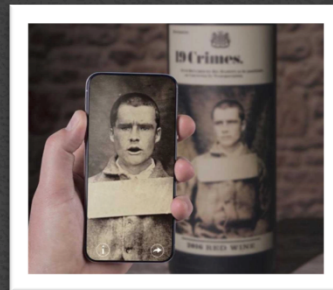
MARKERLESS



FACE FILTERS



LOCATION BASED



MARKER BASED

Augmented Reality Experiences: “Brand in the Hand”

Tactic emphasizes “brand in the hand” AR, which is largely object-based or marker-based AR, where the product serves as the trigger for these augmentations, as we are able to transform simple packaging and labels into “smart devices” that directly launch media rich 2d and 3d real time experiences, giving live insights and data to brands.

Augmented Reality Experiences: “Brand in the Hand”

- Made for mobile phones (by default, a large audience vs. HMDs).
- Targets packaging, signage, printed media within the retail space.
- Either app-based or web-based AR front end.
- Modular Experiences as a content channel.
- Insight and live analytics collected per user, per session, per-product, and in combinations with other products/SKUs.
- Platform leverages existing mobile capabilities: targeted push. notifications, GPS based experiences, promotions, coupons, social sharing, direct sales.
- Can customize individual UI/UX within a larger brand portfolio.

Augmented Reality Experiences: Best Practices + Goals

IMMEDIATE: Starts quickly, intuitive, low barrier of entry, minimal UI.

SEAMLESS: The AR blends with reality in terms of tracking + lighting.

BRIEF: Ideally not too long without allowing user interaction.

FUN: Although brands like information, it needs to be entertaining to gain traction with consumers.

INTERACTIVE: AR reacts to user, user controls AR, gamification, custom.

STORY DRIVEN: Audiences connect to characters and stories.

EVERGREEN: Experiences update periodically, for repeat engagements.

SHAREABLE: Experiences can be shared peer to peer, building audiences.



STRATEGY



CREATIVE



TECHNOLOGY



DATA+ANALYTICS

1

Strategy & Creative

PRODUCT
CUSTOMER JOURNEY
MEDIA
DISTRIBUTION
KPIs

2

Execution

AR EXPERIENCE
APP/PLATFORM

3

Media

AWARENESS
AMPLIFICATION
CAMPAIGN/
CUSTOMER JOURNEY

4

Engagement

TARGETED
BRAND MESSAGING
EDUCATION
ENTERTAINMENT
ATTENTION
SHARING
ATTRIBUTION

5

Data Insights

EXPEDITED VS TRADITIONAL DATA
TACTIC/EMU SUITE DASHBOARD

6

Optimization

ACTUAL VS PLAN
ROI ANALYSIS

SOME OF OUR
Clients



Google

benefit
SAN FRANCISCO

SK-II



Coca-Cola

THE
NOBEL
PRIZE

JACK DANIEL'S



P&G



UNITED STATES
POSTAL SERVICE®



19 Crimes.



CHEVROLET



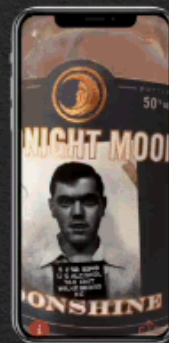
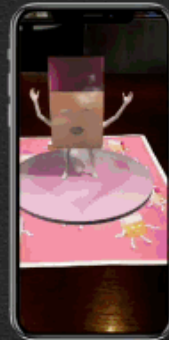
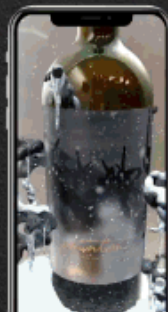
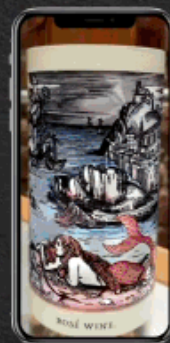
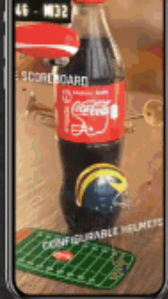
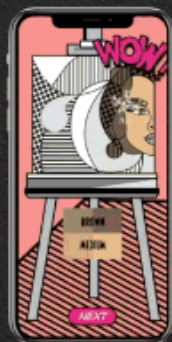
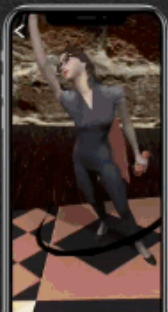
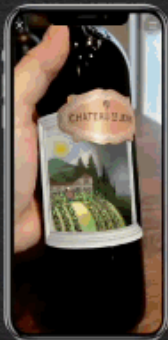
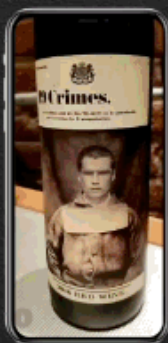
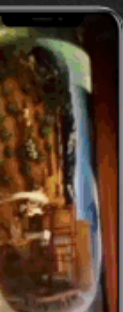
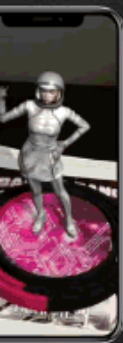
Heineken®

facebook



REGAL
CINEMAS

ESTD 1876
BERINGER.

