

VISIBILITY

Case Study

GoldRun

Augmented Reality Mobile Marketing Platform
Launched November 2010

Assignment

Develop category leadership for startup
and founder Vivian Rosenthal

Follows a selection of representative media coverage
From November 2010 through April 2011

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NEXT

WHO'S NEXT

Vivian Rosenthal

Architect, designer, and advertising impresario
TRONIC, GOLDRUN

BY REENA JANA

Big idea: "I want to turn every aspect of our lives into a game," says the 35-year-old entrepreneur, "by marrying the digital and the physical." Using video, animation, mobile apps, and now augmented reality, Rosenthal creates interactive advertising campaigns for brands ranging from H&M and Yahoo to *Esquire* magazine and shoe company Airwalk. Some of her projects seem like conceptual art, some like high-tech marketing. But at heart,

But at heart,

NEXT Who's Next

they're architecture, she asserts. "What is architecture? It's about crafting experiences."

Credentials: After Rosenthal graduated from Columbia's Graduate School of Architecture, Planning, and Preservation in 2001, she and classmate Jesse Seppi founded Tronic, a technology and design firm. One recent project: *Manifold*, a 60-foot sculpture at HP's Palo Alto headquarters. One side of the piece is made of undulating fiberglass shapes; the other houses a series of identical high-definition video panels. As people pass by, motion sensors set the sculpture rotating from one surface to the other.

Second act: In November 2010, Rosenthal started her new company, GoldRun. Its software platform and iPhone app provide the tools to exploit augmented reality for commercial purposes. GoldRun's Android app will debut this spring.

Quick start: GoldRun launched with H&M as its first client, creating a virtual extension of the Swedish fashion retailer's 10 Manhattan locations. Users could download the **GoldRun app for smartphones** before visiting one of the stores. There, they could point their iPhones at the display windows and, in their viewfinder, see virtual representations of garments and dresses. If one woman, say, snapped a photo of a dress and then pointed the viewfinder at a nearby friend, she'd see her pal "trying on" the clothing. The app's GPS sensors confirmed people's locations and sent coupons for 10% off H&M purchases to anyone who snapped a photo.

What's in a name? GoldRun is a play on "gold rush"—the act of "looking for something and realizing there might be more to the idea than we first thought," Rosenthal says—and "running around town," a modern version of hunting and gathering. If this sounds like the name of a James Bond film,



that's the point. Rosenthal hopes to make shopping more exciting by creating alternative realities.

Growing up artsy: Rosenthal grew up in New York's Greenwich Village. Her mother still volunteers as a docent at the Metropolitan Museum of Art, and she credits her parents' love of art, contemporary dance, and music with helping to form her taste.

Favorite book: Lewis Carroll's *Alice's Adventures in Wonderland*.

Focal point: In her apartment in Manhattan's Gramercy neighborhood, where she lives with her husband, Sebastien Agneessens, a French-born advertising executive and art-gallery owner, the living-room

walls are a deep charcoal and the L-shaped sofa is black. But there's also a bright red statue sitting on a bookshelf. "I love objects, books, sculptures—things that have a high sense of craft," says Rosenthal.

Role model: Advertising and art-world potentate **Charles Saatchi**. "He has been successful with two seemingly disparate pursuits, advertising and art. And of course, they're not that disparate after all."

Fear of flying: Airplanes make her anxious. Her solution: She watches heart-racing **action movies** during nerve-wracking flights. "You'd think I'd need to watch a calm and happy movie. But when watching a thriller, I'm more accepting of things being off-kilter."

The work-play balance: Rosenthal recently **jettied off** to Jamaica for some R&R—though one of the *Rs* stood for "recording studio." Her husband, who is also a singer performing under the pseudonym Seb Leon, was recording an album at Geejam Studio. Rosenthal has cowritten songs with him.

Anti-social networking: "I'm slightly archaic," Rosenthal says, though she has built two distinct businesses using technology. She says she'd rather make a sculpture or an animated movie than spend hours on Twitter or Facebook.

The new black: The one ritual Rosenthal performs almost every morning? Choosing which black outfit to wear. Black, she says, is her signature color.

Altrendo Images/Getty Images (plane); Colin Hawkins/Getty Images (gold-panning); Seth Wenig/AP (museum patron, painting); Universal Pictures/Photofest (The Fast and the Furious); Dave M. Benet/Getty Images (Saatchi)

Portrait

Vivian Rosenthal

With a successful, well-funded new-tech startup to keep her busy, the interactive designer has plenty to sing (in the rain) about.

Spec

Who: Vivian Rosenthal
CEO, GoldRun

What: A tech startup that uses GPS to send users on treasure hunts for deals

Where: The roof of her apartment building, Manhattan

Vivian Rosenthal, a marketing whiz with a master's in architecture, has spent some 10 years churning out edgy installations, videos, and websites for clients like AT&T, Diesel, Target, and Nike as co-founder of design shop Tronic.

Now, she's added a new line to her resume: **CEO of the smartphone platform GoldRun.** The startup—which landed \$1.1 million in angel funding this month—uses GPS tracking to make reality a little more virtual, drawing users into treasure hunts for digital prizes. "Your city is the game board, and you're the chess piece," Rosenthal explains. "It's all hyperlinked."

How do you play? GoldRun places virtual objects at a specific location. Spot them through your phone's viewfinder, snap a picture, and post it to Facebook. Or, maybe, earn a discount on a chosen product. But the Easter eggs can also lead users to tangible rewards. For Airwalk, GoldRun turned outdoor skater hangouts into virtual storefronts for one day. Users could "find" exclusive digital sneakers, then buy the actual versions. Rosenthal sees it as a whole new way to reach consumers on the move. "Turning your life into a game is going to be a huge new landscape for marketers," she says. "I'm more than betting on it."





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How to Use Augmented Reality in Advertising

Combining the digital and physical worlds, augmented reality offers brands a unique new opportunity to interact with consumers. Here's why it's worth a shot.

By Lou Dubois | @lou_dubois | Apr 26, 2011

Enlarge



The marketing folks associated with Visit St. Petersburg/Clearwater created a campaign in which users can picture themselves in the many local attractions (from beaches to the brand new Dali museum and more), accessible on their computers and shareable on social networks.

Augmented reality, or AR, may finally be coming of age. Particularly for Millennials, defined as those born in the 1980s and whose lives revolve around being constantly connected to technology (Blackberries, iPhones, Facebook, Twitter, video games, and more), AR offers a serious opportunity for marketers to reach these important consumers. With augmented reality, marketers can take the physical world and combine it with the digital world, giving both users and brands the ability to connect even further with a product before, during and after making a purchase.

"In its simplest form," says Vivian Rosenthal, founder of New York City-based AR start-up GoldRun, "Augmented Reality is a digital layer over the real world that you can't see with the naked eye but you can see with the camera on your smartphone or computer."

But why and how should your company use augmented reality? Aside from the simple benefit of reaching Millennials, we'll delve into a few well-done campaigns in this guide to explain further.

How to Use Augmented Reality in Advertising: The Prevalence of Augmented Reality

Augmented Reality is nothing new. It's been around officially since 1990, when Boeing researcher Tom Caudell coined the term to describe a digital display used by aircraft electricians that blended virtual graphics onto a physical reality. In other words, augmented reality combines two very different dynamics: the perception of personal exclusivity and a multi-dimensional, sensory experience.

We're all familiar with AR, even if we don't realize it. One of the most common AR uses is the yellow first down line we've all grown accustomed to on football



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broadcasts. Contrary to what some may think, those yellow lines are not actually painted on the field, but inserted in your television viewing experience.

In March, the German film *The Witness* let users become a part of the film for the first time via AR and determine the outcome of the movie based on their own actions on their smartphones. And it will only continue to grow in advertising. According to 2009 figures from [ABI Research](#), the market for augmented reality (AR) in the US alone is expected to hit \$350 million in 2014, up from about \$6 million in 2008, or, around 50 times more from 2008 to 2014.

Dig Deeper: [How to Manage Your Online Advertising](#)

How to Use Augmented Reality in Advertising: Using AR for a Competitive Advantage

For the marketing folks associated with [Visit St. Petersburg/Clearwater](#), they've been thinking innovatively in terms of technology all year. They're faced with an understandable problem: so many destinations in Florida can offer beaches and entertainment, but how do you appeal to that younger demographic in a creative manner?

The Florida-based organization targeted New York City residents in the doldrums of winter with quick response, or QR, codes in partnership with JetBlue Airways on city subways. In the campaign, users snapped photos of the QR code and entered a co-branded contest to win a trip to the beaches. In March, they launched the first true augmented reality campaign in their industry, allowing users to picture themselves in the many local attractions (from beaches to the brand new Dali museum and more), accessible on their computers and shareable on social networks.

"For whatever reason, the travel industry has been a bit slow to adapt to a lot of these technologies," says Nate Huff, the vice president of publishing at [Miles Media](#), who worked on the VSPC campaign in conjunction with [Digital Frontiers Media](#). "With travel-based marketing, it's so driven by ROI, particularly because many of those organizations are run by the government. But this was a risk-taking group, and they realized that implanting an AR campaign is really going to get far more buzz than it's probably going to get in terms of actual consumer usage, but it's something that sets the brand apart and shows innovative thinking."

But augmented reality doesn't exist just in the online and television/film world. As smartphones continue to proliferate our daily lives ([passing PCs in overall sales in February](#)), offering these experiences in a mobile setting becomes increasingly important. And in the future, it will likely be the main way to reach consumers via augmented reality.

Enter GoldRun. Founder Vivian Rosenthal received a master's from Columbia University's Graduate School of Architecture and her joint thesis, way back in 2001, dealt with the intersection of the digital and physical space, before she founded digital media studio Tronic. She saw the language of the future as very visual, and thus created an opportunity for brands to offer AR experiences on their mobile phone via the GoldRun application about 18 months ago. To this point, their best campaigns have been with Airwalk (see slideshow) and an Esquire Magazine cover with Brooklyn Decker that allowed users to [take their virtual photo with the supermodel](#) upon checking in to certain Barnes and Noble locations.

"When it comes to measuring the success," says Rosenthal, "it's often about visibility, where it was shown, who shared them, and more. For the Airwalk project, it was



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about generating revenue by selling product? And they sold out 600 pairs of limited edition shoes in a weekend and had the most traffic in terms of their e-commerce site in the history of the company."

But why use AR, and how can your brand pull it off?

Dig Deeper: [Why Digital Ads Are the Way to Reach U.S. Hispanics](#)

How to Use Augmented Reality in Advertising: Why Use Augmented Reality?

It's important to think about augmented reality as an additional form of advertising (in other words, it shouldn't be your only strategy). But based on its newness, if you're able to pull it off correctly, your company is seen as innovative.

Beyond that, the expense of pulling off an AR campaign pales in comparison to traditional print or broadcast advertising and establishes a longer-lasting, deeper connection with your consumers via an emotional connection, which in the end turns to more repeat business and sales. Here are the real reasons to think hard about utilizing an AR campaign.

Innovation: It's always good to be first to market, particularly when it comes to technology. In social networking, Classmates.com is no longer around, but their work inspired sites like Facebook, Twitter and more and their employees have moved on to impressive roles elsewhere. "This (AR offering) isn't just a one-off ad campaign," notes Huff. "This is an innovative approach by a destination marketing group (VSPC), the first of its kind, to use augmented reality to change their perception. Whenever the (travel) industry catches on, nobody else will have been first, and VSPC will be looked at as innovators."

What added value does AR offer for businesses? "It's really quite simple," says Rosenthal. "You are connecting further with customers and you're seeing your content as a brand in the real world with unbelievable visibility and scale."

Inexpensive: Print advertising in magazines tends to be significantly more expensive than online or digital ads. Many large monthly magazines charge upwards of \$100,000 for a four-color, full-page print ad (one time), a cost determined by CPM (or cost per thousand readers). For example, Sports Illustrated's 2011 Swimsuit Issue (albeit a once-a-year publication) charged a base rate of \$405,300 for a one-page, four-color full-page ad.

When creating an AR campaign, you often have more brand interactivity than the one-page ad at a significantly lower cost. "It honestly depends on the scope of the project, but AR campaigns can be as inexpensive as \$5,000 and as high as \$100,000," according to Rosenthal. "That's nothing compared to print, and in many ways it's worth the risk in my eyes."

Emotional Connection: AR takes marketing strategies to a more immediate and sensory level with customers, allowing greater interactivity in the selling and buying process. AR can create an emotional connection between what the buyer is searching for and what the product can offer. In short, it gives the product a personal feel when consumers can picture it in their own world.

"It's not just a matter of taking photos and sharing, which is what we're building," says Rosenthal. "But what really matters to us is the ability to take photos with virtual characters, products and environments, which is where it will resonate most and develop that deep brand connection."

