

Pantene Pro-V

Case Study

Pantene Pro V game is an augmented reality mobile application for the iPad intended for in-store promotion of Procter & Gamble's famous shampoo brand. Shop visitors get an iPad and are invited to play the game demonstrating the power of Pro V capsules that nourish and protect hair from root to tip.



Customer: Pixelbug

Project: Pantene Pro-V Augmented Reality Interactive Game

Type: Mobile game development, augmented reality application development

Requirements: The customer wanted Elinext programmers to develop an application that would promote Pantene Pro-V shampoo in an innovative way through an Augmented Reality entertaining game. Its aim is to enable higher levels of engagement and interactivity with the targeted audience as well as create impulse and increase the audience reach.

Challenge: There were a few challenging aspects to this project:

- Game logic;
- AR marker detection;
- 3D models.

Solution: To create a really engaging mobile app, much attention was paid to design and seamless user experience. Elinext Group's specialists used Unity 3D and 3ds Max software. This helped to meet the customer's expectations and generate

more interest in Pantene's advantageous Pro-V capsules.

Results: The application is available on iPad2 and iPad3 with the same functionality. Here are the main features of the app:

1. 1st phase marker detect
2. 1st level
3. 1st level video
4. 2nd phase marker detection
5. 2nd level
6. 2nd level video
7. Outro video

Region: Worldwide

Industry: Mobile games, marketing, advertising

Engagement model: Fixed cost model

Technologies: Unity 3D, 3ds Max

Duration: 6 weeks

Staff: 1 developer, 1 designer

Platforms: iOS

