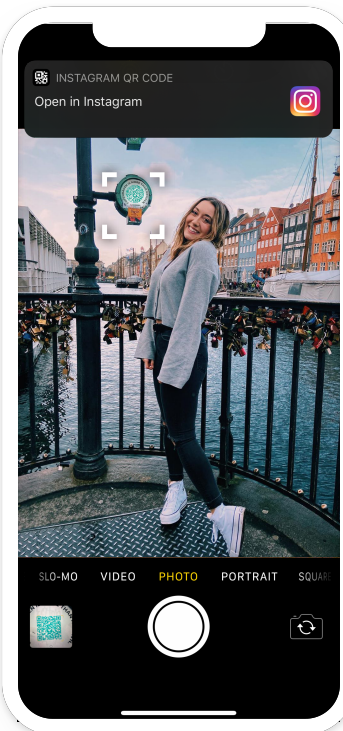# EXPLORE CPH
Social AR

Concept

Copenhagen is more than overcrowded sights. To communicate this in a fun and engaging way we encourage tourists to explore new and less discovered areas of Copenhagen - by giving them a playful and interactive sneak peek of places off the beaten tracks!
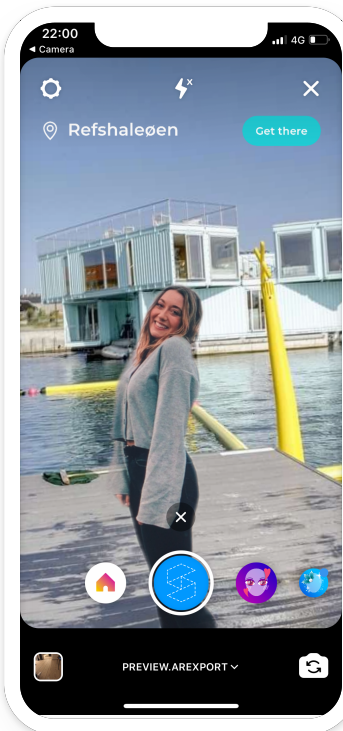
This is how it works

01

Scan an NFC enabled poster or open the "Explore Copenhagen" filter directly in your FB or Insta app
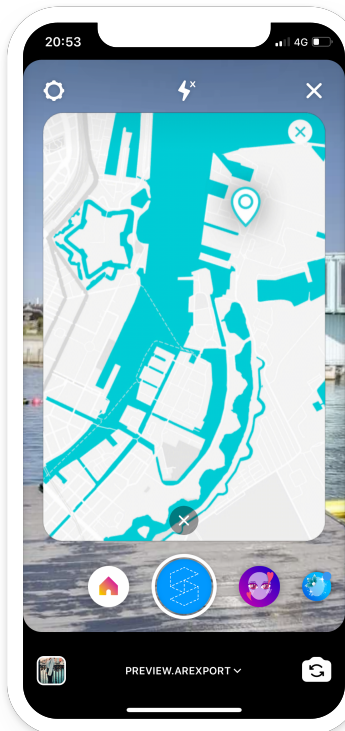
02

Tap the screen to transport yourself to different locations around town!

03

Be inspired and see where the locations are on the map.

Prototype

Test the AR filter yourself! Pick up your phone and point your camera at the QR code to trigger the AR filter.

For final production custom 360 images will have to be produced. Note: you will have to have the FB or Instagram app already downloaded on your device to test the prototype.

VISIT COPENHAGEN

Distribution

Distribution is key. Social AR filters are a fantastic way to reach a wide variety of people where they already are - on Facebook and Instagram!

PHYSICAL

QR & NFC enabled stickers/ posters deep link into the social AR filter. Simply tap or scan the sticker with your phone and the social AR filter will automatically be opened within your FB & Insta camera.

OWNED CHANNEL

All 304K Instagram and 260K FB "Visit Copenhagen" followers automatically have the filter in their filter drawer when opening their Instagram and Facebook apps.

EARNED CHANNEL

Tourists sharing video snippets of them using the filter will allow all of their followers to explore the filter themselves, even if they are not in Copenhagen - yet.
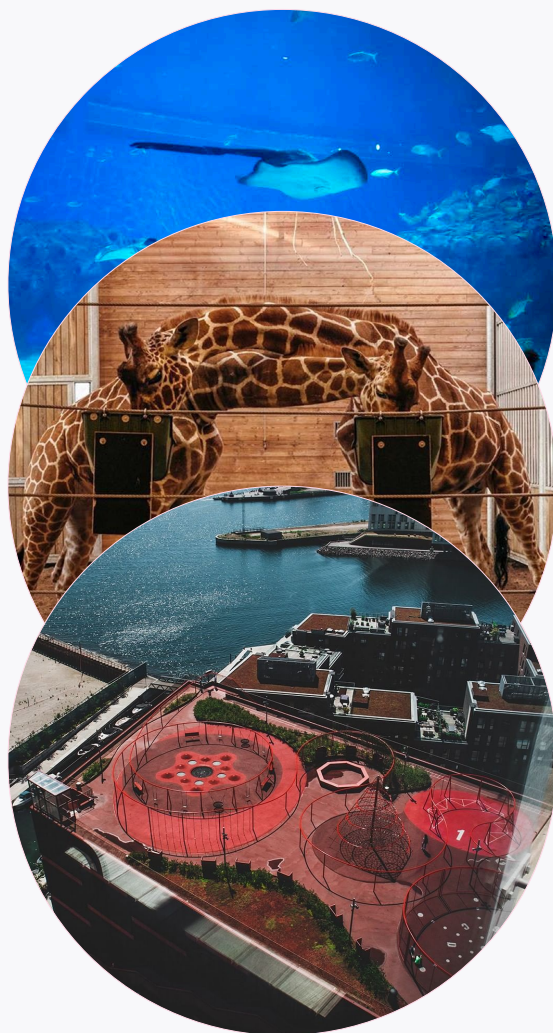
Next steps

Visit Copenhagen can periodically release new filters, creating new and engaging experiences that are easily sharable.

3X FAVORITE MUSEUMS

COPENHAGEN WITH KIDS

ARCHITECTURAL GEMS

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