Repeat Engagement: For most brands, engaging customers must come before, during and after you've created a dialogue with them, and with AR, brands engage with consumers, both cognitively and through their senses. For Millennials, it is rather simple: if the messaging and the experience are not engaging, and do not create brand desire, then customers may just move on to a competitor. Companies simply cannot afford that when you consider the Customer Lifetime Value (CLV) of Millennials, who have upwards of 60 years in their buying future.

"From a very simple perspective," says Huff, "and this is a buzz word, but it's all about engagement and allowing companies to think up new ways to connect people with products. When they have a good experience, they're more likely to come back."

Geo-Targeting: With AR, not only can you determine what people's buying patterns are like via pre-existing data, but you can utilize GPS data (from smartphones, namely) to immerse users in a brand experience no matter where they are in the world. For a brand like [Stella Artois](#), their augmented reality iPhone app [Le Bar](#) instantly locks onto your location and lets you find a local bar serving the popular Belgian beer by populating your smartphone with directional arrows pointing you to the nearest Stella taps.

Hyper-local advertising will continue to be an important strategy for marketers, as spending money to reach the right customers (or what your brand perceives as the right customer) is debatably worth more than overspending on a large-scale, national campaign that may or may not hit your intended demographic.

Mobile: With applications like GoldRun, advertising via augmented reality on mobile could very well be the future. Even Huff admits that the VSPC campaign, while innovative for the travel/destination-marketing sector, is only a step in the right direction toward mobile adoption, where he also sees the future of AR campaigns.

"If I'm a brand or ad agency, it behooves me to be marketing to the consumer in the mobile space," says Rosenthal. "Otherwise, I've lost an opportunity to connect from a brand perspective and sell a product or service. What we're noticing is that companies are literally lining up to work with us and use the technology because from a business perspective, it's a really exciting, new and fun medium to play with, and mobile is how you reach customers today."

Driving Offline Sales: At the end of the day, it comes down to ROI on any campaign. The key to developing successful AR campaigns that provide customer engagement as well as translate to sales will be ensuring that they support the local communities they're used in while creating unforgettable experiences for the customers using them. In many ways, AR brings offline experiences to online sales by enhancing the experience and driving brand visibility.

"It's going to be exciting. I see AR as where we were 10 years ago or 15 years ago with the web," says Rosenthal. "Brands at first didn't understand that they needed a presence online and a website. That's now their e-commerce platform, which is as important as almost any brick and mortar. And that's where we're going with AR. It's becoming a virtual goods economy out there, and GoldRun is positioned well in that market."

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Goldrun Raises 1.1m to Expand Reach of Mobile Augmented Reality

April 11, 2011 | Levent OZLER

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GoldRun has raised \$1.1 million in angel funding. The company will use the funding to develop a series of new user and client side feature sets that will greatly expand the range of programming and AR interactions on their platform.

The funds will also support increased sales activities and accelerate the deployment of services across the U.S. and international markets.

2011 will see the introduction of GoldRun-hosted gaming, v-commerce and user generated content.

Comprised of a mobile app coupled with a dynamic content delivery system, GoldRun uses augmented reality to bring the visually-driven, content rich experiences of the web into the offline world.

By GPS-linking 2D and 3D virtual goods to physical locations such as retail stores, airports and events, GoldRun enables users to locate, interact with and take pictures alongside virtual objects, and earn immediate, relevant real world rewards for every one of these interactions.

"GoldRun allows for a new form of communication where our digital and physical lives meet," said founder/CEO Vivian Rosenthal.

"We've already evolved beyond check-ins, making them visually-driven and image-based. With the integration of location and context, along with photo taking and sharing, we've set ourselves apart by creating a new virtual goods economy mapped onto the real world."



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AR Marketing Platform GoldRunRaised \$1.1m from Angels

GoldRun, a start-up that offers a mobile augmented reality and gaming platform for brands, has raised \$1.1 million in angel funding. Participants in the round include Ed Mathias (The Carlyle Group), financier Jon Ledecky, Jeremy Zimmer (Founding Partner of United Talent Agency), Jim Hauslein (Former Chairman and CEO of Sunglass Hut), and Mark Ein (CEO of Venturehouse Group).

Comprised of a mobile app coupled with a dynamic content delivery system, GoldRun uses augmented reality to bring branded content from the web into the realworld with game-like mechanisms.

By GPS-linking 2D and 3D virtual goods to physical locations such as retail stores, airports and events, GoldRun enables users to locate, interact with and take pictures alongside virtual objects, and earn immediate, real world rewards for every one of these interactions.



GoldRun launched in November 2010 and has already developed an interesting portfolio of brands and marketing agencies such as H&M, Airwalk, Young & Rubicam, Esquire, Barnes & Noble, Marc Ecko, Universal Pictures, A&E Network, Sorel, Interscope Records and Oklahoma University.

Wednesday April 13, 2011

Ludovic Privat



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[GoldRun Leverages Augmented Reality for Mobile Marketing](#)

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Vivian Rosenthal once wrote an architecture masters thesis on the

intersection of the physical and virtual worlds. Now, the New York entrepreneur is mining that intersection for profit with a start-up that's getting attention for the way it uses augmented reality to create marketing campaigns that end in real-world rewards.

GoldRun, which just launched in beta last fall, allows companies to create augmented reality campaigns that can be tailored to their content, product or message. It gives brands a very visual way to engage consumers and drive specific offline or online actions with the payoff being tangible rewards, something we've mentioned [more](#) and [more](#) lately. Companies such as H&M, Esquire, Barnes & Noble, Universal Pictures, A&E Networks and Interscope Records are among the early customers turning to GoldRun to run augmented reality campaigns.

The start-up is getting noticed by investors too. GoldRun just announced \$1.1 million in angel funding from a host of investors including Ed Mathias of the Carlyle Group; financier Jon Leddecky; Jeremy Zimmer, the founding partner of United Talent Agency; former chairman and CEO of Sunglass Hut Jim Hauslein; and Mark Ein, the CEO of Venturehouse Group. The money is going toward continuing the early momentum of GoldRun, improving the platform and bulking up the sales team.

Rosenthal said she got the idea for GoldRun because she heard from brands who wanted to utilize mobile marketing channels but weren't able to craft very visual campaigns using existing check-in services. She said by leveraging augmented reality, companies are able to engage users in a very compelling way that complements their brands.

For example, Airwalk created a campaign for a limited edition shoe last November by allowing people who visited Washington Square in New York City and Venice Beach in Los Angeles to shop in a virtual pop-up store stocked with the limited edition shoe. Using augmented reality, consumers were able to see a floating image of the shoe on their screen and could buy the shoe online. The shoe sold out within 24 hours. In another example, H&M created a photo scavenger hunt allowing users to take a picture of virtual items that appear in front of certain H&M stores. That allowed them to unlock an in-store discount.

"Brands are able to meet the consumer at the pace and pattern of their life with something fun and engaging to do and they can offer them a reward rather than an advertisement," Rosenthal said.

She said GoldRun is providing a good example of how brands can use augmented reality effectively. Many examples of AR are about creating layers of information over the world, she said, but they don't always offer enough utility to make up for the added complications of using them.

"We took a totally different tack. We asked how can we make AR be this new media buy that's a visually driven experience. It's about getting something cool that you want from a brand," she said.

Augmented reality overall is still outside the mainstream and I'm not sure GoldRun will help change that. But the company is interesting because it's good way to try and intelligently use AR and pair it with location-based marketing. While many companies are able to utilize check-in services, there are a lot of brands that still shy away from smartphones because they're not able to put their own touches on their campaigns. GoldRun seems to do a good job of giving brands the necessary tools to use AR and rightly combines it with real rewards to ensure that the whole process produces some benefit for the user.

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Deals & More: StylistPick raises \$8M for personalized shopping tips

April 12, 2011 | Julie Klein

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Today's funding announcements include offers and promotions for apparel, cocktails and virtual objects:



StylistPick brings in \$8M for trendy fashion hints: The London-based e-commerce site has raised a first round of funding co-led by Accel Partners and Index Ventures to provide users with monthly fashion recommendations. Founded in 2010, the company first identifies a user's style based on a survey, then sends an email each month with suggestions for shoes and purses. StylistPick, which gives users the option to purchase any item in the email for a flat rate of \$65, previously raised a round of seed funding from Index Seed and angel investors.

Poggled grabs \$5.6M to promote nightlife: The free nightlife website has raised a second round of funding led by Tom Grossi of New Enterprise Associates to offer drink deals and party packages for bars and nightclubs. Since launching in June 2010, the company, which previously raised funding from Groupon investor Lightbank, has focused on Chicago, though it plans to expand to additional cities soon.

GoldRun gets \$1.1M for augmented reality service: The New York-based startup has raised angel funding for its augmented reality mobile app. The service, which launched in November, allows users to receive real-world rewards from brands for their interactions with virtual objects. In 2011, GoldRun plans to expand its offerings to gaming and user-generated content.

Oktogo.ru brings in \$5M for online travel site: The Russian hotel booking site has raised a new round of funding led by Skype investor Mangrove Capital with participation from ABRT Venture Fund and Ventech VC, a French fund. Based in St. Petersburg, Russia, the company launched in 2010 and provides users with a hotels database of more than 2000 hotels.

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A&E and GoldRun Launch Virtual Manhunt for Breakout Kings Series

March 2, 2011 | Levent OZLER

Augmented reality platform GoldRun makes its first foray into the entertainment sector, working with A&E Network to launch the "Catch A Con" Sweepstakes. To bolster interest in the premiere of the new A&E series, "Breakout Kings," which centers on an unconventional partnership between the U.S. Marshals' office and a group of convicts, the "Catch A Con" promotion invites iPhone users to hunt down augmented-reality fugitives hiding out in New York, Los Angeles, Chicago, Philadelphia and San Francisco.

Enlisting the [GoldRun iPhone app](#) as their crime-fighting guide, participants can locate and capture virtual escapees who are laying low in areas such as New York's Union Square, Philadelphia's Rittenhouse Row and Chicago's Magnificent Mile. Certain super sneaky cons might also ditch their big-house jumpsuits for more stylish gear at the nearest Kenneth Cole, Brooklyn Industries and OMG Jeans retailers.



Upon capturing any of the escaped prisoners, participants can enter a sweepstakes for a chance to win cash "rewards" ranging from \$500 to \$2500, view the "Breakout Kings" trailer, and share images of themselves nabbing cons on Facebook. GoldRun images of participants apprehending cons will be featured on the A&E Facebook page.

"Catch A Con," part of the larger "Breakout Kings" promotional campaign, which includes vibrant, orange jumpsuits peppered

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Competitions
"cons" on the run in high-traffic areas, was developed by Civic Entertainment Group using the tools and features of GoldRun's AR platform.

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"GoldRun is designed to support just this type of premiere," said GoldRun vice president of business development Shailesh Rao. "What sets us apart from other mobile and AR marketing efforts is how we can quickly and affordably implement customized campaigns that bridge brand values with the user experience. In the case of 'Catch A Con,' pulling people directly into the plotline of 'Breakout Kings,' with participants literally chasing down and apprehending cons."

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Augmented Reality Sweepstakes Helps A&E Debut **Breakout Kings**

Mar 7, 2011 6:22 PM, By the Promo Staff

A&E is promoting its new series, **Breakout Kings**, with a sweepstakes where players hunt down augmented-reality fugitives on their iPhones.

The **Catch a Con** sweepstakes, run by augmented reality platform [GoldRun](#), pulls players into the plotline of the show to hunt down escaped prisoners hiding out in New York's Union Square, Chicago's Magnificent Mile, Philadelphia's Rittenhouse Row and in Los Angeles and San Francisco.

In January, Esquire magazine collaborated with book retailer Barnes & Noble using the GoldRun platform [to launch two campaigns](#) that brought its pages to life in the real world via geo-tagging over smartphones. And last fall, [Scion used AR for an online game](#).

Under the **Catch a Con** sweeps other brands also get exposure when cons try to blend into society by ditching their orange prison uniforms for more stylish clothes at the nearest Kenneth Cole, Brooklyn Industries and OMG Jeans retailers. The sweepstakes ends March 31.

Once any of the prisoners are caught, players can enter the sweepstakes for a chance to win cash "rewards" ranging from \$500 to \$2500, view the "Breakout Kings" trailer, and share images of themselves catching the bad guys on Facebook. GoldRun images of participants apprehending cons will be featured on the A&E Facebook page. The series began Sunday.

"Catch A Con" is part of a larger "Breakout Kings" promotional campaign orange prison jumpsuits sprung up, along with brand reps dressed as cons, in five cities. Civic Entertainment Group runs the street marketing portion of the campaign.



