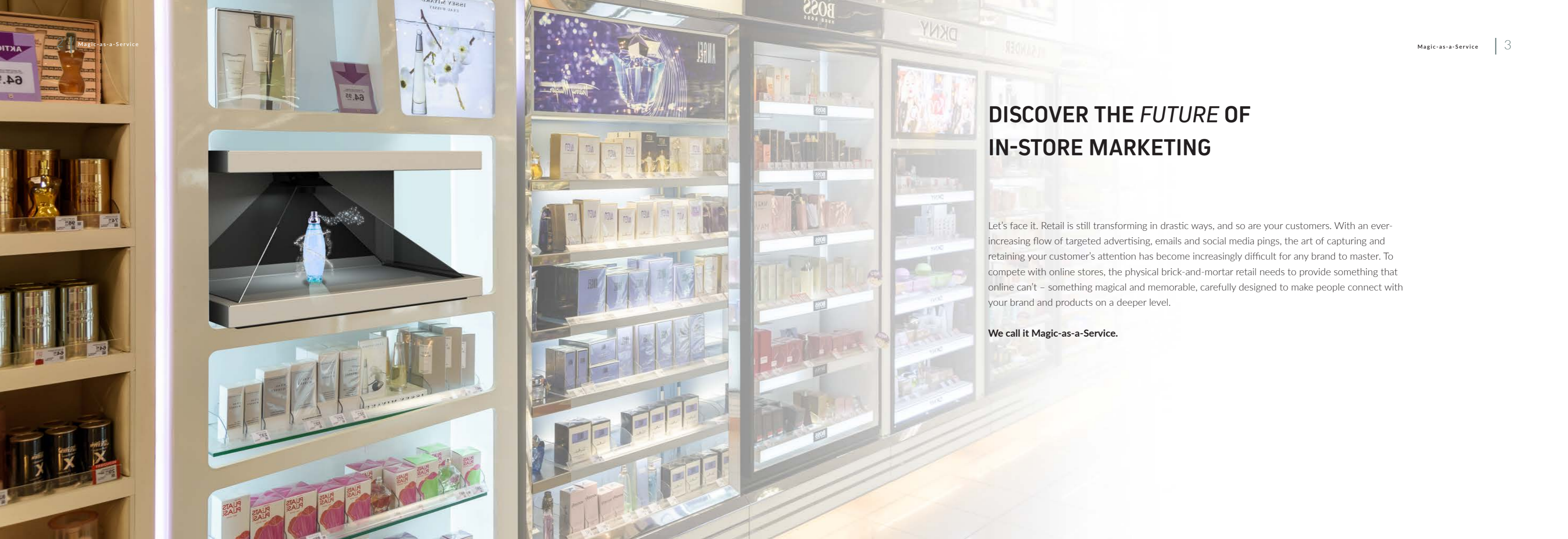


MAGIC AS A SERVICE

RETAIL BROCHURE



REALFICTION™



DISCOVER THE *FUTURE* OF IN-STORE MARKETING

Let's face it. Retail is still transforming in drastic ways, and so are your customers. With an ever-increasing flow of targeted advertising, emails and social media pings, the art of capturing and retaining your customer's attention has become increasingly difficult for any brand to master. To compete with online stores, the physical brick-and-mortar retail needs to provide something that online can't – something magical and memorable, carefully designed to make people connect with your brand and products on a deeper level.

We call it Magic-as-a-Service.



REVOLUTIONARY POINT-OF-SALE

By utilizing the power of 3D holographic displays, our full-service retail solutions allow a unique in-store experience that will set you apart from your competitors by light years. This futuristic point-of-sale display makes it possible to visualize features, details and unique selling points about your product in the most visual ways imaginable.

Place a sample of the product you wish to promote inside the display and watch as it magically becomes alive, telling its own story to customers passing by. The visual effect of having a physical product enveloped by 3D content instantly generates attention from customers, leading to an increase in the dwell-time spent watching your brand communication in the store.

WHY IT WORKS

GENERATE ATTENTION

In-store promotions that resonate with today's consumer, who increasingly lives beyond the reach of classic advertising.



EXPLAIN PRODUCT FEATURES

Eye-catching 3D content that naturally sparks interest and engagement in passersby, delivering your marketing message at the most vital point of a customer journey.



INCREASE SALES

Stand out from your competitors by harnessing the magic of holographic displays, and watch the sales numbers automatically increase.



