

CAMDon

-MEDIA KIT-

Web AR Leaders

We transform your projects into easy-to-use **Immersive Experiences**. No App required!

Our creative solutions help you boost your brand's **Augmented Reality potential**.

Check out our recent projects!

[VIDEO](#)

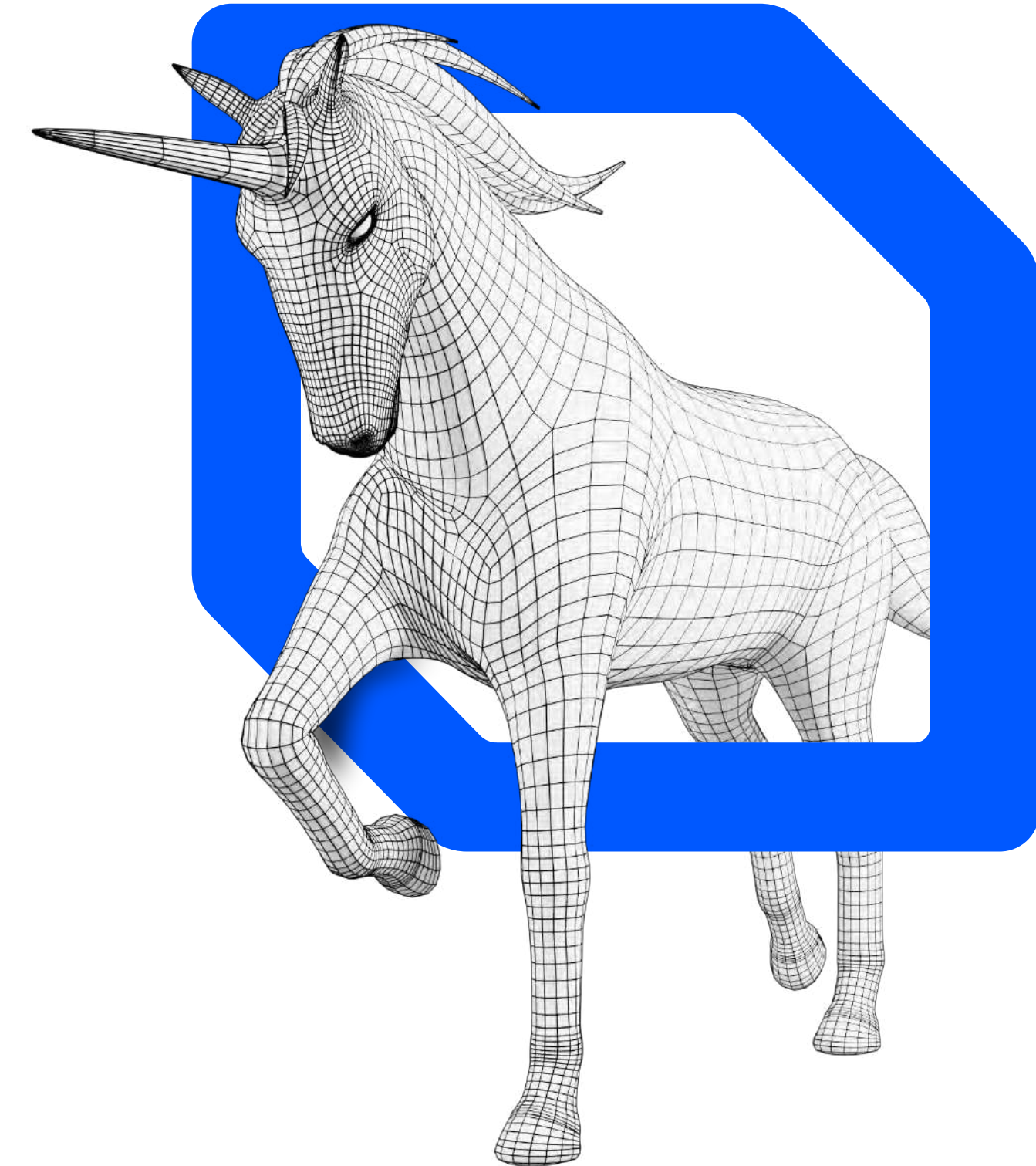


AR Agency

We're experts in **Augmented Reality**, we provide innovative solutions focused on creativity, marketing, and technology.

We've successfully completed more than 500 projects, using our personalized approach to produce immersive experiences for our clients.

- ✓ We envision contents in **new dimensions**.
- ✓ We apply our technology to the **web, social media and the real world**.
- ✓ We incorporate consumer information and insights for **better results** in each project.