GoldRun

Location_US

Date_November 2010

Design_Tronic Studio

Website_www.goldrungo.com

106

GoldRun, an augmented reality (AR) smartphone application that enables users to view and interact with virtual objects positioned in the real world, introduced a promotion with US footwear company Airwalk. For one day only, the brand launched two virtual 'pop-up' stores, that were only visible via the GoldRun app. Customers were prompted via sneaker blogs to download the app and head to one of the locations - Venice Beach in Los Angeles or Washington Square Park in New York - on 6 November. They could then use GoldRun to view an AR image of the brand's relaunched Jim shoe. After taking a photo of the shoe, as directed by instructions on the app, the customer was redirected to a special page on the brand's e-commerce site to pre-order one of the 300 pairs of shoes.



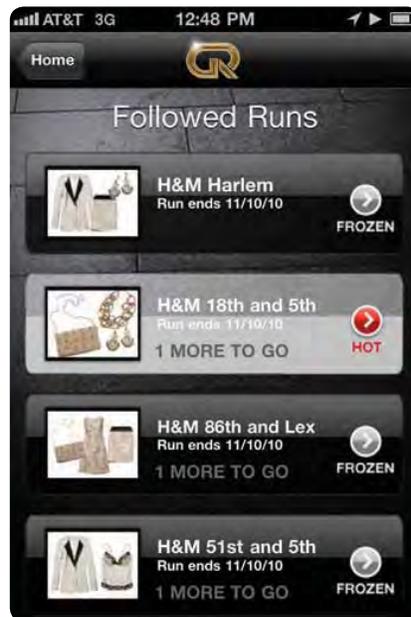


Airwalk campaign

In another joint initiative, fashion brand H&M used the app to offer customers a 10% discount in its ten New York stores. People downloaded the free app and used it, along with the GPS function on their smartphones, to 'track down' virtual clothing and accessories located outside H&M stores. Once a customer had 'found' a virtual item using the app's AR technology, they had to take a photo of someone virtually 'trying on' the item, for example by standing where it appeared. They could share the photo on H&M's Facebook page and also claim the 10% discount when they showed the image to staff in-store. GoldRun is available to download online on the iPhone, with future plans to release on Android smartphones.



H&M campaign



January 18, 2011

Appearing Virtually at a Store Near You...

By ANDREW ADAM NEWMAN

SEXY may not be the first word that comes to mind to describe [Barnes & Noble](#), but the sex appeal of the bookseller rose considerably this week among some readers of [Esquire](#) magazine.

Beginning Tuesday, Brooklyn Decker, who was voted the sexiest woman alive by Esquire readers recently and is featured on the cover of its February issue, began appearing at the stores to pose for photographs with fans.

Ms. Decker is not setting foot in the actual stores, but is appearing virtually through a novel use of GPS technology with broad marketing potential. Using an [iPhone](#) with a special app, visitors to the stores can select from among several poses by Ms. Decker, who then appears in the center of the viewfinder and is superimposed wherever the smartphone is pointed.

Participants can pose beside her likeness, and some poses — like Ms. Decker blowing a kiss to her side — seem incomplete without an object of ardor in the frame. Users are prompted with the option of posting the images to [Facebook](#) or e-mailing them to friends.

Ms. Decker will be able to be viewed in more than 700 [Barnes & Noble](#) locations.

[GoldRun](#), the fledgling New York startup that developed the application, can create GPS zones as large as 500 feet in diameter for such promotions, but in Barnes & Noble, the enabled area is only about 150 feet, pinpointing the magazine section — where, of course, Esquire is sold.

Although it is not paying for the campaign, Barnes & Noble is helping to promote it through its Web site and through e-mail messages to customers.

“We’re hoping it will drive traffic to their stores and it will benefit both of us,” said David Granger, editor in chief of Esquire. Mr. Granger noted that the promotion involved an emerging technology that was being used to promote a very simple pleasure: thumbing through a magazine in a bricks-and-mortar store.

“To my mind, it’s a really cool technology to make use of, but I hope the end result is that people buy the print magazine,” Mr. Granger said.

Unlike virtual reality, which is entirely simulated, the term for the what’s being orchestrated by GoldRun is augmented reality — placing virtual elements into real-world settings in real time.

Using the GPS capability of smartphones, GoldRun creates promotions that are site-specific through the use of geotagging — identifying locations through their latitude and longitude.

In early November, H&M, the clothing chain, directed iPhone users to the sidewalks near any of its 10 Manhattan locations. There, while using [the GoldRun app](#), participants could see virtual versions of H&M clothes, and then position the clothes over others who were posing, so they appeared to be modeling them. After taking the photographs, users were asked if they wanted to share them on Facebook, and were given digital coupons toward purchases.

In [another application](#), Airwalk, the sneaker brand, directed consumers to what it called “invisible popup stores” in Washington Square Park in Manhattan and Venice Beach in California, both popular sites for skateboarding. There, users who photographed virtual versions of sneakers could purchase one of just 300 pairs of a limited-edition skate shoe, the Jim.

“This allows us to connect the brand with the user at the time and the place where it makes the most sense,” said Shai Rao, vice president of creative at GoldRun. “It’s content delivered to you that meets you at the pace and pattern of your life.”

The promotion, while using the GoldRun app, was conceived by Y&R, New York, part of the Young & Rubicam Brands division of [WPP](#).

GoldRun’s free iPhone app was introduced on Nov. 1. An Android version of the application is scheduled to be released by March.

A second Esquire promotion, meanwhile, is concurrent with its [Brooklyn Decker](#) effort, with both running through Feb. 28.

Esquire is calling its February edition “The Re-engineering Issue,” and as part of that theme it commissioned artists in several mediums to create new interpretations of the Esquire logo. One, from Tronic Studio, a digital media agency co-founded by Vivian Rosenthal, who is also the chief executive of GoldRun, envisions the letters in the logo as futuristic metal sculptural forms.

Beginning Tuesday, in seven United States cities including New York, Los Angeles and San

Francisco, all seven letters will be geotagged, appearing virtually in 49 locations in all. Because this is a scavenger hunt, the locations are undisclosed, so one would, for example, turn on the GoldRun application while in Grand Central Station to see if any letters appear.

Participants who find logo letters and submit photos of them will be entered to win prizes including an [iPad](#).

At Barnes & Noble, meanwhile, GoldRun has taken steps to reduce the possibility that some may post photos of suggestive poses with Ms. Decker, which may be offensive to her and her husband, [Andy Roddick](#), the tennis player.

To discourage that, in all of Ms. Decker's poses she is fixed in the foreground, so poses will not allow depictions of touching her. Also, Mr. Granger, the Esquire editor said, "they're all very tame photos" where Ms. Decker, who first gained prominence as Sports Illustrated swimsuit model, is clad in leggings and a sleeveless blouse.

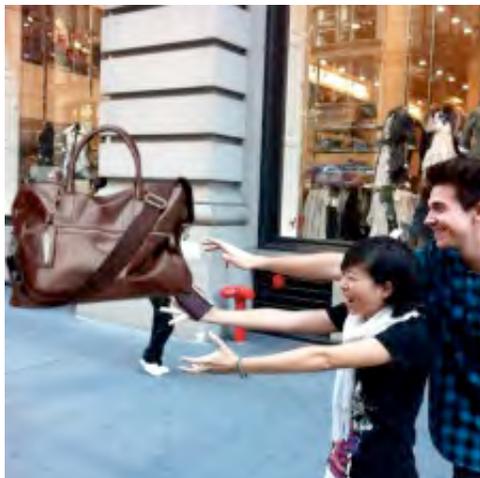
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Startup Adds Augmented Reality to Location-Based Marketing

January 15, 2011 by Sarah Kessler

 The [Spark of Genius Series](#) highlights a unique feature of startups and is made possible by [Microsoft BizSpark](#). If you would like to have your startup considered for inclusion, please see the details [here](#).



Name: [GoldRun](#)

Quick Pitch: Using augmented reality app GoldRun, advertisers create scavenger hunts for virtual goods in physical locations.

Genius Idea: [Buzz has been big around augmented reality](#), but few companies have figured out a way to turn it into an effective marketing tool. We've seen brands invoke everything from [Iron Man Masks](#) to [musical cheese snacks](#) in efforts to [incorporate augmented reality into their marketing plans](#). But none of these ideas exactly created the AdWords of augmented reality.

GoldRun, which launched in November with a campaign for H&M, comes closer to creating a marketing platform that will be useful across multiple industries. The app allows brands to create virtual scavenger hunts. When consumers download the free GoldRun app and sign up to follow a campaign or “run,” they can collect virtual goods from physical locations using their phone’s camera. During the H&M campaign, for instance, users could collect a different virtual item from the brand’s fall/winter collection by snapping a photo of it in front of each of its 10 Manhattan locations. Doing so resulted in an instant 10% discount on any H&M purchase.

The platform’s agility is its greatest strength. AirWalk used the platform to build virtual pop-up stores in locations in Washington Square Park and Venice Beach at which app users could purchase a special edition shoe from its website (VP of Business Development Shailesh Rao calls it “V-Commerce”). The [NBC’s Today Show ran a scavenger hunt](#) for virtual items in Rockefeller Plaza. *Esquire Magazine* is planning a campaign that will virtually place their February cover model, Brooklyn Decker, in more than 700 Barnes and Noble stores. Other planned campaigns range from the Sundance Film Festival to Gwen Stefani’s perfume line.

GoldRun provides a more interactive and customizable approach to location-based advertising than check-in games like Foursquare and Gowalla. Campaigns, in addition to distributing special offers, include an option for users to create interesting photos (items in the H&M campaign, for instance, were positioned in a way in which they could be virtually “tried on”). Users share these photos through their Facebook profiles, which is more valuable for the brand than shared check-in information.

Given how eager brands have been to adopt location-based marketing through [check-in apps](#), it’s not a surprise that many are eager to run campaigns on the GoldRun app. Rao says that more than 40 companies from various industries have approached the as of now self-funded startup about running a campaign. It will be interesting to see if consumers respond with equivalent enthusiasm.





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January 19, 2011

iPhone -Take a Picture with Esquire's Sexiest Woman Alive


 By [Jamie Epstein](#)
[TMCnet Web Editor](#)

Ever dreamed of taking a picture next to your favorite celebrity? Now you can without them even being in the same place! Beginning on Tuesday, model Brooklyn Decker will be appearing at Barnes and Noble virtually using a form of GPS technology.

Using a special app now only available on [iPhones](#), visitors to the popular bookstore chain can select from multiple different shots of Decker. Her image then appears in the center of the viewfinder and is superimposed wherever the [smartphone](#) is pointed. After the picture is taken, users can immediately share their images by posting to Facebook or sharing them through e-mail. Once this promotion begins, Decker will be able to be viewed in more than 700 Barnes & Noble locations nationwide.

What if someone tries to take an inappropriate, sexually illicit picture with the supermodel you ask? Well GoldRun is way ahead of you-in all of the photos Ms. Decker is fixed in the foreground so people taking photos beside her can't touch her. Also, Mr. Granger, the Esquire editor said, "they're all very tame photos".

New York agency GoldRun is at the head of this application. They have the ability to create GPS zones as large as 500 feet in diameter for promotions just like this, but in the case of Barnes & Noble, the area is only about 150 feet, which can lock in to the specific rack in the magazine section where Esquire is kept.

"We're hoping it will drive traffic to their stores and it will benefit both of us," said David Granger, editor in chief of Esquire in the release. Granger noted that although the promotion involved a brand new technology it connects with promoting something not many people take the time to do anymore: look through a freshly printed magazine. "To my mind, it's a really cool technology to make use of, but I hope the end result is that people buy the print magazine," Granger said.

Somewhat like a simulated reality, the term being used to describe this service is "augmented reality" —which just means placing elements not at that current location into real-world applications in actual time.

Using the GPS capability of smartphones, GoldRun has the capability to create promotions linking to a specific site by using a map to pinpoint locations through their latitude and longitude.

There have been several other recent [examples](#) of the explosion of virtual reality based promotions. Clothing chain H&M used this technique in November to show off collections of their clothes. After taking the pictures, participants were then prompted to share them on Facebook, and were even given digital coupons to promote future retail purchases and visits to the clothing chain.

In another example, well-known sneaker brand Airwalk guided customers to stores in Washington Square Park in Manhattan and Venice Beach in California, both known to skateboarding as extremely popular skateboarding sites. After arriving, users who took pictures of the computer generated versions of these sneakers could purchase one of only 300 pairs of a limited-edition shoe.

Trying something creative and outside the box can in fact connect a brand to the potential customers, in a way that fits in their fast paced life.