”

Stores that accepted the 3D holographic display had real success with increased sales

ANTOINE CALLENS, SENIOR PROJECT BUYER

**FERRERO
ROCHER**

FULL SOLUTIONS WITH *EVERYTHING INCLUDED*

Implementing new technology in any company is never a straight-forward process. That's why our Magic-as-a-Service concept is designed as a turnkey in-store campaign, where we manage everything for you. All you have to do is lean back and watch the magic and results unfold.

When ordering your in-store campaign with us, we deliver a complete solution that is tailored specifically to your brand, product and campaign message. We make sure that your campaign meets a high standard in execution, and secure promotional spaces that provide you with maximum exposure.



DISPLAY

Rent of displays and stand fixture with shelves to fit your products.



INSTALLATION AND SERVICE

Installment of your campaign in all given stores, initial merchandising of your products as well as ongoing store visits in the campaign period.



3D HOLOGRAPHIC CONTENT

Uniquely crafted 3D content that tells the story of your product, elevating details, features and unique selling points.



OPTIONAL BRANDING

Choose to have the sides and bottom of the display stand branded with your campaign message.





3D CONTENT THAT BRINGS BRANDS TO LIFE

In the world of digital content, anything is possible. We pride ourselves with the ability to make inanimate products come alive in the most vivid ways. From the initial storyboard to the finished in-store campaign, we normally create your bespoke 3D content within three to four weeks. When developed, it's yours to own for future campaigns, and you even can re-use it for your social media platforms, website or other online advertising.

OUR PROCESS

From initial idea to the turnkey solution, we've got you covered through our streamlined process.

1

DESIGN

First, we start by analyzing your company to understand the brand values and product USP's that your campaign should revolve around. Through a close dialogue and a creative process, we establish the framework of your campaign and identify the essentials in the story. We then utilize any of your existing assets and create the storyboard for your bespoke 3D content. Finally, we test, refine and edit until you are satisfied.

2

PRODUCTION

When the storyboard is approved, we use advanced post-production and compositing to create the high-quality magic that will make your product come to life. We then finish by sending everything to you for final approval.

3

INSTALLATION

In the stores, our retail team sets up your campaign and applies the branding foils if needed. They merchandise the display stands with your products and handle all coordination with the stores individually.

dreamoc™ *HD3*

The digital revolution puts huge pressure on the retail sector to deliver great shopping experiences. To bring your brand to life in the store, we use our reliable and dynamic Dreamoc HD3 display, which offers a tactical, high-quality campaign installation.

Built specifically for in-store marketing and promotion in retail environments, our HD3 display is designed for end-cap positions and other high-visibility, as the 3D holograms can attract maximum attention from the three viewing sides.





END-CAP POSITION

Your in-store campaign is placed at the end of the aisle dedicated to your product category, facing the main passageway.



CATEGORY POSITION

Your instore campaign is placed at the center of the area or aisle dedicated to your specific product category.





PROMOTING NEW FLAVORS WITH A BLAST

Danish snack brand KIMs promoted their two new flavor-packed varieties of potato chips with an in-store campaign in 18 Bilka hypermarkets in Denmark lasting 4 weeks. The 3D content inside the displays visualized the unique new way of heat-blasting the potato chips during production, essentially creating a lighter product with 30% less fat.

THE RESULTS:

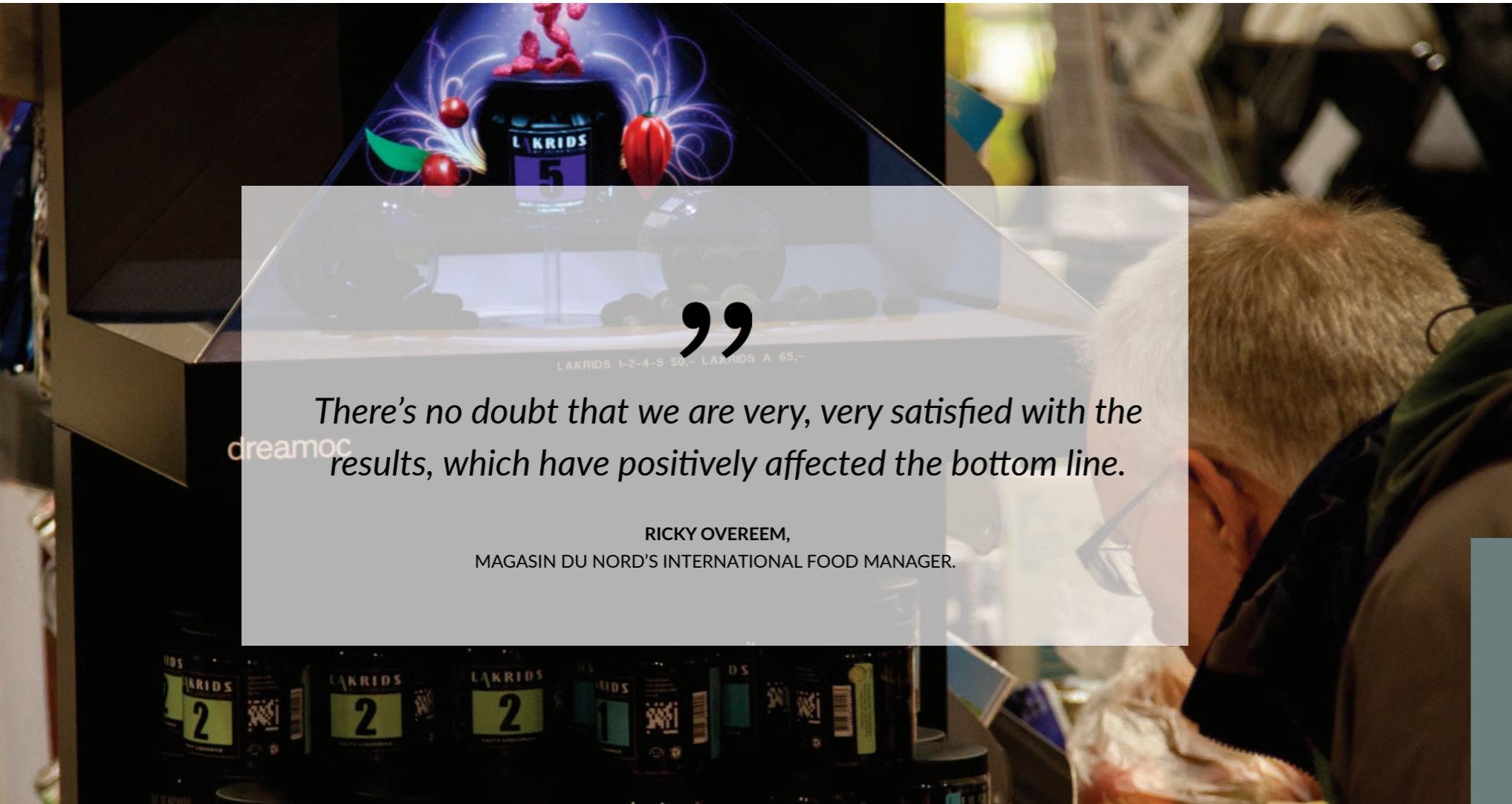
During the campaign period, KIMs saw an uplift of at least 25% on one of the new varieties, and an entire doubling of sales in the second variety that was promoted. The sales uplift was compared to 50 similar supermarkets in the country, which did not have the holographic display installed, but corresponded to the same number of monthly customers as in the Bilka stores. The campaign did not include an additional price promotion in any of the stores.



”

We saw an uplift of at least 25% of our one new variety of chips, and an actual doubling of sales in our second variety.

ANDERS HYBHOLT
BRAND MANAGER, KIMs



”

There's no doubt that we are very, very satisfied with the results, which have positively affected the bottom line.

RICKY OVEREEM,
MAGASIN DU NORD'S INTERNATIONAL FOOD MANAGER.

LAKRIDS
BY JOHAN BÜLOW

A TALE OF SWEET AND SALTY

LAKRIDS by Johan Bülow is recognized worldwide as a supplier of high-quality confectionary, specializing in chocolate covered licorice bites with various tempting flavors. The brand promoted their products at the iconic Magasin du Nord department stores in Copenhagen with an in-store campaign lasting four weeks.

THE RESULTS

In the first couple of weeks of the in-store promotion, sales increased by 110 %. During the entire four weeks of the campaign, the total increase in sales went up to a whopping 180 %.



