

# THE OKI AUGMENTED REALITY AMAZING RACE 2016



This report provides a summary of the OKI Printer and bizAR Reality partnership and serves as a use case for a rebranded Markit AR application.

## OKI

A need was identified within the OKI Printer distribution channels where sales reps that were selling OKI printers - were also selling the printers of competing brands. It became imperative for the OKI team to develop strategies towards driving engagement, increasing knowledge and building brand preference amongst their sales reps.

### 1. THE SOLUTION

After multiple consultations between bizAR Reality and the OKI team, we were able to develop an innovative and unique Augmented Reality Solution for the brand to drive this engagement and build preference amongst the sales reps.

#### 1.1. MARKIT AR

OKI entered into a white-label license agreement with bizAR Realty's product application – Markit AR. Markit AR is an already established and widely accepted Augmented and Virtual Reality application. The already proven application concept reduced lead times as development, testing and unforeseen errors are already eliminated.

The applications Content Management System (CMS) allowed for flexibility throughout the campaign as we dynamically managed the upload processes, removing continuous updates when new content was



### THE BENEFITS OF MARKIT AR

COST EFFECTIVE

QUICKER TIME TO MARKET

FLEXIBILITY WITH CAMPAIGNS

ASSET OPTIMIZATION

DATA COST REDUCTIONS

PUSH NOTIFICATIONS

FREQUENT CONSULTATIONS

RELIABLE SUPPORT

WE WILL MANAGE IT FOR YOU

PERSONALISED COMMUNICATION

TRACK & ANALYSE CAMPAIGN STATISTICS

### 2. THE CAMPAIGN

The campaign was launched as "The OKI Augmented Reality Amazing Race," targeted towards the resellers and sales reps of the OKI printers.

The campaign challenge was launched on the 17<sup>th</sup> of October 2016 and was completed on the 5<sup>th</sup> of December 2016 (7 Weeks). Campaign implementation involved 8 stages, each presenting a different challenge to be completed by the resellers and sales reps in order to move to the next stages of the competition. Each stage of the campaign was designed to achieve the various objectives to be achieved.

An incentive was included for the winning team as a grand prize of R25 000.

In order to manage and monitor the challenge, a WhatsApp group and email announcements, were established in advance.

## STAGE 1

### 2.1. THE OKI ACTIVATION

The objective of Stage 1 was to ensure that all 200 Tarsus account managers were engaged and participating.

Participants were instructed to download the OKI application and to commence the OKI Amazing Race. The challenge at this stage required all members to Like and Share the OKI Facebook page in order to progress to the next stage. The challenge had to be completed within 48 hours from the announcement.

Participants who completed the task, with the time limit, progressed through to Stage 2 of the Amazing Race.

## STAGE 2

### 2.2. GET SOCIAL WITH OKI

The objective of Stage 2 was to create viral exposure of the OKI brand on various social media platforms.

Firstly, the challenge required participants to scan the OKI logo on any OKI printer to receive their instructions. Secondly, members were then required to take a creative selfie with their OKI printer and to post it onto the OKI Instagram and Twitter pages using #ILOVEOKISA and to tag the brand @oki-printers and @OKI\_SouthAfrica.

The challenge had to be completed within 48 hours from the announcement to progress to stage 3.

Additionally, the member with the most creative selfie won a prize.

## STAGE 3

### 2.3. OKI KNOWLEDGE

The objective of Stage 3 was to educate the participants more on the OKI printer products in order to build and enhance product knowledge.

Those involved in this stage were registered to the OKI E-Learning portal and were required to complete an online general product course. Registered members were monitored and tracked throughout the course tests to ensure no cheating was allowed.

The course had to be completed within 4 days from the announcement to progress to stage 4.

## STAGE 4

### 2.4. OKI QUALITY

The objective of Stage 4 was to provide the participants with key information about OKI that would benefit them at a later stage in the campaign challenge.

Participants were requested to use the application and scan 4 print markers, pertaining to the various OKI printer products. When the image marker was scanned, a 3D models would appear providing information on that specific printer. This stage not only enhanced product knowledge for the contestant but provided them with a full user experience of OKI printer quality, animation and information in an interactive and memorable way.

The challenge had to be completed within 48 hours from the announcement to progress to stage 5.