Want to learn more about the latest in communications and technology? Then be sure to attend [ITEXPO East 2011](#), taking place Feb 2-4, 2011, in Miami. ITEXPO offers an educational program to help corporate decision makers select the right IP-based voice, video, fax and unified communications solutions to improve their operations. It's also where service providers learn how to profitably roll out the services their subscribers are clamoring for – and where resellers can learn about new growth opportunities. To register, [click here](#).

Jamie Epstein is a TMCnet Web Editor. Previously she interned at News 12 Long Island as a reporter's assistant. After working as an administrative assistant for a year, she joined TMC as a Web editor for TMCnet. Jamie grew up on the North Shore of Long Island and holds a bachelor's degree in mass communication with a concentration in broadcasting from Five Towns College. To read more of her articles, please visit her [columnist page](#).

Edited by [Jamie Epstein](#)

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Esquire AR Cover Lets Readers Interact with Brooklyn Decker

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Esquire has dressed up its February issue with augmented reality and geo-tagging technology to create several interactive adventures for its readers.

For starters, the magazine's cover model, Brooklyn Decker, can be "found" in over 700 Barnes & Noble stores across the country. Esquire partnered with Barnes & Noble and AR platform provider GoldRun to create the campaign, which prompts readers to locate, interact with, and take pictures alongside the beautiful model in any Barnes & Noble store. Once users [download](#) the free GoldRun app onto their GPS enabled iPhones and hold up the device within 50 yards of that store's magazine area, they can view Brooklyn - dubbed by the magazine as one of the sexiest women in the world - on their screen as though she were actually present in their surrounding environment.

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Esquire's Logo Letters

In another campaign in the same issue, readers can track down the letters of the Esquire logo (as re-imagined by New York City-based creative studio Tronic) in one of several cities. GoldRun has assigned specific latitudes and longitudes to the seven letters that make up the Esquire logo in New York, Los Angeles, San Francisco, Boston, Washington DC, Chicago, and Philadelphia.

Users can use the GoldRun [app](#) on their iPhones to locate and take pictures of the letters near or around seven iconic landmark locations in each city. Readers can take photos of themselves interacting with the letters at locations ranging from the Hollywood sign in Los Angeles to the Empire State Building New York City.

Other Initiatives

This is not the first tech-oriented cover concept Esquire has run: in October 2008, in celebration of its 75th anniversary, Esquire issued a limited-edition electronic-ink cover proclaiming "The 21st Century Begins Now" where words and images on the cover moved and changed.

In February 2009, Esquire created a peel-open trapdoor on the cover that revealed a mini table of contents.

The May 2009 issue had a perforated "mix-and-match" series of consecutive covers featuring George Clooney, Obama and Justin Timberlake that allowed readers to create their own cover composed of different parts of each man's face.

And in December 2009, it teamed with The Barbarian Group to create an interactive augmented reality issue that caused the magazine's pages, and cover subject Robert Downey Jr., to come to life.

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GoldRun Virtually Materializes Esquire Cover Model Brooklyn Decker at Barnes & Noble

January 23, 2011 | Levent OZLER



Esquire unveiled its latest use of augmented reality technology and further established its eye for innovation with two unique experiences that extend the magazine well beyond the printed page. In an effort to form an active and engaging experience for its readers, Esquire has joined forces with GoldRun, an augmented reality platform, to create two interactive adventures using "geo-tagging"



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technology. For the first time ever, a magazine is using GPS technology to place a virtual image of a cover subject in a remote location. Esquire's February cover model, Brooklyn Decker, can be "found" in over 700 Barnes & Noble stores across the country.



In partnership with Barnes & Noble, Esquire and GoldRun have made it possible to locate, interact with, and take pictures alongside the beautiful Brooklyn Decker in any Barnes & Noble store. Once users download the free [GoldRun](#) app onto their GPS enabled iPhones and hold up the device within 50 yards of that store's magazine area, they can view Brooklyn on their screen as though she were actually present in their surrounding environment.

"At Esquire, we continue our effort to merge print and new forms of cutting-edge technology," said Editor-in-Chief David Granger. "We are fortunate to have the opportunity to work with GoldRun to use this radical next phase in Augmented Reality to engage our readers like never before and allow them to interact with one of the sexiest women in the world, Brooklyn Decker."



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Find Esquire's Logo Letters, Win iPads

In addition to the Brooklyn Decker "geo-tagging" program, Esquire has asked GoldRun to help create an interactive user experience in which readers can track down the letters of the Esquire logo (as re-imagined by New York City-based creative studio [Tronic](#)) in a city near them. GoldRun has assigned specific latitudes and longitudes to the seven letters that make up the Esquire logo in seven cities across the U.S. Within New York, Los Angeles, San Francisco, Boston, Washington DC, Chicago, and Philadelphia, users can use the GoldRun app on their iPhones to locate and take pictures of the letters near or around seven iconic landmark locations in each city. Readers are encouraged to take a variety of interesting photos with themselves

interacting with the letters at locations ranging from the Hollywood sign in Los Angeles to the Empire State Building New York City. Users can enter a sweepstakes for a chance to win an iPad by simply uploading their logo letter images at www.esquire.com/scavenger-hunt.

"It's exciting to see how companies are using GoldRun in such diverse ways," added Vivian Rosenthal, GoldRun CEO. "With these two Esquire initiatives alone, there's an incredible range - extending the reach of the magazine into the virtual landscape with Brooklyn Decker literally leaping off its pages, and creating an evolving gallery that reflects the character and personality of Esquire's vast readership through the Logo Sweepstakes."

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Brooklyn Decker Boosts Esquire, Barnes & Noble and New Movie

Posted by [Sheila Shayon](#) on January 21, 2011 01:00 PM

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In the News: Bank of America, GE, Warner Music and more

Selling books got a whole lot sexier this week as Barnes & Noble hosts a virtual Brooklyn Decker. It's all an [augmented reality stunt](#) for *Esquire* magazine, whose readers voted her the sexiest woman alive, prompting a February [cover](#) that is now on newsstands.

The model/actress is virtually appearing in 700 Barnes & Noble stores via GPS-enabled technology that allows iPhone users to have their picture taken with her virtual image. It's also a clever digital marketing coup for all concerned.

The promotion is cutting-edge, and fiendishly simple. Just download the free [app](#) (iPhone for now, Android in March) and point your smartphone within 50 yards of a B&N magazine section, and (voila!) Brooklyn appears. Fans can snap a picture with her virtual image, selecting one of several poses, and post on Facebook.

[GoldRun](#), a New York-based agency, developed the app to target GPS zones up to 500 feet in diameter. Their promotions are site-specific, using geotagging to identify locations through latitude and longitude. GoldRun's simulated experience blends augmented reality, real-world and virtual elements.

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virtual elements.

Esquire has also partnered with GoldRun for a virtual scavenger hunt. The media brand is inviting fans to find the re-engineered Esquire logo in seven U.S. cities including New York, Los Angeles and San Francisco. Turn on the GoldRun app to see if you're in a hot zone, find and take a picture of the logo in question, and upload it for the chance to win prizes including an iPad — all the better to view the magazine's acclaimed iPad app, of course.

For Esquire, it's not just about the gee-whiz factor. "To my mind, it's a really cool technology to make use of, but I hope the end result is that people buy the print magazine," commented Esquire editor-in-chief David Granger to the New York Times.

For Barnes & Noble, it helps get feet in stores at a time when the brand is struggling to maintain traffic and sales.

And for Ms. Decker, it's also dandy timing, as she has a movie to promote — Just Go With It, co-starring Jennifer Aniston and Adam Sandler — and a husband to cheer on, with Andy Roddick playing in the Australian Open.

More about: Esquire, Barnes & Noble, Brooklyn Decker, Media Brands, Celebrities, Personal Brands, Logos, iPad, Apps, Andy Roddick, GoldRun, Augmented Reality, Digital Marketing

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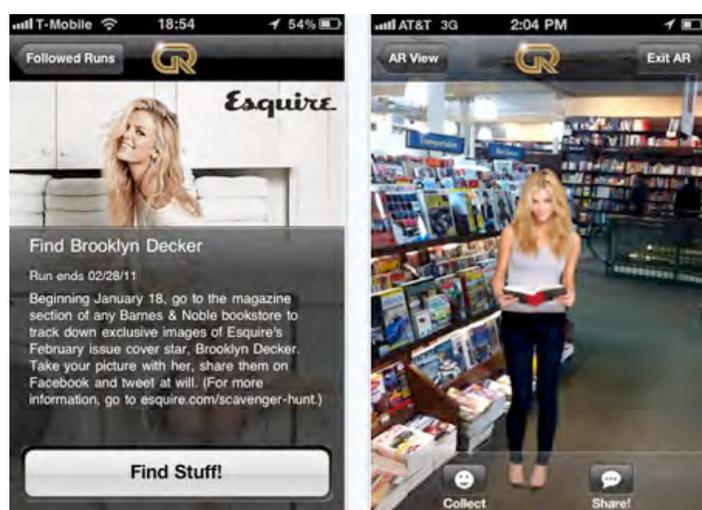
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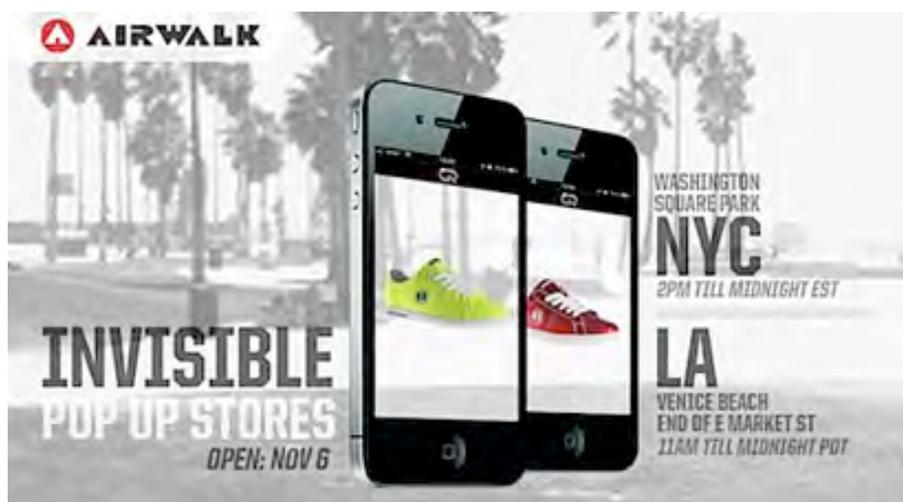
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Invisible Airwalk Store

December 1st, 2010



CScout: Usually we try to visit pop-up stores in person, but a new store has made that a bit more challenging: Airwalk launched their limited edition of the 90's style Jim Plastic and Jim Tennis shoes by invisible pop-up stores in New York and Los Angeles. There were no walls, no store fronts, no sales people or shoes to try on.

The iPhone app is an Augmented Reality (AR) app developed by the mobile start-up GoldRun. The way it works is that you download an app to your iPhone, go to a specified location and then snap a photo of the shoes that will appear on the screen. Collecting the virtual item with the phone qualifies one to queue-up and pre-order one of the only 300 pairs.

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It's not the size of the buy, it's what you do with it.

The Future Of Retail Is Invisible

By Amy Corr, Monday, December 20, 2010

How does one shop at an invisible store? Step one is finding said store. Once you've done so, the process of selecting merchandise and making payments is similar to how you'd make any ordinary online purchase.

GoldRun, a mobile augmented reality app, is working to change the way consumers interact with brands. The company partnered with Young & Rubicam to create an invisible pop-up store to sell limited-edition Airwalk sneakers.

Airwalk relaunched its Jim shoe (not to be confused with gym shoe) and wanted to reach its target audience by erecting a store where Jim shoes are typically worn: in parks and beaches.

Not everyone visiting Venice Beach in Los Angeles or Washington Square Park in New York City on Nov. 6 were privy to the pop-up stores, because they were invisible to the naked eye.



Enter GoldRun.

Fans of Airwalk were well aware of the impending invisible pop-up stores through blog postings on SneakerFreaker, KicksonFire and Hypebeast, among others, and an email blast to Airwalk's customer database.

Consumers interested in buying Airwalks' Ladies Jim Plastic or Men's Jim Tennis shoes had to download GoldRun's free app, show up at Venice Beach or Washington Square Park and take pictures of the virtual sneakers found at each locale. In others words, you couldn't phone this one in; consumers had to be present to take pictures with their GPS-enabled smartphones that confirmed their whereabouts.

Only then would consumers receive a link to purchase one of the 300 limited edition pairs of sneakers.

