

Campaign title: **Start Discovering**
Campaign asset: **Discover IMC app**



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- 360 office tour with employee interview videos inside
- Brand-led campaign video
- AR Camera delivers immersive videos triggered from printed collateral
- About - brief overview
- Instagram - link out to social channel
- Apply - link out to careers website

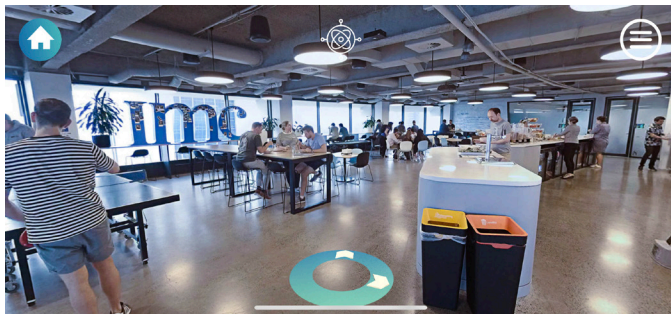
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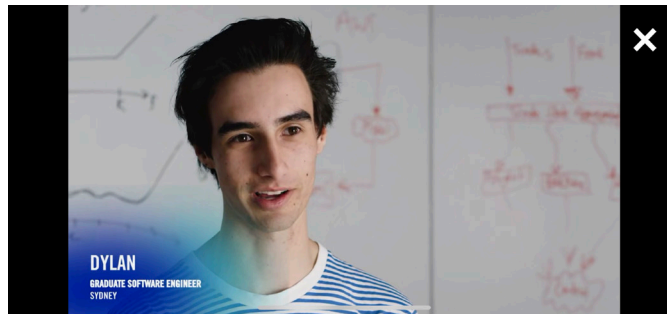
Asset feature: **360 office tour, including video hotspots**



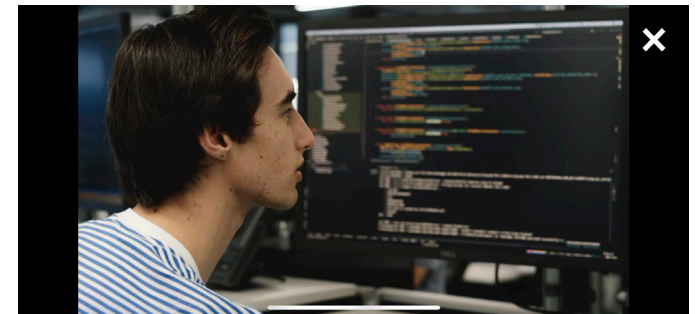
- Take a virtual walk around the office
- Watch videos from key job families
- Watch videos of company events and charity work



View breakout areas, find 'culture' videos



Hear what it's like to work at IMC from our Technologists and Traders



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Asset feature: **Augmented Reality**

We created a number of 'triggers' on our printed collateral. When a user opens the AR camera on the Discover IMC app, it recognises the trigger and plays immersive video content.



Trigger activates Head of Technology video - filmed on green screen it creates a hologram effect



How we filmed for augmented reality



Exhibition stand had triggers embedded in the artwork which activated video content on the stand

AGRIA's - Most popular integrated marketing campaign.