O2O （Online to Offline）
Interactive Marketing Application

A new interactive service model
for shops and retailers
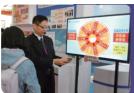to increase business opportunities

O2O Interactive Services

Fast & Convenient Shopping
Integrate O2O to bring visitors to shop

Location-based
Content and fun activities

Increase visitor traffic and billboard viewing frequency

Guide Based on your
shopping preferences to the store

Provide suitable timely and location-based merchandise information

Benefits

- To create O2O interactivity with customers through Apps, phones and billboards
- To attract more customers and increase revenue
- To provide a proximity commercial experience and assist shops in the mall to promote products or services
- To keep shopping records and tracking of members for CRM analysis

O2O App Scenario in Shopping Mall

Launch APP

Login

【Scenario 1】Creative Wishing

- Use your mobile phone to write a "wish message" and create a QR code to be scanned at the venue's digital signage/billboard
- The "wish message" will be displayed as an animated floating lantern rising on the billboard
- A coupon or discount voucher will be sent to your phone after using this APP

- Your smartphone is used as a "virtual dart" for shooting practice
- After the game is finished, a coupon will be delivered to your smartphone

【Scenario 2】Virtual Dart Throwing Game

Success Cases

MR.BROWN® BESONDERES TRINKEN.

- Over 1,000 people tried in 1 week.
- New drink exposure, Created 3x shopping benefits
- Drink sales quantity increased 3.6 times
- Drink sales revenue increased 3 times

夢時代 Dream Mall

- During Valentines Day festival period, confessions of love were made by 450 people
- Vendors provided free merchandise to bring people to the store (7-11, Playboy & Macaanna)

Orange Tea

- In 2 weeks, 500 people experienced darts practice
- Increase sales quantity 2 times
- Fun and interactive experience is broadcasted on the news

Hankyu Mall

- Wishing activity experienced by 873 people
- Free merchandise exchange was done by 550 people (60%)
- NTD5 coupon-> sales increased by 10%
- Increase audience traffic from 5 to 8~10 minutes

Target Customers

Retail Stores / Shopping Malls / Restaurants

Food and Beverage Companies

Contact