The GoldRun app is compatible with iPhone 3G or higher. "We loved the notion of selling the shoe where it's most relevant to the brand and their consumers," said Menno Kluin, creative director at Young & Rubicam. "It's the perfect idea to relaunch the shoe in a new way that still reinforces the brand heritage."

No paid media promoted the invisible pop-up stores, which took a few months of preparation to create. "The actual placing of the shoe in the location and creating the run on Goldrun was relatively easy and quick," said Kluin. "The biggest challenge was to find a partner that had the technical capability to bring our idea to life."



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Media: [Interactive](#)
Stunfone: Stunfone
 Client: [Stunfone](#)

This video for a new accessory that turns your iPhone into a taser has been making the rounds. It feels, smells and looks like a hoax, but is it? The [Stunfone site](#) says orders for the device are now on hold due to "overwhelming traffic," and the [Stunfone Twitter feed](#) features links to video from satisfied customers. Stay tuned.

[SEE WORK](#)



Media: [Interactive](#)
Zagat: Zagat Food Trucks App
 Client: [Zagat](#)

Zagat just launched a new online [food truck finder](#), which allows you to keep tabs on where all the roving chow-mobiles are via one map. For now, it appears to track only NYC-based vehicles, so Kogi fans will have to stick to [Twitter](#).

[SEE WORK](#)



Media: [Interactive](#)
Airwalk: Invisible PopUp Store
 Agency: [Young & Rubicam, New York](#)
 Client: [Airwalk](#)

[AR Mobile startup GoldRun](#), which recently [partnered with H&M](#) on a virtual window shopping experience, was back on the scene to launch an Invisible Pop Up Store for Airwalk with Young & Rubicam's Branded Content Division. This past weekend, kicks fans went in search of limited edition Jim Plastic and Jim Tennis Airwalks using the [GoldRun app](#). With the app, they could capture virtual versions of the sneakers that were GPS-linked to locations in New York and Venice Beach, California. Those who snagged the shoes received an exclusive code that allowed them to purchase one of the only 300 pairs made for the Airwalk line.

[SEE WORK](#)

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Ad Age Outlook Episode 14: The Return of the Christmas Creep



Michael Bush, Jack Neff and Natalie Zmuda join



Airwalk's Invisible Pop-Up Shop Offers Pre-Orders For Limited Edition Shoes

November 5, 2010



Airwalk is using augmented reality in combination with elements of a scavenger hunt to reissue their classic Jim shoe. To reserve one of the 300 pairs, users can download an app to their iPhone, go to a specified location and then snap a photo of the shoes that will appear on their screen. Collecting the virtual item with their phone qualifies a user to queue-up and pre-order the shoes.



The pop-up shop will appear on Nov. 6th during the day until midnight (Venice Beach, LA and Washington Sq. Park in NYC). If there are any shoes that remain unclaimed after the event, they'll be released to the general public through the Airwalk website.

[Airwalk](#)

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Fashion:Mobile Platform GoldRun Allows Airwalk to Execute the World's First Invisible Pop Up Store Fashion 2011

November 12th, 2010 [admin](#) [Leave a comment](#) [Go to comments](#)

[Mobile Platform GoldRun Allows Airwalk to Execute the World's First Invisible Pop Up Store](#)



A look into the mechanics behind the sneaker brand's innovative campaign.

Mobile Platform GoldRun Allows Airwalk to Execute the World's First Invisible Pop Up Store

source : [PSFK](#)

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InComm To Distribute Hello Kitty Online Prepaid Cards

GoldRun Builds AR "Pop Up Store" For Airwalk

by ALICIA ASHBY on NOVEMBER 9, 2010 · 0 COMMENTS

Augmented reality start-up **GoldRun** has partnered with the Branded Content Division at **Young & Rubicam** to create what it calls the "world's first Invisible Pop Up Store" for shoe brand **Airwalk**. GoldRun's Pop Up Store will sell limited edition Airwalk sneakers available exclusively through the augmented reality app. GoldRun made Pop Up Stores available on November 6 in Venice Beach, California and New York City's Washington Square. Users there were able to active GoldRun's AR app to find virtual copies of "The Ladies" Jim Plastic and Men's Jim Tennis Airwalk shoes.

"GoldRun is all about brand engagement, a platform that allows agencies to think up new ways to connect people with products. We ran with it, creating the first ever Invisible Pop Up Store," said Kerry Keenan of Young & Rubicam's Branded Content Division, in a press statement. "We are always looking into technologies to help us push the envelope and develop innovative brand experiences. GoldRun made it easy to conceive a new use for its core features, and implement a customized experience that dovetails with Airwalk's overall brand narrative."

The virtual copies of the shoes acted as promotional codes, allowing users who visited these locations buy one of only 300 physical copies of each shoe style offered for sale by Airwalk. The Airwalk promotion is GoldRun's second major brand promotion within its first week of launch. It's other major brand promotion during this period was a **location-based winter/fall collection preview** in conjunction with clothing line H&M. In upcoming weeks, GoldRun has promotions planned with nycgo.com, Esquire magazine, and Gwen Stefani's Harajuku Lovers fragrance line.

"The Airwalk collaboration was important for several reasons," says GoldRun CEO Vivian Rosenthal, in a press statement. "It shows that GoldRun is not an isolated app for one brand, but a versatile mobile ad platform that can host many different promotional programs for all types of organizations. We know that working with agencies like Young & Rubicam is vital. Less than a week after our debut, we see creative minds already developing an understanding of GoldRun's potential, and designing programs that will help the platform to evolve."

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HELEN'S RETAIL BLOG

THURSDAY, NOVEMBER 11, 2010

Airwalk's Invisible Pop up Store.



Young & Rubicam launched the world's first invisible pop up store for legendary shoe brand Airwalk. The iconic 1994 JIM is a casual, comfortable lifestyle sneaker. It's made to be worn when you hang out with friends. That's why Airwalk wanted to launch the limited edition replica not in shops, but in typical hangout spots like parks, boulevards and beaches. Using the augmented application, GoldRun, users could reserve one of the 300 limited edition pairs by going to one of the two Invisible Pop Up Store locations (in New York and Venice Beach, CA), and snapping a picture of the augmented reality shoe. People were only able to buy the sneaker if their GPS-enabled smartphone confirmed that they were within the confines of the invisible store.

Bestads

POSTED BY HELEN COWLEY - CREATIVE DIRECTOR RETAIL AT 7:26 PM

LABELS: AUGMENTED REALITY, SOCIAL MEDIA CAMPAIGN

REACTIONS: funny (0) interesting (0) cool (0)

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Airwalk's Invisible Pop up Store.

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Airwalk Augments NYC and LA With 'Invisible' Pop-Up Stores

Lisa Lacy | [Retail](#) | November 11, 2010



To promote the return of the so-called Jim shoe it launched 20 years ago, Airwalk used an augmented reality app from startup GoldRun to launch invisible pop-up stores in New York and LA on November 6.

The invisible stores were a way to reward loyal customers, but, as the company notes, they were also fun and, perhaps most importantly, exclusive -- all of which align with the Airwalk brand and the limited edition shoes available through the promotion.

To access the invisible stores, customers downloaded GoldRun's app, which is available for iPhone 3G or higher, and went to Venice Beach in Los Angeles and Washington Square Park in New York. There, they captured virtual shoes that were GPS-linked to both locations.

"It (was) basically a store that doesn't exist. It only (existed) on your phone through augmented reality," says Kerry Keenan, executive director for creative content at Young & Rubicam, which worked with Airwalk on the campaign.

Users who located the virtual shoes on their phones were then taken to the Airwalk e-commerce site and given a pass code link to complete purchase of either the ladies' shoe in red plastic or the men's tennis shoe, which, as the name implies, looks like a tennis ball.

Airwalk was founded in 1986 in Southern California, which is why the company chose Venice, says Eric Dreyer, vice president of brand management for collective licensing international.

"Over time, however, the brand has evolved into this broader, youth brand with really great ties to streetwear, music and design. That aspect of the brand is what led us to Washington Square Park," he adds.

According to Airwalk, the original Jim was launched in the early 1990s as "an ode to the most loved/hated school activities of all time,

gym class.”

Keenan explains, “It’s an anti-gym shoe worn by students who skip gym and instead go to skate parks.”

A total of 300 pairs of shoes were produced for the promotion. The Airwalk site says the shoes, which run from \$80 to \$90, are available for delivery November 15. It was not immediately clear how many people participated in the promotion, but the limited edition shoes were still available for purchase on the site as of Wednesday.

Keenan also said Airwalk’s e-commerce site had the most traffic it had ever had, but she did not have specific figures or know how long the site had been running.

Airwalk also didn’t have a huge budget to promote the limited edition launch, Keenan says. The invisible store via augmented reality app was therefore a good way for Airwalk to target men and women 18 to 26.

Keenan says the campaign was also “sort of a hit” with men and women in their early 30s “because they’re the ones who remember (the shoes) from the first launch.”

It was also attractive to tech people who wanted to see how this worked, she added.

Airwalk advertised the promotion on sneaker, tech and fashion sites like Sneaker Freak and PSFK, Keenan says.

Airwalk may consider additional locations, depending on the success of this venture, Dreyer says.

For its part, GoldRun has also powered a user-controlled, virtual catwalk for clothing retailer H&M and says it will be launching additional promotions with nycgo.com, Esquire magazine and Gwen Stefani’s Harajuku Lovers fragrance line.





H&M: GoldRun

Client: [H&M](#)

H&M sends shoppers on the run with this new partnership with AR platform startup [GoldRun](#). The GoldRun app lets iPhone users view, interact with and take pictures of H&M clothing and accessories in front of any of the retailer's 10 Manhattan locations. The users choose the items they want to view and "capture" them with their phones to receive an instant 10% off H&M goods. Check out the [GoldRun Demo here](#).

[SEE WORK](#)



Media: [TV/Video](#)

Skoda: Made of Meaner Stuff

Agency: [Fallon, London](#)

Client: [Skoda](#)

Hard times call for a mean machine.

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Media: [TV/Video](#)

Oak: Kill Hungrythirsty Dead

Agency: [Three Drunk Monkeys, Sydney](#)

Client: [Oak](#)

Are you hungry? Thirsty? Or Hungrythirsty, asks a vaguely Hannibal Lecter-ish fellow in this spot for Australia's Oak.

[SEE WORK](#)



Media: [Interactive](#)

Activision's Golden Eye 007: Proxymines.com

Agency: [Droga5](#)

Client: [Activision's Golden Eye 007](#)

Droga5 announces the new and improved version of the classic video game GoldenEye 007 for Activision with [Proxymines.com](#), an explosion-happy app that allows you to do some serious damage to the site of your choice.

[SEE WORK](#)



Media: [TV/Video](#)

Malaria No More UK: The Hunting Moon

Agency: [Red Bee Media](#)

Client: [Malaria No More UK](#)

It looks like a new horror film's on the way, but it turns out this trailer is Red Bee Media's unusual approach to educating teens and young adults on a different kind of scare. The very authentic-feeling scarefest depicts U.K. students encountering a gruesome fate at the hands of some mysterious bloodsuckers during their travels to Africa. It directs viewers to the [Hunting Moon Movie website](#), where it turns out it's all just a ruse promoting Malaria No More, an organization dedicated to fighting malaria deaths.

[SEE WORK](#)



Media: [TV/Video](#)

Boston Bruins: Bear Hunter

Agency: [Mullen, Boston](#)

Client: [Boston Bruins](#)

AD AGE OUTLOOK PODCAST

Ad Age Outlook Episode 13: Running Commentary, Running for Office and... Just Running



Aris Georgiadis and Ken Wheaton join host Bob Knorrp to discuss criticism in hyperdrive, marathons as big business and a last look at election 2010.

SPECIAL REPORT

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PETE BLACKSHAW

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Hispanic Creative Advertising Awards 2010



See all the winning work in 12 categories, play the videos, meet the judges, and check out the slideshow of the awards gala in Miami

H&M / GOLDRUN

23 November 2010



Contagious chats with Goldrun, New York, about bridging the gap between the virtual and the physical worlds

As 200 people queued outside **H&M** on London's Regent Street to snaffle items from the new Lanvin for H&M, designed by **Alber Elbaz** and released on 23 November, other shoppers are finding a more playful way to look at H&M's collections.

Earlier this month **GoldRun** a free **iPhone app**, was launched which allows retailers to create trails or 'Runs' and seed them with virtual augmented reality goods.

When users collect all the goods, they can be eligible for a special promotional item. Shoppers can also try on outfits virtually and post images to Facebook to create personalised look books.

The app launched with a partnership with retailer H&M and CondeNast's **Style.com**: fans could collect virtual items around the company's Manhattan locations, snap a picture of them and receive a 10% discount off their next purchase.