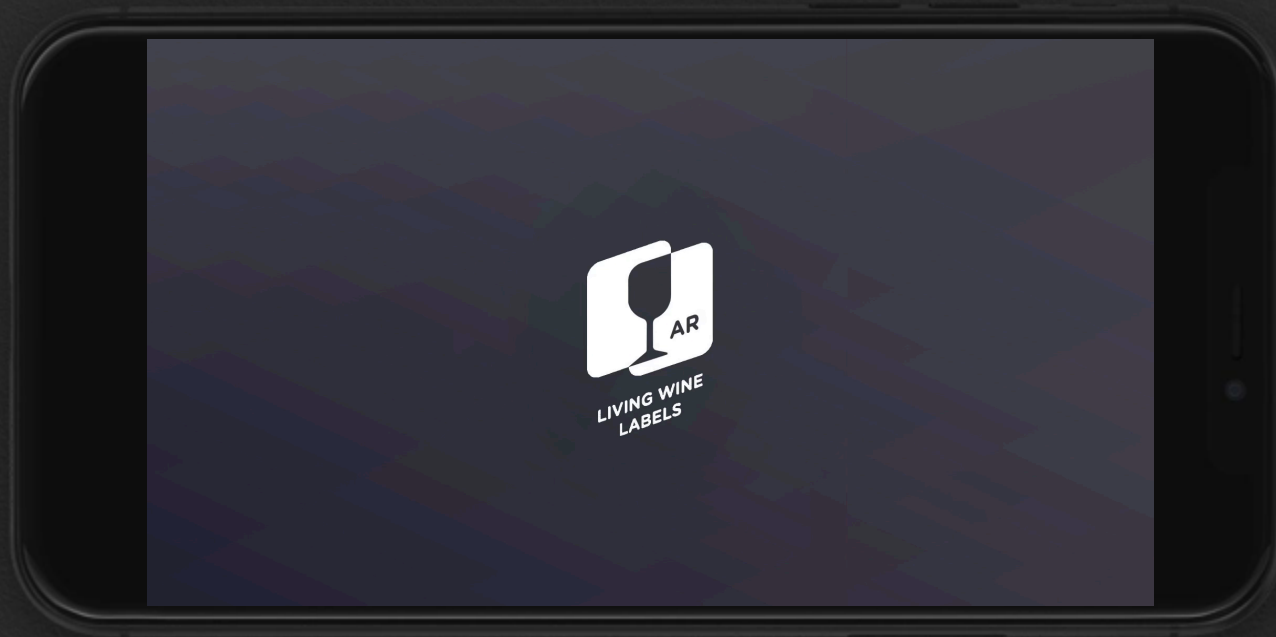


90% of our brand partners
repeat with additional AR
campaigns because they achieve
orders of magnitude impact on:

- + DIFFERENTIATION
- + ENGAGEMENT
- + SHARING
- + CUSTOMER ACQUISITION & RETENTION
- + CONVERSION & SALES ATTRIBUTION
- = ROI

CASE STUDY

Living WineLabels



“Tactic exceeded literally every KPI and expectation we had for this platform so we continue to double down and invest in its effectiveness.”

