Manhattan Sweets launches digital candy world

Manhattan Sweets has entered the digital space with an augmented reality (AR) application that allows users to enter a digital candy world.

Designed and implemented by Digital Solutions Group (DSG), CEO Yaron Assabi says, "AR has taken off globally, where the market is set to increase from 60 million unique users this year to nearly 200 million in 2018. With this in mind, we designed this app to drive customer engagements through a richer, immersive and interactive experience.

"This app makes you feel 'like a kid again' as you explore the world of Manhattan Land, where the AR reality adds colourful graphics, fun sounds and feedback to your surroundings, to produce a creative consumer interaction."

Kate Ludwig, marketing manager at Premier Foods Groceries Division says, "Through DSG and its tailored mobile and digital strategies, we have entered the AR space, which we feel is a pivotal move for the brand."

Game leads to prizes

The application works by allowing users to scan the Manhattan character on their purchased packet of sweets, with their mobile device. "From here consumers are able to 'transport' the character into Manhattan Land and enter a world filled with sweets, games and rewards. The game functionality rewards players with 'bubbles' for each game played and until 31 January 2014, these bubbles, once popped, will allow players to be entered into a draw for prizes valued at R100,000."

"The application recognises the unique characters on the Manhattan sweet packaging, in a similar way to a QR code, and deploys them into the game, where the consumer can then explore the fun world around them by moving the device around," says Marscelle Pillay, digital strategy and creative team leader. "The application is also the first cost per download (CPD) model to be used in South Africa. It is a great way to promote an exciting application and have true performance based marketing. Once consumers start using the technology, they are then automatically transported into an interactive world."

The application allows users to share their experiences on social media platforms such as Facebook and to play the game online and on a mobile device.

The app is only available on iOS 4.3 and Android 2.3.1 and above devices Nokia, Blackberry and other Windows phones.

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