Contagious interviewed **Shailesh Rao** VP, creative, GoldRun, **Vivian Rosenthal**, CEO and **Daniel Crowder**, chief innovation officer, to find out more about how the new app works and its potential beyond retail.

Can you explain about the idea and aims behind GoldRun?

SR / GoldRun is not about honing in on one technical feature, but providing a highly flexible and easy to use system, for clients and end users, that inspires people to create a variety of cool, compelling and really just fun experiences that bridge virtual and physical space.

How did the partnerships with H&M and Conde Nast develop?

VR / We made a deliberate decision to integrate the brand experience with what users want: customisation based on their preferences, relevant user rewards, content that means something to them, and of course the ability to share that experience with friends through pictures, and in our case really cool pictures.

The collaboration with H&M was ideal for all of those reasons. We were able to showcase how GoldRun could use technology like augmented reality and GPS to not simply link people to a brand, but allow them to interact with that brand and create something, like their own virtual catwalk, and then share the results of that experience, in this case by posting personal "lookbooks" to Facebook.

How important is it that games - that are so popular at the moment as way of interacting with and motivating consumers - offer a valid reward?

DC / I've been a huge advocate of, what is now referred to as, **gamification** for years, and in many ways GoldRun is a culmination of how these principles can be applied in the branding space. The reward element is particularly important for a few reasons. For one, it's an essential dimension of what makes a game fun. Giving people something to achieve or win is what grants that sense of accomplishment, inspires people to share that achievement with others. A reward also serves as another touchpoint that connects brands to consumers and translates the virtual experience into a tangible interaction. And thematically, this dovetails with the aim of GoldRun. The reward creates a continual looping dialog between digital and concrete, between consumer and brand.

Could the technology be used outside the retail sector in the future? What other future plans are there for the app?

SR / We are moving into sectors beyond retail. **NYCGO** [official New York Guide] is developing a series of City guides for GoldRun focusing on restaurants, theatre and cultural events, with users earning rewards for visiting these locations. The band **Far East Movement** used GoldRun as part of their live show at Terminal 5 in New York, with audience members taking pictures alongside virtual members of the band and then posting those images to the band's blog. We are also currently developing a wider variety of runs: extending the reach of media outlets like television programs and magazines, creating virtual

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H&M: GoldRun



Virtual window shopping.

H&M sends shoppers on the run with this new partnership with AR platform startup [GoldRun](#). The GoldRun app lets iPhone users view, interact with and take pictures of H&M clothing and accessories in front of any of the retailer's 10 Manhattan locations. The users choose the items they want to view and "capture" them with their phones to receive an instant 10% off H&M goods. Check out the [GoldRun Demo here](#).

The app will also allow users to try on virtual outfits and post images to Facebook to create their own lookbooks.

One of the brains behind GoldRun is CEO Vivian Rosenthal, who's also the co-founder of digital media studio Tronic. The app encourages users to interact with GPS-linked virtual objects located in the real world in the form of "runs," highly targeted, hyper-localized activities that people can opt into with their smartphones.

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Full Credits

Client: **H&M**
Developer: **GoldRun**
Site Design: **Tronic Studio**

Date
Nov 01, 2010

Category
App, Game, Location, Mobile, Promo

More from: [GoldRun](#) | [Spots of the Day](#) | [H&M | Creativity Latest](#)

H&M: GoldRun
Virtual window shopping.

 **H&M: GoldRun Demo**
Virtual window shopping.

AWARDS REPORT 2010



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GOLDRUN

A BRAND-NEW REALITY

WHAT IS GOLDRUN?

GoldRun is an augmented reality (AR) mobile app that transforms smartphones into dynamic promotional tools that can be used to drive traffic to both physical and online destinations, increase product sales and bolster brand loyalty.

Conceived and designed as a flexible, fun and user-friendly platform, GoldRun provides a more organic conduit for brand messaging.

HOW DOES GOLDRUN WORK?

Leveraging the visual impact of AR and the immediacy of mobile platforms, GoldRun enables users to see and interact with GPS-linked virtual objects positioned in the real world, providing a visually enhanced view of their lives with brands and products as guides, game characters, virtual gifts and status symbols.

The presence of those virtual objects is always context sensitive and their programming and accessibility are always based upon an individual user's personal interests, as well as the real-world pace and pattern of their lives.

WHAT CAN GOLDRUN DO FOR MY BRAND?

GoldRun can be used as the central or supporting element for a wide variety of communications strategies and promotional programs, including:

- Product launches and premieres
- Virtual retail location enhancements, including PopUp Shops
- Support for online programming and content
- Social media gaming & contests
- Brand loyalty & reward programs
- Virtual scavenger hunts & guides
- Mobile extension of existing campaigns

HOW CAN GOLDRUN EXTEND BRAND PRESENCE AND CAMPAIGN REACH?

The GoldRun platform includes several features that bolster its effectiveness as a marketing and promotional tool:

- Integration with Facebook and support of photo sharing ensures viral impact and enables clients to influence consumer behavior
- Easy and immediate content management through an agile web admin tool allows for infinitely segmented campaigns, tightly controlled timelines and hyper-local customization
- Trackable calls to action and on-the-go data collection generate broad and compelling metrics

No votes yet

[Watch the videos too.](#)

AR platform startup GoldRun debuts its augmented reality app today with a virtual fashion show featuring selections from H&M's fall/winter collection - part of the 10-year anniversary celebrations for CondeNast's Style.com. The GoldRun app, available for free from the Apple iTunes store, launches with an H&M promotion that allows iPhone users to view, interact with and take pictures of virtual H&M apparel and accessories in front of any of the fashion retailer's 10 Manhattan locations. Users simply select the items they want to view and then "capture" them by snapping a picture to receive an instant 10% discount on any H&M purchase. Through GoldRun, shoppers will be able to virtually try on outfits, take photographs, and post these images to Facebook to create their own personal look books.



[Invisible Pop-Up Store to Launch Ltd. Edition Shoes](#)

From: Paula Cizek in New York on November 16, 2010 at 11:17 pm

In [Events](#), [Trends](#) | Tagged: [Mobile](#), [Print Plus](#)

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Usually we try to visit pop-up stores in person, but a new store has made that a bit more challenging: Airwalk launched their limited edition of the 90's style Jim Plastic and Jim Tennis shoes by invisible pop-up stores in New York and Los Angeles. There were no walls, no store fronts, no sales people or shoes to try on.

The iPhone app is an Augmented Reality (AR) app developed by the mobile start-up GoldRun. The way it works is that you download an app to your iPhone, go to a specified location and then snap a photo of the shoes that will appear on the screen. Collecting the virtual item with the phone qualifies one to queue-up and pre-order one of the only 300 pairs.

The shoes will also be available on Airwalks website for purchase a few days afterward.

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November 3, 2010 (GoldRun)

H&M Uses Augmented Reality App to Preview Collection in New York City

GOLDRUN

GoldRun Unveils Location-based Augmented Reality Mobile Marketing Platform

NEW YORK NY - Augmented Reality (AR) platform startup GoldRun debuts its augmented reality app today with a virtual fashion show featuring selections from H&M's fall/winter collection - part of the 10-year anniversary celebrations for CondeNast's Style.com.

The GoldRun app, available for free from the Apple iTunes store, launches with an H&M promotion that allows iPhone users to view, interact with and take pictures of virtual H&M apparel and accessories in front of any of the fashion retailer's 10 Manhattan locations. Users simply select the items they want to view and then "capture" them by snapping a picture to receive an instant 10% discount on any H&M purchase. Through GoldRun, shoppers will be able to virtually try on outfits, take photographs, and post these images to Facebook to create their own personal look books.

Mobile Media Buy Combines GPS and Augmented Reality

A pioneering approach to location-based marketing, GoldRun combines the visual impact of augmented reality and the precision of GPS to deliver virtual goods, user rewards, and interactive advertising in the form of social media games, virtual guides, coupon, and loyalty programs.

"After a decade of developing digital media campaigns for top tier brands and recognizing the explosion in smartphone sales and increasing interest in location-based marketing, I realized there was a need for a new type of media buy, one tailored for the mobile space," said Vivian Rosenthal, CEO of GoldRun and co-founder of digital media studio Tronic. "The Goldrun platform is agile, responsive, and context sensitive. More cost-effective and easier to implement than private-label apps, GoldRun responds to a specific user's personal tastes."

"Conceived and designed as a flexible, fun and user-friendly platform, GoldRun integrates and transforms brand-driven and user-generated content into dynamic experiences that bridge virtual and physical space," said Shai Rao, vice president of Creative for GoldRun, and former executive editor of Surface magazine. "Everyone will love how GoldRun provides a more diverse and engaging user experience. Marketers specifically will appreciate the ability to subtly deliver brand messaging through compelling game-like experiences that also provide immediate and relevant user rewards."

GoldRun Hyper-Localized Programs



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DIGITAL SIGNAGE

A focused place-based media buy, GoldRun helps brands, ad agencies and organizations create highly targeted, hyper-localized activities, or "runs," that people can select and participate in using their smartphones. "Our platform translates what brands love about the internet - trackable ROI, on-the-go data collection, performance-based fee structures - and transplants this system into the real world," said Rosenthal. "You can reach target audiences anywhere they use their cell phones, and more importantly when they are most interested in interacting with a brand or purchasing a product."



GoldRun is an augmented reality mobile platform comprised of an app that enables users to locate, interact with and take photos of GPS-linked virtual objects positioned in the real world, coupled with an adaptive and easy to use CMS. Simultaneously a powerful promotional tool and a social network tailored for the mobile environment, the app is designed to drive traffic to physical and online destinations, increase product sales, enhance brand engagement and bolster viral impact.

GoldRun users can take pictures alongside virtual objects and immediately post these photos to Facebook. By helping brands tap into this sharing impulse, the platform turns social networks into even more effective distribution channels as GoldRun users share images of themselves interacting with everything from scenes in blockbuster films, to iconic sports figures and the season's must have fashion items.

GoldRun's content management system makes it easy to create and launch runs within days, enabling marketers to quickly produce and modify highly segmented, regionally indexed campaigns. All interactions with AR objects are trackable, allowing the platform to provide detailed analytics on consumer behavior and purchasing patterns.

Today's News Links:

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Yesterday, [H&M launched its iPhone mobile application](#) on an [augmented reality](#) platform for retailers, created by GoldRun.

Always excited and intrigued by new platforms that lower the barrier for brands, agencies and retailers to jump into the [mobile and geolocation](#) space, we looked at GoldRun more in-depth.

What Is Gold Run?

GoldRun is an augmented reality mobile platform comprised of an app that enables users to locate, interact with and take photos of GPS-linked virtual objects positioned in the real world. GoldRun is powered by an easy to use content management system (CMS) that is equipped with a powerful promotional tool and a social network tailored for the mobile environment; the app is designed to drive traffic to physical and online destinations, increase product sales and enhance brand engagement.

GoldRun's Coolness Factors:

- Customers using GoldRun powered apps can take pictures alongside virtual objects and immediately post these photos to Facebook.
- It's easy to create and launch a brand's app within days, enabling marketers to quickly produce and modify highly segmented, regionally indexed campaigns.
- All interactions with AR objects are trackable, allowing the platform to provide detailed analytics on consumer behavior and purchasing patterns.

GoldRun can play either a central or a supporting role in a variety of consumer-direct marketing campaigns and promotional programs, including:

- Product launches
- Virtual retail location enhancements and pop-up shops
- Support for online programming and content
- Social media, gaming and contests
- Virtual tours and scavenger hunts
- Mobile extensions of ad / branding campaigns

“After a decade of developing digital media campaigns for top tier brands and recognizing the explosion in smartphone sales and increasing interest in location-based marketing, I realized there was a need for a new type of media buy, one tailored for the mobile space,” said Vivian Rosenthal, CEO of GoldRun and co-founder of digital media studio Tronic. “The Goldrun platform is agile, responsive, and context sensitive. More cost-effective and easier to implement than private-label apps, GoldRun responds to a specific user’s personal tastes.”

GoldRun Gets Hyper-Local



Basically, Gold Run is one part Star Trek (yes, AugMe kinda freaks us out), one part Retail Therapy, one part Groupon, one part Foursquare. This makes it seemingly 100% complete by combining the visual impact of augmented reality and the precision of GPS to deliver virtual goods, user rewards and interactive advertising in the form of social media games, virtual guides, couponing and loyalty programs. We just have to say, we like our mobile platforms shaken, not stirred.

The platform is taking mobile a step further by offering hyper-localized programs. Yes you can say, “[Geofence](#) me in, Scotty!”