## STAGE 5

### 2.5. BRAND AWARENESS

The objective of Stage 5 was to build the participants' knowledge and awareness of the OKI Corporations and their relationships.

Firstly, this challenge required participants to open a link that was posted on the OKI website and Facebook page. Secondly, contestants were instructed to scan the various corporate logos and learn about their relationships with the OKI brand.

Once a corporate logo was scanned, a blurb would appear to educate the viewer on how OKI was present in each corporate partner. The OKI corporates involved in this stage included; ABSA, ACSA, Avis, Clicks, Dischem, Flight Centre and Toys R Us.

Lastly, the contestants were required to take selfies with their local OKI corporates in the background and to post it on one of the OKI social media platforms. Once their selfie was posted, they were entered into the next stage of the campaign.

The challenge had to be completed within 72 hours from the announcement to progress to stage 6.

## STAGE 6

### 2.6. RESELLER CHALLENGE

The objective of Stage 6 was to create interactions and relationships between the sales reps and the resellers.

Contestants were requested to scan a specific name (in this case, the managing director of OKI) to open and play a video. The Managing Director made an appearance on the video and provided the viewer with a congratulations message and the instructions to move forward to the next round.

The participants were instructed to visit their OKI reseller and hand them an envelope. The reseller was asked to like one of the OKI social media page, to post a creative selfie with the account manager and OKI brand and to tag #OKISA.

Once the photo had been posted and tagged, the contestant was entered into stage 7. Additionally, the participant with the best picture won a prize of R5000.

The challenge was to be completed within 2 weeks from the announcement.

## STAGE 7

### 2.7. SALES WEEKS

The objective of Stage 7 was to create friendly competition amongst the sales reps and to increase the sales of the OKI Laser printer.

In this stage, the participants received a training video created by OKI, which further informed them on the steps to follow. The video included content on how to make the most of an OKI printer and guided them through an exemplary, successful sale of an OKI printer.

The sales reps were then required to reach a minimum sales target of the OKI Laser printer. The participants were given 2 weeks to meet the target. Throughout the duration of the challenge, sales reports were tracked and daily updates were posted to indicate who was in the lead.

In the meantime, participants were also required to find a new OKI reseller.

Once a proof of Rand sales, or the number of units sold was given, the participant was welcomed into stage 8.

## STAGE 8

### 2.8. THE FINAL CHALLENGE

The final challenge involved a riddle race to the finish line. Participants were required to answer specific riddles related to information they had learnt in the past.

Riddle 1: "With colour so bright, it even glows at night, to scan it and see something you didn't see before."

After contestants figured out the riddle, they needed to scan the decoded clue to find the riddle to the next step.

Riddle 2: "A button badge is what everyone received however, one person was deceived. The logo is crooked and a little bit funny, but with this find you'll be rolling in the money."

The contestants who found the button badge marker received an envelope. The envelope contained instructions to post a selfie to the WhatsApp group.

The first WhatsApp message received was declared the winner of R25 000.

This challenge began at 9am on the 5 December 2016 and was declared the Final Challenge of The OKI Augmented Reality Race 2016.

### 3. KEY CAMPAIGN RESULTS

- ✓ **3400% GROWTH IN OKI'S TOTAL FACEBOOK ENGAGEMENT**
- ✓ **81% INCREASE IN LIKES ON THE OKI FACEBOOK PAGE**
- ✓ **73% INCREASE IN THEIR FACEBOOK PAGE LIKES - POST CAMPAIGN.**
- ✓ **OKI PRINTER SALES INCREASED THROUGHOUT THE CAMPAIGN BY 3750%**
- ✓ **OKI REQUESTED AN ADDITIONAL 6 MONTH LICENSE AGREEMENT TO RUN SIMILAR CAMPAIGNS WITH OTHER RESELLER COMPANIES.**

# THE OKI AUGMENTED REALITY AMAZING RACE 2016



## OKI AR | AMAZING RACE

Accept the challenge



WIN YOUR SHARE  
— of up to —

# R120 000



**your CHALLENGE**  
begins **17 OCTOBER**

## OKI AR | AMAZING RACE

# OKI ACTIVATION



monday **17 OCTOBER**

# THE RACE BEGINS TODAY!



YOU HAVE 48 HOURS TO COMPLETE THE CHALLENGE



f OKI.SouthAfrica/

t OKI\_SouthAfrica

@oki\_printers

## OKI AR | AMAZING RACE

# LET'S GET SOCIAL WITH OKI!



The most  
**CREATIVE OKI** selfie  
wins a prize!