Types of experiences

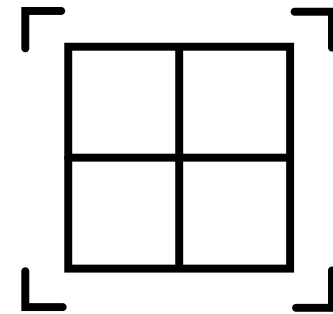
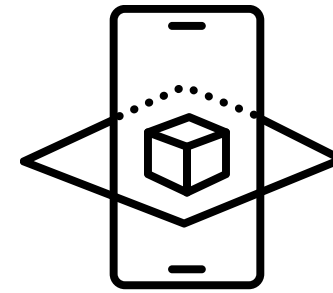


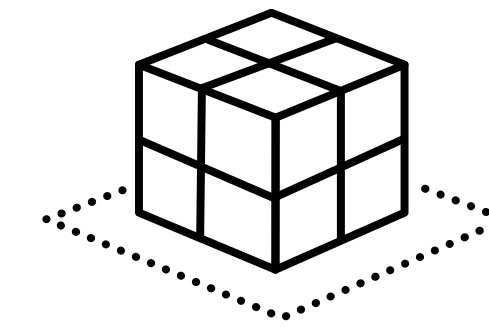
Image Tracking

Augmented Reality that is activated from the surfaces of products, packaging, POP material and printed graphics.



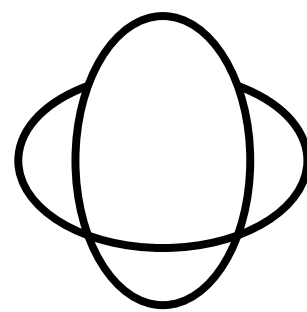
AR 3D Viewer

An object that is displayed in 3D and shows its characteristics from all possible angles.



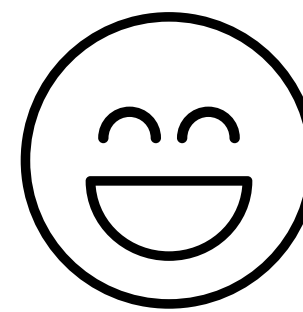
SLAM

Augmented Reality that lets users place various virtual objects in their physical space in real scale.



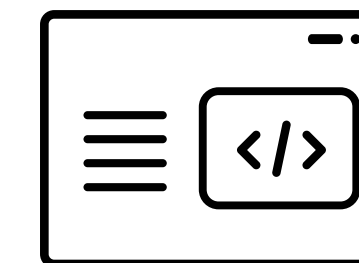
Web 360°

A 360° virtual space that can be viewed from the web browser and can include Augmented Reality.



Social XR

Filters and effects to create digital campaigns on social media. We are partners with Meta Spark.



Immersive Ads

The latest advertising format. It consists of interactive display ads with Augmented Reality and Web 360.

