

BANQUE POPULAIRE - COMMUNICATION DEVICE



➤ CONTEXT AND ISSUES

- Release of the movie Ferdinand on December 20, 2017 by Bluesky Studios
- Banque Populaire, partner of the film wants to increase the customer experience around the release with the implementation of a mobile application.

➤ RESULTS

- Creating a unique user experience for the whole family
- The RA application allows children to colorize the heroes of the movie Ferdinand and then discover a 3D model of their characters with the colors of their drawing.
- Extending the Banque Populaire brand presence in the home with the digital mix



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➤ OUR SUPPORT

- Design and implementation of a major national competition for clients of the Banques Populaires branches.
- Development of a mini-site www.ferdinand-avec-banquepopulaire.fr
- Preview screenings organized especially in the regions
- Designed 4 advergames (Outrun, Catch All, Shoot the Barrel and Wheel of Fortune) to challenge the heroes of the movie and win thousands of prizes.
- Implementation of a communication campaign aimed at participating Banque Populaire agencies: posters, flyers and motion design animations.
- Design of a coloring application in Augmented Reality, a first in France. This application for tablets and smartphones is fun and immersive.

