

L.A.B. Media



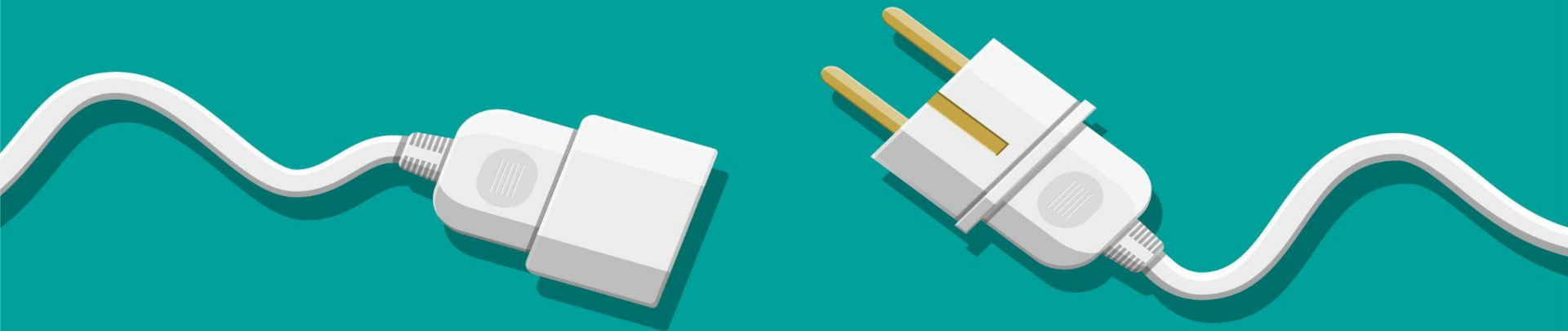
"SUIT UP"

FIND YOUR NEW SKIN

BY ČSOB

85% OF ADOLESCENT GIRLS AND 78% OF BOYS DON'T DO ENOUGH PHYSICAL ACTIVITY

TEENAGERS USE AN AVERAGE OF NINE HOURS OF ENTERTAINMENT MEDIA PER DAY



LET'S CONNECT THESE TWO WORLDS



 BY 2025, NEARLY 75% OF THE GLOBAL POPULATION WILL BE FREQUENT AR USERS

Augmented reality (AR) can help brands deepen customer engagement and personalized experience.

Social Media is already a top venue for consuming AR.

Snapchat is the most developed AR social platform with **clothing as a leading category in AR usage before making a purchase.**



# BRANDS ARE 41% MORE LIKELY TO BE CONSIDERED WITH BRANDED AR EXPERIENCE

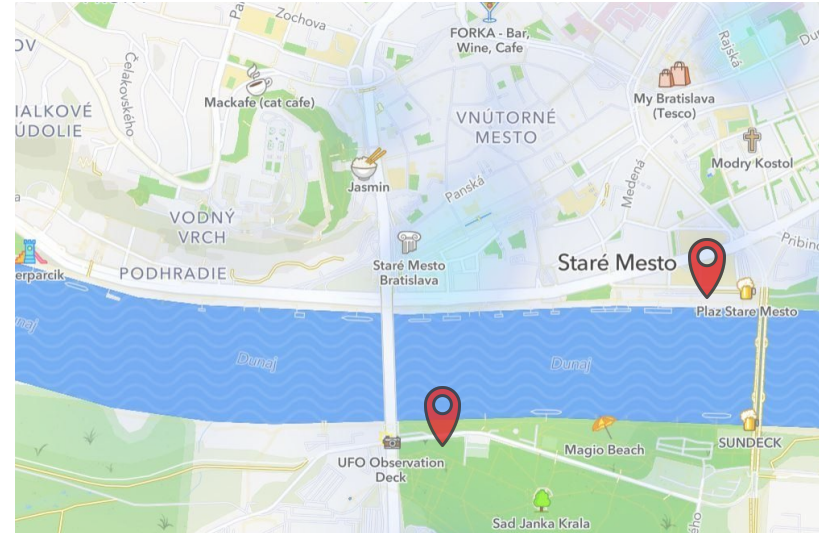
We will connect digital fashion via AR with sporting grounds.

The **AR lens** will let the user try basic sportswear but to make it unique and special, the user would have to go to one of the grounds to gain **your new skin**, sportswear, feature or accessories.



**QR code** that could be found in boarding houses, popular spots in the BA center, events and festivals, high schools, universities, **will open the lens.**

The whole concept would also be promoted via **paid campaign.**



The **basic sportswear** can be gained through Snapchat AR lens. The lens can be shared with your friends what would deliver **user engagement**.

The **potential reach** on Snapchat is 217k users for Bratislava region and **78% are interested in shopping**.