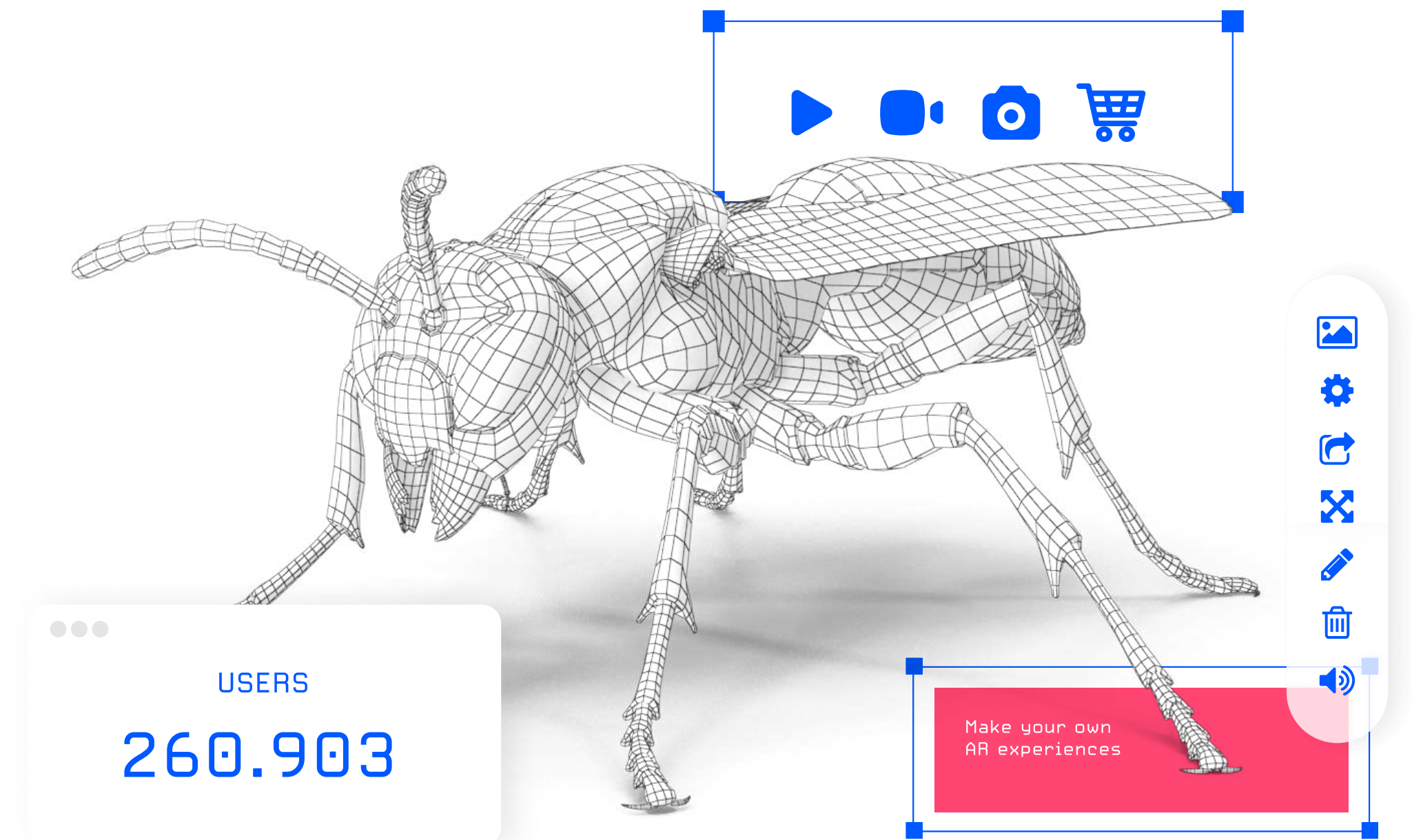


CamOn Studio is **our web tool for creating Augmented Reality experiences** quickly and easily. No programming experience required! Studio uses a reporting system that gathers project information and metrics to optimize performance.

Try it out!

With a Studio subscription, individual users, agencies, and businesses can use this tool to develop their own AR projects.

[VIDEO](#)

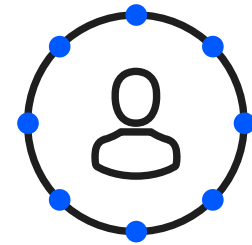


Unlock your brand's potential



Sales

Raise interest and purchase intention with immersive in-store and E-commerce activations.



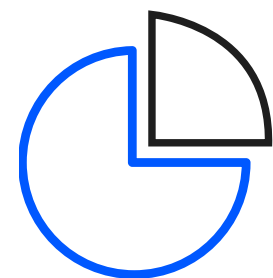
Cross-Channeling

Integrate **online and offline** channels to improve client contact and experience.



Participation

Create an **interactive community** with entertaining content, gaming, contests, and special offers.



Metrics

Understand audiences, **optimize your publicity spending** and evaluate your ROI.

Boost Results



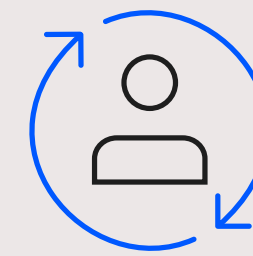
Brand Recall

+50% of consumers would better recall brands that engage them with Immersive Technologies.



Attention

Augmented Reality delivers almost **2x the levels of visual attention** compared to their non-AR equivalent.



Engagement

47% of consumers say Immersive Technologies make them **feel connected with products.**



Purchase Intention

When users view a product in Augmented Reality, they became **65% more likely to make a purchase.**

ABInBev



8 YEARS
IN THE INDUSTRY

500+
PROYECTS

200+
CLIENTS

jazmin chebar

LA NACION

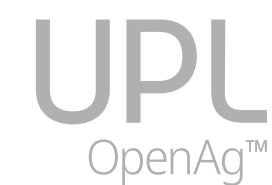
L'OREAL'



MONTBLANC



paco rabanne



viacom



vivo

WarnerMedia



Partners

Investors



Members



Tech Partners



Case Studies

Coca-Cola

World Cup Campaign

To enjoy the FIFA World Cup Qatar 2022, **Coca-Cola Mexico launched a campaign using the figures “cabezones”**, representing the players from their national football team.