— MICHELLE TERRY,
CMO TREASURY WINE ESTATES



700M+
IMPRESSIONS

4M+
APP DOWNLOADS

200%
SALES INCREASE OF AR
LABEL BOTTLES

30M+
VIEWS OF JUST ONE
VIRAL FAN VIDEO

9
PORTFOLIO BRANDS
20+ EXPERIENCES

3MIN
AVERAGE
ENGAGEMENT TIME

98%
DEPLETION RATE ON
STORE SHELVES

80+
INTERNATIONAL
MARKETS

40M+
TOTAL SCREEN
VIEWS

12
DIFFERENT
LANGUAGES

CASE STUDY

19 Crimes: Treasury Wine Estates



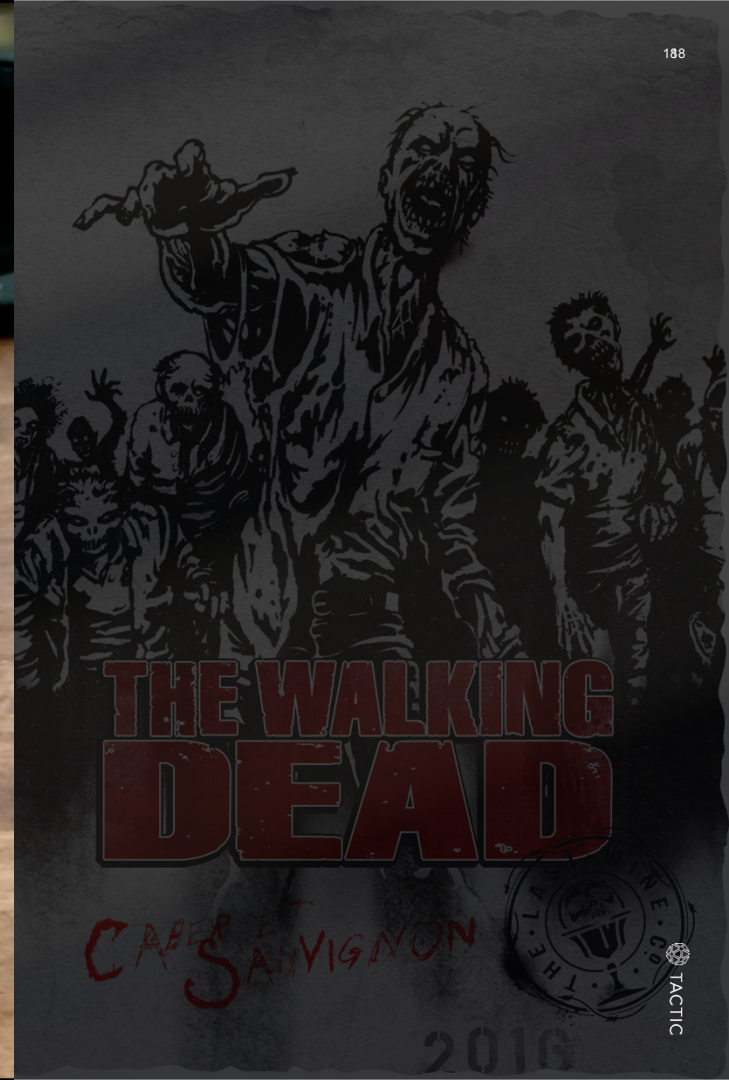
CASE STUDY

Embrazen: Treasury Wine Estates



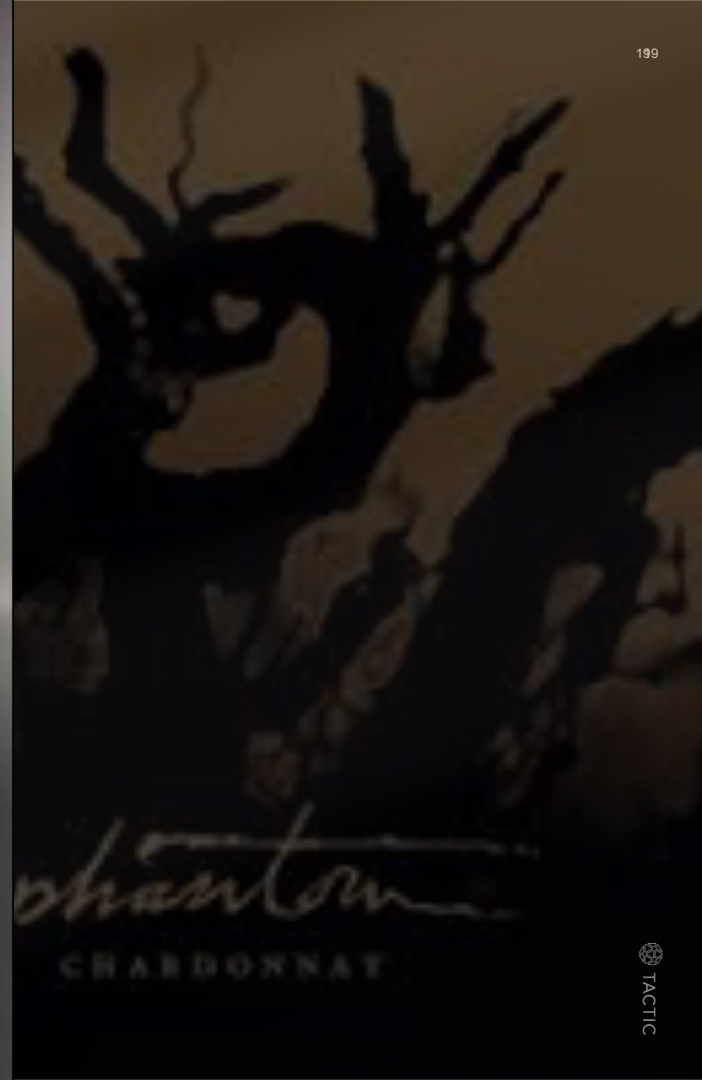
CASE STUDY

The Walking Dead: Treasury Wine Estates



CASE STUDY

Bogle Vineyards: Phantom Wines



CASE STUDY

Jack Daniel's
AR App

INTRODUCING THE
JACK DANIEL'S AR APP

CASE STUDY

Rabble Wines



RABBLE

221



ROSÉ WINE

TACTIC

CASE STUDY

Lime Crime: Venus XL II



CASE STUDY

Herbal Essences: Proctor & Gamble



LET'S ENGAGE

How can our team of strategy, technology and creative pioneers help you?

info@tactic.studio



TACTIC

THANK YOU