YOU HAVE 72 HOURS TO COMPLETE THE CHALLENGE



f OKI.SouthAfrica/

t OKI\_SouthAfrica

@oki\_printers

**OKI** OKI South Africa  
Like This Page · 19 October 2016 · Edited ·

LET'S GET SOCIAL WITH OKI! OKI AR Stage 2 begins today! Scan the OKI logo with the OKI AR app to get your next SOCIAL challenge.

\*This competition is only for Tarsus Distribution sales.

For full terms and conditions, go to:  
<https://goo.gl/7SzBR7>

Like Comment Share

12

Top comments



Segametsi Tshepiso Losaba #ILOVEOKISA



Like Reply 3 · 19 October 2016 at 12:19



Write a comment...



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# THE OKI AUGMENTED REALITY AMAZING RACE 2016



**OKI AR | AMAZING RACE**

**CONGRATULATIONS**

The winner of the most creative selfie goes to...



You will receive your next challenge on Monday

[f OKI.SouthAfrica/](#) [t OKI\\_SouthAfrica](#) [@oki\\_printers](#)

**OKI AR | AMAZING RACE**

**CONGRATULATIONS**

The winner of the 2nd most creative selfie goes to...



You will receive your next challenge on Monday

[f OKI.SouthAfrica/](#) [t OKI\\_SouthAfrica](#) [@oki\\_printers](#)

**OKI AR | AMAZING RACE**

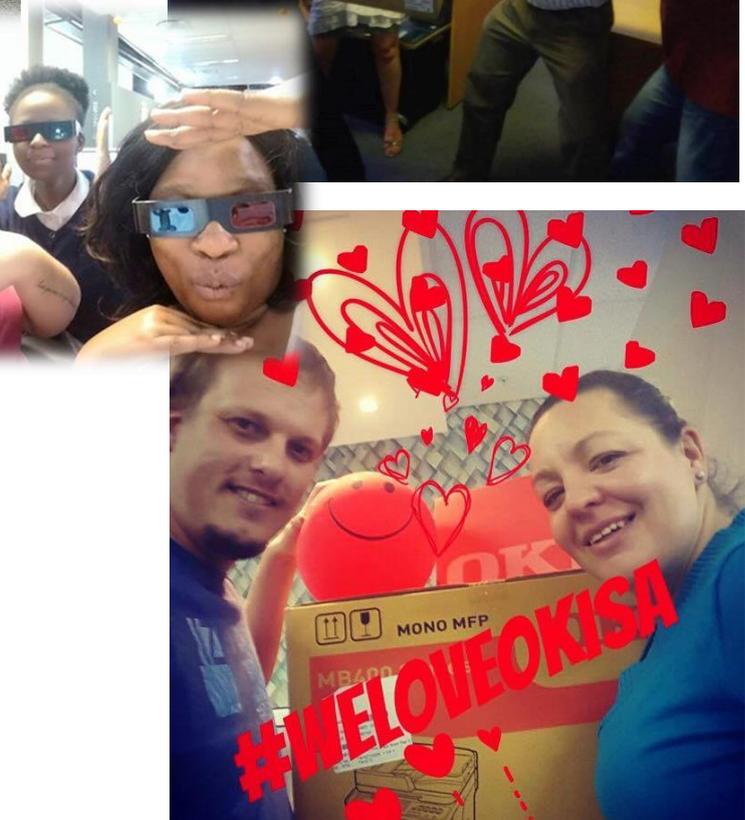
**CONGRATULATIONS**

The winner of the 3rd most creative selfie goes to...



You will receive your next challenge on Monday

[f OKI.SouthAfrica/](#) [t OKI\\_SouthAfrica](#) [@oki\\_printers](#)



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## OKI AR | AMAZING RACE



## OKI AR | AMAZING RACE



## OKI QUALITY

Experience the outstanding quality of OKI printers



Scan the images and watch them come to life!

- Facebook: OKI\_SouthAfrica/
- Twitter: OKI\_SouthAfrica
- Instagram: @oki\_printers



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