Using AR And Smartphone Tech To Drive Store Traffic

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Tillys Profile

Publically Traded Specialty Retailer
221 Stores in 31 States
West Coast Inspired Apparel and Footwear
Influencer Marketing
Influencer Marketing
Store Events

FRIDAY | JUNE 2 @ 3PM-5PM

CELEBRATING NATIONAL DONUT DAY
AT ALL TILLYS STORES

FREE DONUTS
FROM YOUR FRIENDS AT SPY
*WHILE SUPPLIES LAST
Black Friday 2016 VR

BLACK FRIDAY GIVEAWAYS

FIRST 100 CUSTOMERS IN LINE AT OPENING WILL GET 3 ULTIMATE PRIZES!

1. adidas Black Friday Survival Kit
2. MYSTERY PRIZE CARD
3. Virtual Reality Headset

Everyone's a winner!
Win one of these 4 prizes!

For store hours: www.Tillys.com/BlackFriday

NO PURCHASE NECESSARY. VOID WHERE PROHIBITED. SEE TILLYS.COM FOR DETAILS.

Tillys Gift Card $5 - $500
Black Friday 2016 VR Event
Kong: Skull Island VR

COME PARTY AT
TILLYS
SPECTRUM, 123456 LOCATION DRIVE, 123456, CA
FRIDAY | MARCH 10TH | @ 6PM
KONG: SKULL ISLAND - VIRTUAL REALITY EXPERIENCE
FREE FOOD + RAFFLES FOR KONG PRIZE PACKS
Kong VR InStore
AR Store Window

In Store

Camera Pointing into store from Window

AR Screen Area
Projector / LCD

GV AR System

TiLLYS
Animation Zones

3 main surfaces for animation
Defining Content
Tillys AR Window Pilot
Tillys AR Cam
Mobile App Feature

• Easily Accessible by Customers
• Promote Downloads of Tillys App
• Get Permissions for Push Notification and Location
• Increase Frequency of Campaigns
• Unlimited Options for Engaging Campaigns
Back to School AR Campaign

WHAT?!?!??!

ARE YOU CRAZY??????
BTS Campaign Process

Rough Concept Definition - 2 Wks
Story Boards and Creative Mocks - 2 Wks
Detailed Script - 1 Wk
Filming - 4 Days
Post Processing - 3 Wks
Testing - 1 Wk
Store Assets and Marketing - 2 Wks
Social/Email/Stores/Website Promotion
Launch – 8/1
Creative Mocks
User Actions
3D Assets
Store Assets
BTS AR Campaign
Success Metrics

• 80% Coupon Redemption Rate
• 99.6% Opt In (Push and Location Tracking)
• 23% Increase in App Downloads during Event
Field Management Quotes

“I will start by saying BRAVO! For always pushing the bar with innovation. These types of events keep up relevant and a step ahead of our competitors. Anytime you involve You Tube, AR, Shonduras, and excellent prizes there is going to be great traction correlated to the event. Well Done!”

“Scavenger Hunt was a hit throughout the week (fun, engaging, and something new)”

“People have been excited about the AR scavenger hunt since it started. A lot of kids participating, but if you let the Mom’s know they get a 20% off coupon, they are happy to participate too! “

“OVERALL this has been so fun, especially with the kids!”
HOLIDAY AUGMENTED REALITY
IN-STORE EXPERIENCE 12/1-12/14

WIN EPIC PRIZES
PRIZES INCLUDE A VIP GETAWAY, A YEAR’S SUPPLY OF CLOTHES, SHOES, & MORE! (ONE PRIZE PER DAY)

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<td>THE NORTH FACE SWAG BAG</td>
<td>BALL WITH ASPHALT TRIP (YOU + 1)</td>
<td>RSQ ONE YEAR SUPPLY OF DENIM</td>
<td>DIAMOND $1,000 SHOPPING SPREE</td>
<td>NIXON CUSTOM 51-30 WATCH</td>
<td>ELECTRIC POLARIZED PARADISE PACKAGE</td>
<td>VANS PARTY LIKE A ROCKSTAR PACKAGE</td>
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<td>VIP CA EXPERIENCE +$500 GIFT CARD (YOU + 1)</td>
<td>PROSPERITY 13” MACBOOK PRO</td>
<td>2019 WOODWARD VACATION</td>
<td>PRIMAVERA $1,000 GIFTMASH</td>
<td>NEFF VIP TRIP TO LAKE TAHOE (YOU + 1)</td>
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Holiday User Journey

User Journey:

1. User scans code - snowfall animates and a snowball flies and hits the screen.
2. Snowball hits the screen and covers the screen in snow.
3. Icon animates side to side, showing user to swipe the screen to clean the snow and get a chance to win epic prizes.
4. As user cleans screen, neon discount code button appears behind the snow.
5. Once user has cleaned screen and gained access to the discount code, code will flicker enticing users to click.
6. Once clicked, User can click two buttons.
Snowboard Game
New AR Ecosystem

• Retailers
• Product Brands
• Malls
• Influencers
• Entertainment Companies
When Will Augmented Reality Get Real?

Gartner **Hype Cycle** for Emerging Technologies, 2017

As of July 2017
Accessibility

ARKit

ARCore
Functional AR Apps
**Marketing Apps**

**DEADPOOL 7-ELEVEN**

**STAR WARS FORCE FRIDAY II**

1. **DOWNLOAD** the Star Wars app and **LAUNCH** the Find The Force experience.

2. **SCAN** the characters with the Find The Force logo to unlock augmented reality experiences featuring favorite and new characters from Star Wars: The Last Jedi.

3. **UNLOCK NEW experiences each day from September 1st - 3rd.**

**SCAN TO UNLOCK**

Learn more at starwars.com/findtheforce

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**TILLYS X SHOUDURAS**

**IN-STORE AUGMENTED REALITY (AR) SCAVENGER HUNT**

Presented by JANSPORT

8/1/17 - 8/14/17

**SCAN TO UNLOCK**

• 1 GRAND PRIZE WINNER WILL RECEIVE A $500 TILLYS SHOPPING SPREE, A LAPTOP, A JANSPORT BACKPACK, AND A VIP TRIP FOR TWO TO SHOUDURAS’ “SPACE STATION” IN STAN.

• 25 RUNNERS-UP WILL RECEIVE A JANSPORT SUPERBREAK BACKPACK

FOR MORE DETAILS, VISIT WWW.TILLYS.COM/SHOUDURAS