Through scanning a QR code printed on the figure's box, consumers access a **Web 360 experience set at a football stadium**. They can visualize the figures of the **23 players in Augmented Reality** and learn more about each one.

Users can also choose them for a **penalty kick game**: upon winning, they access a **Web AR with a photo opportunity with the cup**. In addition, the experience lets users download GIFs with World Cup slogans.

Within 3 months, this campaign has reached **more than 1,000,000 engagements** and the dwell time was higher than **one minute and a half**.

[SEE CASE](#)

Disney E-Shop

Virtual Stores

Disney released a series of Castles celebrating the storied spaces of their most beloved heroines.

To promote this release in their Online Shop, they created an **AR experience** that invited fans to discover the magic of Disney products in new immersive ways.

Users are transported to an enchanting 360° forest where each Princess has her own themed world. They can see a video introducing the Collection and the product details. Also, they can **place with AR the Princess Palace** in their own home and see a hyper-realistic 3D model of it on their table.

[SEE CASE](#)



Amstel Ultra

Marketing Campaign

Amstel Ultra has launched the **Matchpaint campaign in Mexico**, which pays tribute to the 22 Grand Slams and 4 Mexican Opens won by Rafa Nadal, in a special edition of 26 collectible cans.

The brand recreated these 26 match points and enlisted CamOn to enhance the campaign. To that end, **Web AR experiences have been developed for each collectible**: by purchasing any of the 26 cans and scanning the QR code on them, **users can access a unique AR experience that displays the trajectory of each of Rafa Nadal's match points**.

In addition, Amstel Ultra's social media features a **Web 360** which includes a Rafa Nadal special video, an AR game and a section to score points for each can collected to win amazing prizes.

[SEE CASE](#)

Immersive Ads

AR and Web 360 Ads

The latest solutions for digital advertising and media:

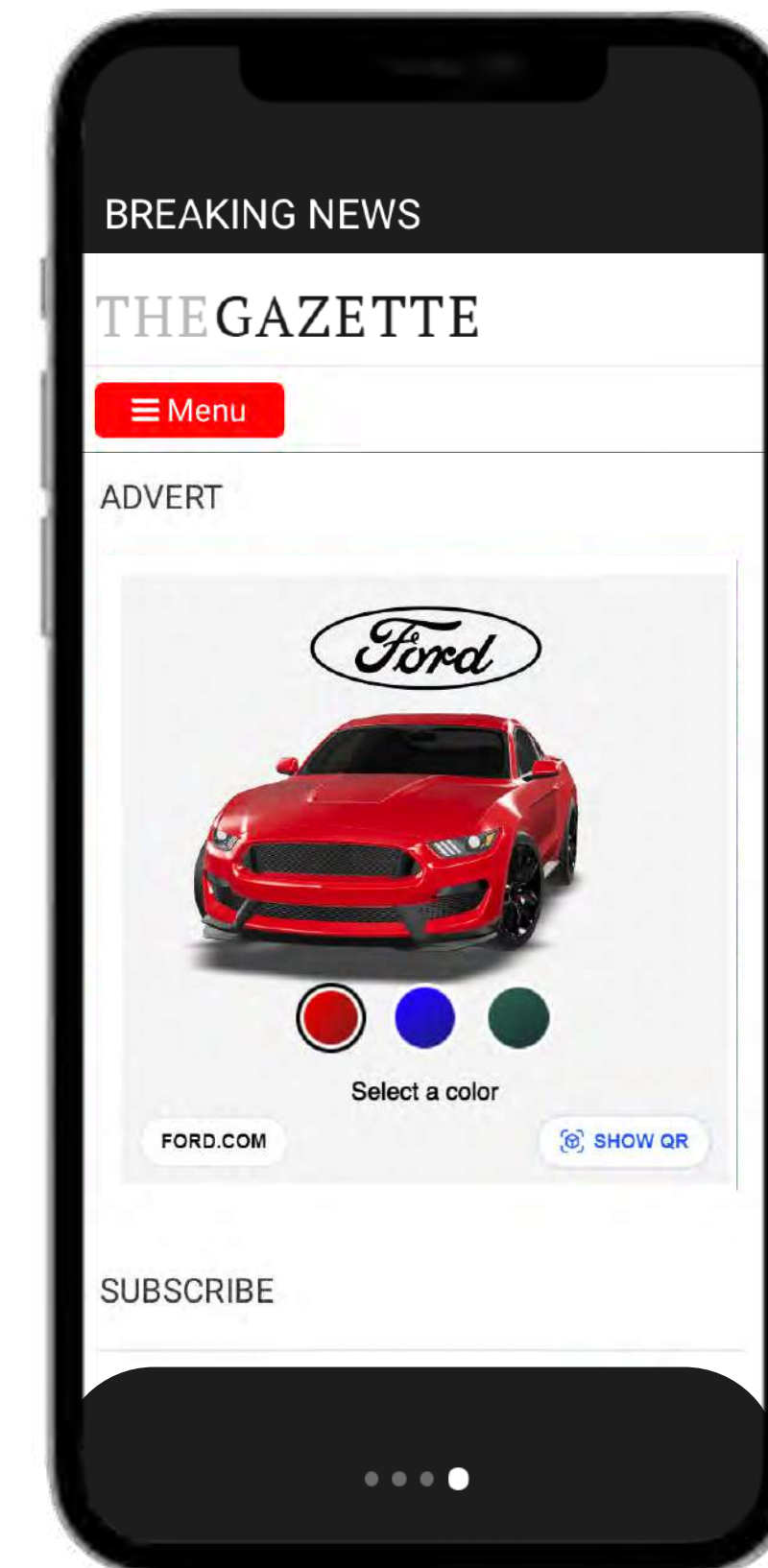
Web AR Display Ads

- ✓ Users can see the 3D model of a product when they're browsing the web. They can rotate it 360°, zoom in and out and change its color. They can also project the product onto the physical world through Augmented Reality to visualize it in real size, with all the details.

360 Display Ads

- ✓ This type of ad allows users to explore a 360° environment when browsing the web. When navigating through it, they can learn more about the brand through different interactions such as trivias and quizzes. It's recommended for virtual stores and games.

[SEE CASE](#)



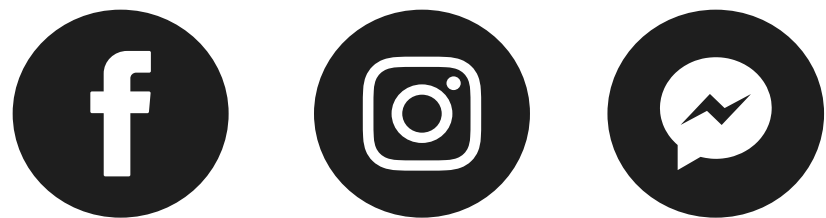
Social XR

Creating Filters

We produce **personalized filters** with your branding and publish them on social media.

Our filters have **face recognition technology** and they can also create objects, products, and characters that the user can place around them.

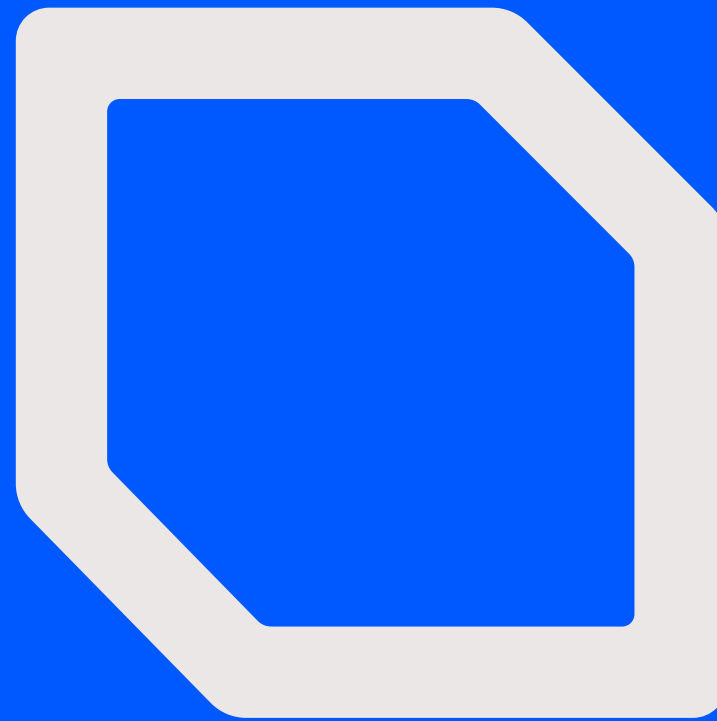
- ✓ Generate **awareness and engagement**.
- ✓ Propel rapid **diffusion and social sharing**.
- ✓ Are easily integrated into **digital marketing campaigns**.



[SEE CASE](#)

∞ Meta Spark





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www.camonapp.com