**The main KPIs:** Dwell time, lens opens/shares/saves, CTRs

**Next step:** skin activation



# ? WHY WOULD THEY COME?

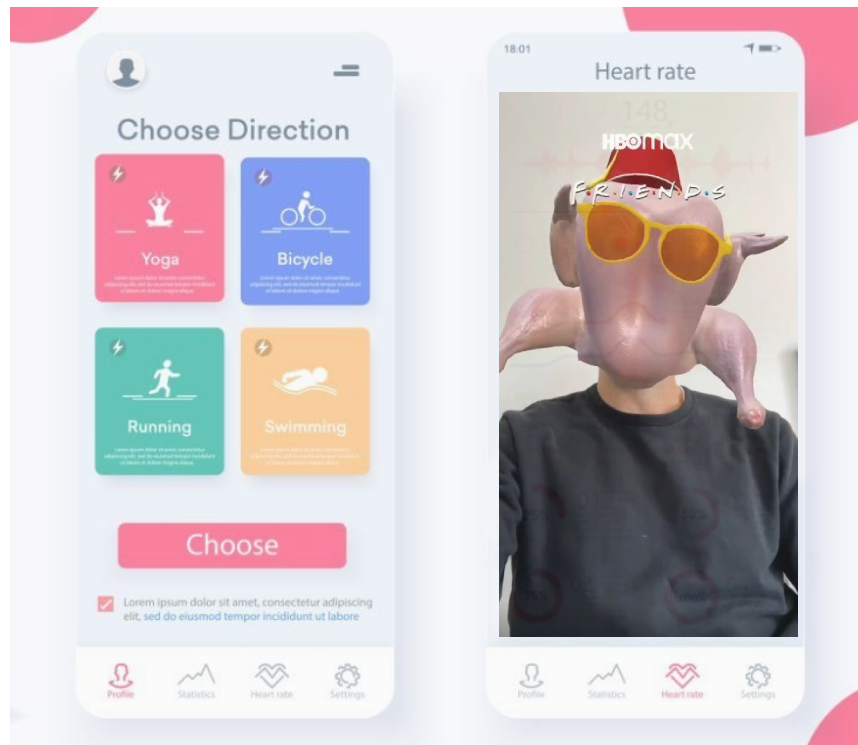
The sports grounds offer special and **unique skins** and digital sportswear which **can be only accessed and obtained at the grounds via Snap map or in-app.**

Your team can also use **unique customised skins** which are **sharable.**

**Badges and tokens** are obtainable when participating in sports **activities and challenges** with your team and friends.

For badges you gain a **promo code** that can be used for a purchase in collaborative brand.

The accomplishments can be measured and synced via an **CSOB app.**





# MEDIA MIX & CAMPAIGN

QR codes

Lifestyle webs

Audio & Podcasts

CLV

Social media

TG: 16-24yo, BA

Timing: August - September

Budget: 30k

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# MEDIA MIX



## QR codes (out of media budget)

- boarding houses, popular and unique spots in the Bratislava city center, events and festivals, high schools, universities

## Lifestyle webs – Refresher & StartitUp

- Video news on YT and TikTok
- Social media support
- Native Reels, Native articles

## Audio & Podcasts

- Spotify audio & Podcasts & Social media support
  - Hashtag
  - Sketch Bros

## CLV

- Digital OOH in BA shopping centers where people would pose in their new skin (sportswear)



## Social media – paid support for AR lens, QR codes and sport grounds

- Snapchat – audiences from AR used for campaign targeting
- Instagram & Facebook, TikTok

**KPIs:** QR code scans & unique scans, activations

**KPIs:** video views, reads, engagement, user generated content, activations

**KPIs:** listens, engagement, activations

**KPIs:** user generated content & engagement

**KPIs:** AR lens engagement, dwell time, CTRs, activations



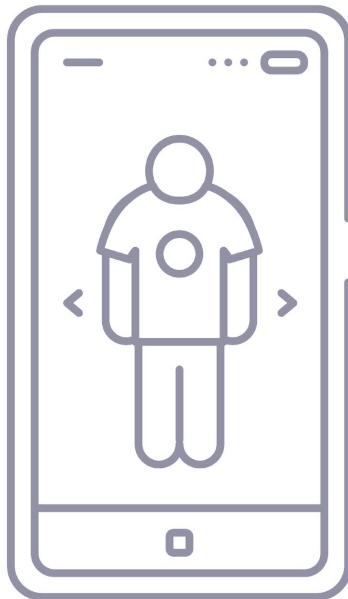


# AND WHAT'S NEXT?

**Influencer activation** - sport oriented influencers

- @nikarados
- @tomastapusik
- @nattaliakapustova

**NFTs** - upload of designs for real and digital clothing onto the blockchain



**Collaboration with sport brands**  
unique digital and offline sportswear

- Nike, Adidas, Nebbia, Abraka
- Promo codes activation**

**Collaboration with influencers**  
promoting digital and sustainable fashion

- @nataliapazicka

*"Great! You have found your new skin."*