GoldRun helps brands, ad agencies and organizations create highly targeted, hyper-localized activities, or “runs,” that people can select and participate in using their smartphones. “Our platform translates what brands love about the internet – trackable ROI, real-time data collection and transplants this system into the real world,” said Rosenthal. “You can reach target audiences anywhere they use their cell phones, and more importantly when they are most interested in interacting with a brand or purchasing a product.”

“GoldRun integrates and transforms brand-driven and user-generated content into dynamic experiences that bridge virtual and physical space,” said Shai Rao, vice president of Creative and former executive editor of *Surface Magazine*. “Everyone will love how GoldRun provides a more diverse and engaging user experience. Marketers specifically will appreciate the ability to subtly deliver brand messaging through compelling game-like experiences that also provide immediate and relevant user rewards.”

Interview With Gold Run CEO Vivian Rosenthal and VP of Creative Shai Rao



FMM: GoldRun is one part Star Trek, one part Retail Therapy, one part Groupon, one part Foursquare and 100% social. How did you concept and craft so a well rounded platform for brands and retailers to use as they enter the mobile space?

SR: It's funny that you mention Star Trek, because the sci-fi reference is as important as Groupon, Foursquare, or other app and website comparisons. Though, it's more Bladerunner and Minority Report — less dystopic and a lot more fun, of course.

Meaning, when we looked at the mobile space we saw all these amazing advances like GPS and augmented reality, things we used to dream about when we were kids, but no one seemed to be acting on their potential. For instance, AR is all the rage, but for the most part, it's been relegated to goofy gimmicks, or one-offs that have an extremely limited shelf life. No one has really tied it all together into a complete package, a protean platform as opposed to tech tricks and insular apps. We saw an opportunity to capture everything that makes apps cool – immersive visually-driven experiences, a strong user-focus, relevant & immediate incentives, an entertaining gaming environment – and roll that all into one platform that did a better job of bridging virtual and physical space.

VR: The more I thought about it, tracking the explosion in smartphone sales and increasing interest in location based communications, I realized there was an opportunity to create a new media buy, one tailored for the mobile space that was more responsive, customizable and, well, cool.

[Read the full story »](#)

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[H&M Creates Augmented Reality App](#)

11/01/2010 – 11:13 am | [0 Comments and 71 Reactions](#)



Insight

H&M uses AR to capture a new virtual reality

04 : 11 : 2010



Words: Jonna Dagliden Visuals: Natalie Jones New York – Consumers can preview a selection of H&M's autumn/winter collection by using an augmented reality (AR) app. Created by AR platform GoldRun, the free iPhone app lets users view, interact and take pictures of H&M clothes and accessories outside any of the retailer's 10 Manhattan locations. Once in front of a store, users can select the items they want to view and then 'captur...

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Insight

Debenhams launches channel shopping in style

Words: Arabella James Visuals: Natalie Jones London – British department store Debenhams has introduced a television service on its website. The new online channel, which the retail group hopes will attract 1.5m viewers in its first week, will feature shows on seasonal products, fashion events and launches, as well as expert style advice and expert opinion from designers such as Ben de Lisi and Matthew Wi...



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Seed

Luxury Futures: LS:N Global sets the agenda

Words: Max Reyner Photography: Richard Install London – Delegates joined the LS:N Global team yesterday afternoon at the Connaught hotel in Mayfair for the Luxury Futures Forum to discuss the future of the luxury market. To mark the launch of the Luxury Futures Report, co-founders of The Future Laboratory, Martin Raymond and Chris Sanderson, as well as LS:N Global editor James Wallman and insight and strategy director Tom Savigar, presented an overview of the key issues and trends tha...

H&M showcases new collection with GPS-linked augmented reality app

Posted By [Giselle Tsurulnik](#) On November 2, 2010 @ 5:00 am In [Apparel and accessories](#), [Applications](#)



10 percent off at H&M

Retailer H&M has debuted a virtual fashion show featuring selections from its fall/winter collection within the GoldRun application as part of the ten-year anniversary celebrations for CondeNast's Style.com.

The H&M promotion allows iPhone users to view, interact with and take pictures of virtual H&M apparel and accessories in front of any of the fashion retailer's 10 Manhattan locations. Users simply select the items they want to view and then capture them by snapping a picture to receive an instant 10 percent discount on any H&M purchase.

"The most innovative aspect of the H&M promotion is related to its combined use of augmented reality and GPS, and its ability to deliver an immediate, context-sensitive reward," said Shailesh Rao, vice president of creative at GoldRun, New York.

[GoldRun](#) ^[1] combines the visual impact of augmented reality and the precision of GPS to deliver virtual goods, user rewards and interactive advertising in the form of social media games, virtual guides, couponing and loyalty programs.



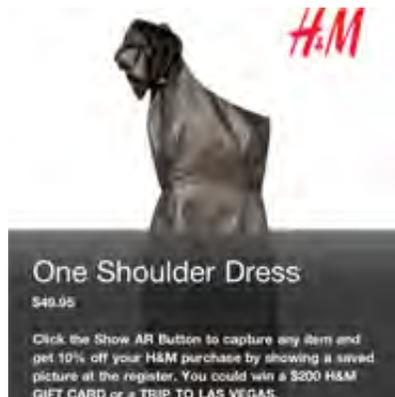
Introducing new collection

Social AR

With [H&M](#) [2], specifically, the retailer is focusing on the use of augmented reality imagery and animation combined with integrated photo sharing on Facebook.

H&M shoppers will be able to virtually try on outfits, take photographs and post these images to Facebook to create their own personal look books.

The H&M augmented reality initiative is GPS-linked, which not only obviates the need for hardware or codes to scan, but also means the retailer can place objects at any location.



Preview new styles

H&M is able to manage its content within the GoldRun platform via a CMS tool, meaning the retailer can create, modify and manage content on the fly.

“The upside is not merely about allowing people to view H&M clothing on their device, but more about the entertainment, viral and user value that [augmented reality] brings to the experience,” Ms. Rao said.

“With smartphones poised to replace computers as the dominant digital device, marketers and advertisers are looking for a way to reach and activate this mobile audience,” she said. “With GoldRun, we’ve provided a solution that is visually driven and just plain fun, one that extends brand presence and serves as a bridge between the virtual and physical.”

Final take

Giselle Tsirulnik is senior editor of Mobile Commerce Daily

Article printed from Mobile Commerce Daily: <http://www.mobilecommercedaily.com>

URLs in this post:

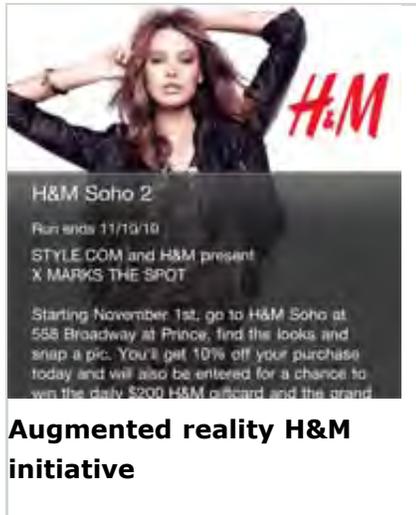
[1] GoldRun : <http://www.goldrun.com>

[2] H&M: <http://www.handm.com>

H&M showcases new collection with GPS-linked augmented reality app - Mobile Commerce Daily

By Staff reports

November 2, 2010



Augmented reality H&M initiative

H&M uses GPS-linked augmented reality app to showcase new collection

Retailer H&M has debut a virtual fashion show featuring selections from its fall/winter collection within the GoldRun application as part of the ten-year anniversary celebrations for CondeNast's Style.com.

[Click here to read the entire story on Mobile Commerce Daily](#)

How mobile technology will impact 2010 holiday shopping season

The holiday season presents an opportunity for retailers to enhance marketing messaging with tools to integrate shopping channels for a seamless experience, according to Retail TouchPoints' Holiday Outlook 2010.

[Click here to read the entire story on Mobile Commerce Daily](#)

ShopSavvy adds Wikipedia-style crowdsourcing for shoppers using iPhone 4

ShopSavvy has updated its application for iPhone 4, letting holiday shoppers add their own ratings and reviews in a Wikipedia-style crowdsourcing environment.

[Click here to read the entire story on Mobile Commerce Daily](#)

Infosys ramps up Finacle mobile banking services

Infosys Technologies launched Finacle mobile banking 2.0 to let retail and corporate clients access banking services through SMS, GPRS, 3G and USSD-enabled handsets.

[Click here to read the entire story on Mobile Commerce Daily](#)

Mobile poised to become main touch point in commerce/payment experiences: Kony exec

While mobile commerce is still nascent, retailers and merchants that have integrated mobile into their overall strategy are generating tangible ROI for their brands.

[Click here to read the entire story on Mobile Commerce Daily](#)

H&M Uses Augmented Reality App to Preview Collection in NYC

AR platform startup GoldRun debuted its augmented reality app yesterday, November 2, with a virtual fashion show featuring selections from **H&M's** fall/winter collection—part of the 10 year anniversary celebrations for CondeNast's Style.com.

The GoldRun app, available for free from [the iTunes store](#), launched with an H&M promotion that allows iPhone users to view, interact with and take pictures of virtual H&M apparel and accessories in front of any of the fashion retailer's 10 Manhattan locations. Users simply select the items they want to view and then “capture” them by snapping a picture to receive an instant 10% discount on any H&M purchase. Through GoldRun, shoppers will be able to virtually try on outfits, take photographs, and post these images to Facebook to create their own personal look books.



A pioneering approach to location-based marketing, GoldRun combines the visual impact of augmented reality and the precision of GPS to deliver virtual goods, user rewards and interactive advertising in the form of social media games, virtual guides, couponing and loyalty programs.

“After a decade of developing digital media campaigns for top tier brands and recognizing the explosion in smartphone sales and increasing interest in location-based marketing, I realized there was a need for a new type of media buy, one tailored for the mobile space,” said Vivian Rosenthal, CEO of GoldRun and co-founder of digital media studio Tronic.

A focused place-based media buy, GoldRun helps brands, ad agencies and organizations create highly targeted, hyper-localized activities, or “runs,” that people can select and participate in using their smartphones. *“Our platform translates what brands love about the internet—trackable ROI, on-the-go data collection, performance-based fee structures—and transplants this system into the real world,”* said Rosenthal.

H&M's GoldRun Mobile Game

November 2, 2010



Retailer [H&M](#) and AR platform [GoldRun](#) have partnered together for an interactive mobile & display window activation, in which the GoldRun app lets iPhone users interact with H&M clothing & accessories displayed in the storefront windows of the retailer's Manhattan locations. Users choose the items they want to view and capture them with their phones to create their own 'virtual fashion show', receive an instant 10% off the store's wares and be entered for a chance to win gift certificates and a trip to Las Vegas. The app will facilitate trying on outfits virtually, posting of images to Facebook, and creation of custom lookbooks.

For a fast-fashion retailer like H&M – whom also arguably counts on a younger demographic for a not-insignificant portion of its business – the app and activation feels like an instinctively fun game and competition-based tool. But will it generate incremental sales for the retailer? We'd love to learn about the activation's impact and results, given it's much-hyped 'game'-based motivation.



GoldRun – An Augmented Reality Platform

By **Arvind Ramachandran**

Imagine yourself walking down the street. The app on your mobile suddenly detects a virtual floating shirt, 10 feet ahead of you. You take a pic of the shirt using your app and instantly a coupon for 10% off at the nearest H&M store appears on your phone.