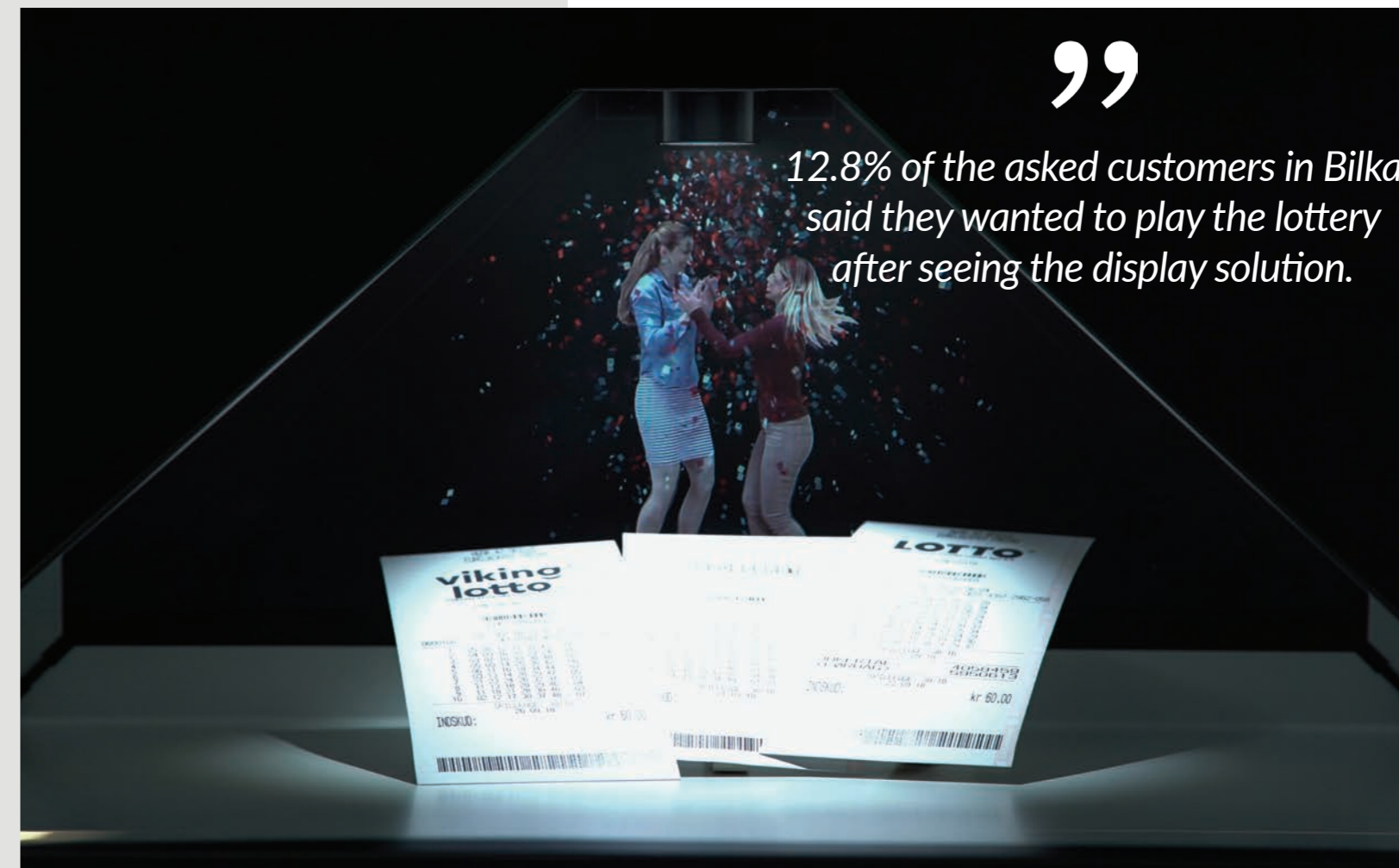
Danske Spil

EYES ON THE PRIZE

Danske Spil, the national lottery in Denmark, ran a nationwide promotion of their three different lottery game varieties for 12 straight weeks. The campaign was promoted in all 18 Bilka supermarkets in Denmark, with a holographic display installed next to the designated lottery kiosk areas. The 3D content inside the display was designed to automatically update every week, in order to always show the current prize volume.

THE RESULTS:

A survey conducted by the retail analysis agency Conversion, showed that a staggering 12,8% of customers responded that they became enticed to play the lottery after having seen the holographic display and vivid animations.





“
People stop and read about the wine
now, and we’ve actually sold 6 times
as many bottles after we installed the
display in the store

KIM QVISTORFF,
STORE MANAGER & SOMMELIER

Super Brugsen

A SUPERMARKET SUCCESS STORY

Premium supermarket chain SuperBrugsen used a holographic display to promote a selected high-quality red wine, in one of their main stores in central Copenhagen. Despite the award-winning reputation and a central in-store placement, the wine had historically been a low performer in sales.

THE RESULTS:

Using the same in-store placement and same price point of €27 as previously, the store implemented a holographic display for two weeks and instantly saw a dramatic boost in sales of six times as many bottles.



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