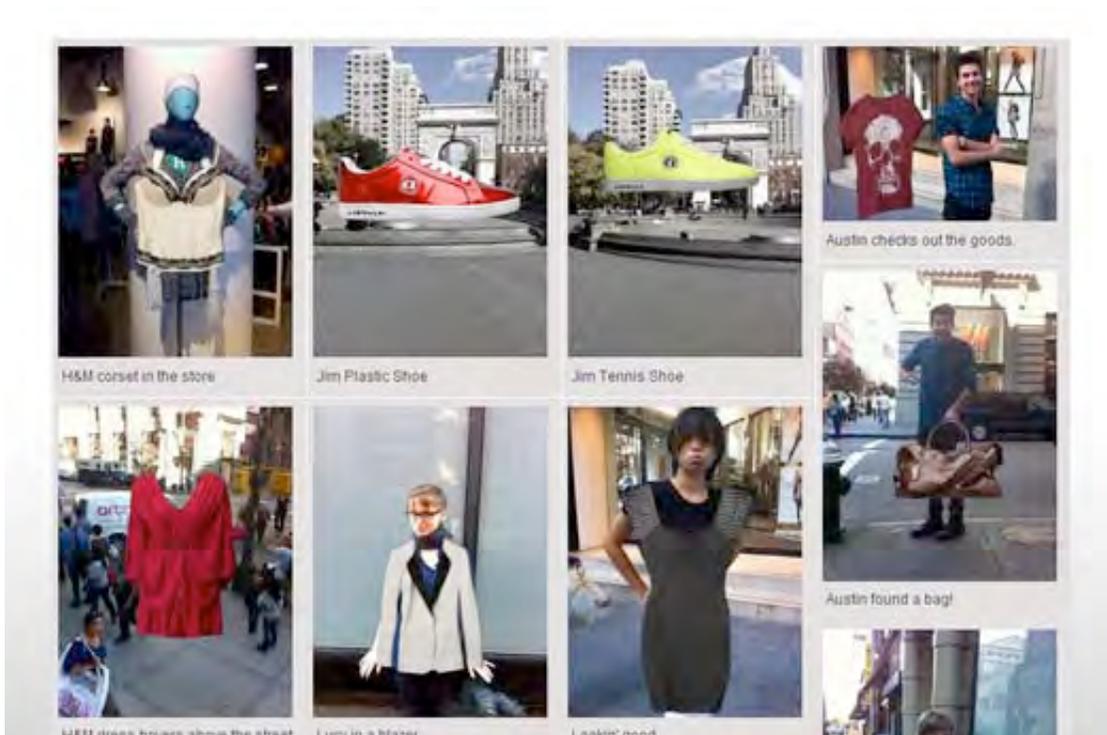


Photo courtesy of GoldRun

Welcome to the world of **augmented reality**. For the uninitiated, augmented reality (AR) represents a view of the real world around you which is enhanced and enriched by computer generated images or information. GoldRun is a mobile AR platform that allows you to spot, interact and engage with virtual goods and

products placed in your real environment. For example, it allows you to try on the latest fashion offering from H&M, click a picture with it and instantly share it with your friends on Facebook.

GoldRun offers the unique opportunity for marketers to tailor dynamic promotional campaigns with the aim of capturing public attention and interest and thereby creating enough of a buzz and incentive to convince them to visit the nearest outlet. As a marketer, if your intention is to create an experience for your consumer and to get him or her to engage with your brand, then GoldRun is just the thing for you. Assume a guy has just clicked a pic of himself with his arm wrapped around a virtual image of your product. He's just done something cool and is itching to let his friends know. What would he do? Go online and share it on Facebook of course! Suddenly, all of his friends see that he thinks your brand is cool.

You begin to realize the kind of potential this tool offers. You can **design and execute a viral campaign** which would help spread word about your brand like a forest on fire. You can organize scavenger hunts (or a Gold Run, as the name suggests) which would require customers to visit your shop, hunt for virtual goods using their mobile phones and earn themselves discounts and offers. You can now enhance the customer experience to engage them in ever more inventive ways. The sheer scale of possibilities which GoldRun unlocks is indeed mind-boggling.

This increased level of engagement can be easily leveraged to boost foot traffic at your store. By offering virtual goods, leaving a trail of virtual markers or by organizing a host of fun contests, marketers can now pique the consumer's curiosity and draw them to their brick and mortar locations. GoldRun helps leverage the possibilities offered by Augmented Reality and thus opens the doors to innovative and effective below the line promotions. This helps convert the increased foot traffic into successful sales. **Virtual merchandise** can be used to capture and channel the customer's interest towards particular brand offerings and provide them with opportunities to share the incentives with their friends.

With the explosion of smart phones and on-the-go connectivity, an augmented reality platform like GoldRun has the potential to revolutionize shopping and **enhance customer experience and brand engagement** like never before. By using the built in capabilities of GoldRun rather than building a one off app, the burden on the wallet is dramatically reduced and makes this form of promotion affordable and accessible to marketers. The possibilities are limitless and marketers today are keyed in to this opportunity. It just might be that extra push you have always needed to really boost your brand's presence.

If you'd like to find out more about this business changing platform, visit the **GoldRun** website.

About the author:

Arvind Ramachandran is a computer engineer with a keen interest in marketing

[Beyond The Beyond](#)

Augmented Reality: Goldrun

By Bruce Sterling  November 3, 2010 | 7:47 am | Categories: [Augmented Reality](#)

*Shop till you drop, kids. Those networked fashion sharers are hot on your heels. And making you look bad, because they don't have to actually own that stuff.

<http://development.blog.shinobi.jp/Entry/4038/>

*More: Would you like to see that the web REALLY does to street fashion? The Man Repeller makes that look so easy!

ManRepeller How to end up on the pages of @misternewton @sartorialist @jakandjil @carolinesmode et al. <http://bit.ly/dx5NcN> #streetstylewin

H&M Uses Augmented Reality App to Preview Collection in New York City

GoldRun Revolutionizes Mobile Marketing Unveils Flexible Augmented Reality Platform

NEW YORK NY November 1 - AR platform startup GoldRun debuts its augmented reality app today with a virtual fashion show featuring selections from H&M's fall/winter collection - part of the 10-year anniversary celebrations for CondeNast's Style.com.

The GoldRun app, available for free from the Apple iTunes store, launches with an H&M promotion that allows iPhone users to view, interact with and take pictures of virtual H&M apparel and accessories in front of any of the fashion retailer's 10 Manhattan locations. Users simply select the items they want to view and then "capture" them by snapping a picture to receive an instant 10% discount on any H&M purchase. Through GoldRun, shoppers will be able to virtually try on outfits, take photographs, and post these images to Facebook to create their own personal look books.

Mobile Media Buy

A pioneering approach to location-based marketing, GoldRun combines the visual impact of augmented reality and the precision of GPS to deliver virtual goods, user rewards and interactive advertising in the form of

social media games, virtual guides, couponing and loyalty programs.

“After a decade of developing digital media campaigns for top tier brands and recognizing the explosion in smartphone sales and increasing interest in location-based marketing, I realized there was a need for a new type of media buy, one tailored for the mobile space,” said Vivian Rosenthal, CEO of GoldRun and co-founder of digital media studio Tronic. “The Goldrun platform is agile, responsive, and context sensitive. More cost-effective and easier to implement than private-label apps, GoldRun responds to a specific user’s personal tastes.”

“Conceived and designed as a flexible, fun and user-friendly platform, GoldRun integrates and transforms brand-driven and user-generated content into dynamic experiences that bridge virtual and physical space,” said Shai Rao, vice president of Creative for GoldRun, and former executive editor of Surface magazine. “Everyone will love how GoldRun provides a more diverse and engaging user experience. Marketers specifically will appreciate the ability to subtly deliver brand messaging through compelling game-like experiences that also provide immediate and relevant user rewards.”

Hyper-Localized Programs

A focused place-based media buy, GoldRun helps brands, ad agencies and organizations create highly targeted, hyper-localized activities, or “runs,” that people can select and participate in using their smartphones. “Our platform translates what brands love about the internet - trackable ROI, on-the-go data collection, performance-based fee structures - and transplants this system into the real world,” said Rosenthal. “You can reach target audiences anywhere they use their cell phones, and more importantly when they are most interested in interacting with a brand or purchasing a product.”

About GoldRun

GoldRun is an augmented reality mobile platform comprised of an app that enables users to locate, interact with and take photos of GPS-linked virtual objects positioned in the real world, coupled with an adaptive

and easy to use CMS. Simultaneously a powerful promotional tool and a social network tailored for the mobile environment, the app is designed to drive traffic to physical and online destinations, increase product sales, enhance brand engagement and bolster viral impact. (((Somebody sat down and composed this. Maybe five or six guys. I should be following them on Twitter. There's something truly awesome about promotional material written for promotional-material guys. It reminds me of Pentagram, that graphic-design firm so stellar that they do graphic design for Pantone.)))

GoldRun users can take pictures alongside virtual objects and immediately post these photos to Facebook. By helping brands tap into this sharing impulse, the platform turns social networks into even more effective distribution channels as GoldRun users share images of themselves interacting with everything from scenes in blockbuster films, to iconic sports figures and the season's must have fashion items.

GoldRun's content management system makes it easy to create and launch runs within days, enabling marketers to quickly produce and modify highly segmented, regionally indexed campaigns. All interactions with AR objects are trackable, allowing the platform to provide detailed analytics on consumer behavior and purchasing patterns.

GoldRun can play either a central or a supporting role in a variety of consumer-direct marketing campaigns and promotional programs including:

Product launches

Virtual retail location enhancements and PopUp shops

Support for online programming and content

Social media, gaming and contests

Virtual tours and scavenger hunts

Mobile extensions of ad / branding campaigns

For more information email:

info@goldruno.com

www.goldruno.com

Social Studies: 11/05/10

by RACHEL STRUGATZ

Posted THURSDAY NOVEMBER 4, 2010

From [WWD.COM](http://www.wwd.com)

The latest social media updates from the fashion world:



A Polyvore blog entry from the Kate Moss contest.
Photo By Courtesy Photo

TWITTER

Club Monaco launched a Twitter account [@clubmonaco](https://twitter.com/clubmonaco). Welcome to the Internet.

Sienna and **Savannah Miller's** collection, **Twenty8Twelve**, is now on Twitter. Follow them [@Twenty8Twelve](https://twitter.com/Twenty8Twelve), although we assume Sienna won't be doing the Tweeting herself, seeing as she's too busy rekindling her flame with **Jude Law**.

FETHERSTON FRIDAY'S: Beginning today, the first ten to tweet with the hashtag **#FetherFridays** and a link to a style they want from erinfetherston.com will get 10 percent off any purchase from the designer's Web site. Winners will be notified with a direct message. And until Nov. 10, fans also have the chance to win a \$1,000 gift card just by "liking" the Fetherston's fan page on Facebook.

FACEBOOK

Juicy Couture reached 600,000 "likes."

Kate Spade New York reached 100,000 "likes."

BLOGS, WEB SITES, ETC.

Sunglass Hut tapped chronically oversharing blogger and wearer of outrageous ladies footwear, **Bryanboy**, as a judge for its Full Time Fabulous Contest. **Wendy Lam** from **Nitrolicious**, a **Lucky** editor and **Luxottica** executives will also help select the first-ever style blogger for sunglasshut.com.

Kate Moss is Polyvore's latest celebrity judge. The model, who appears on the cover of **Bryan Ferry's** album "Olympia," will judge the design tribute sets created by users over the past week and select two winners to be announced Nov. 9. Each winner will get a deluxe edition album and a coffee table book autographed by Moss and Ferry. Also on Polyvore this week, featured style expert and "**Mad Men**" costume designer **Janie Bryant** answered user questions, followed by a set contest. Three winners will be selected today, and each will receive an autographed copy of Bryant's new book, "**The Fashion File: Advice, Tips, and Inspiration from the Costume Designer of Mad Men.**" And today, the site kicks off a collaboration with **Bergdorf Goodman** in honor of the retailer unveiling its holiday windows Nov. 15. Polyvore users can create their own sets for the Holiday Window Challenge beginning today and the winner will receive a \$2,500 gift card, a copy of the new book, "**Windows at Bergdorf Goodman,**" by **Linda Fargo** and **David Hoey**, an invitation to the book signing and a private tour of the holiday windows.

Ted Baker is hosting "Take on Ted," a remote, styling session from his London headquarters. Partnering up with bloggers,

each will style men's and women's looks from the designer's fall 2010 collection in a live Webcast and control the shoot remotely — using a live video stream back to their blog and Twitter. But here's where the little people can get involved. Users who follow **@ted_baker** can style their own outfits and upload them to the brand's Facebook page for a chance to win a \$500 gift card to the online store. Winners will be determined by fellow Ted Baker fans and the user with the most "likes" wins. The brand also recently launched a U.S. version of **tedbaker-london.com**.

In an attempt to make holiday shopping a little less horrific, **Kaboodle.com's "Wish List"** feature allows users to create an exhaustive list of everything they want/need. Organized list makers can add items from anywhere on the Interwebs — from independent boutiques to larger department stores.

Style Studio: Fashion Designer is an app available that lets users design clothes, dress up in-game models (or photos of yourself) and mix and match outfits with thousands of materials, prints and accents to choose from. There's a free trial version to try out before purchasing the full-featured version.

GoldRun collaborated with **H&M** for the debut of its augmented reality app, which includes a virtual fashion show comprised of looks from the retailer's fall/winter collection. Users can view, interact and snap pictures of virtual apparel and accessories in front of any of its 10 New York City locations. Consumers will instantly receive a 10 percent discount on any purchase just by selecting the items they want to view and "capturing" them by taking a photo. H&M junkies can also use the app to try on outfits (virtually, of course), take photos and post these images to Facebook to create personalized look books.

Fashion jewelry company **Monet**, a division of **Liz Claiborne Inc.**, launched an e-commerce site last week. Monet.com will include more than 500 styles, with prices ranging from \$24 to \$148, as well as editorial content with "how to wear it" advice, videos and styling tips.

WWD.