Mobile Augmented Reality in Advertising:
The TineMelk AR App - a Case Study

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1. Introduction

Producing digital stories for mobile Augmented Reality applications poses a number of creative and technical challenges. This presentation covers lessons learned from the production of the TineMelk AR app and key issues and possibilities to be aware of when creating interactive AR stories for the mobile platform.

2. Exposition

Augmented Reality offers many creative and technical opportunities that are only beginning to be understood by advertisers. Placebo Effects and Labrat's work with TineMelk AR provided a production challenge to apply this emerging technology in a real world environment.

3. Results

The TineMelk AR application for Android and iOS ran in Norway in January 2012, nationwide. An AR marker was printed on the back of more than 50 million milk cartons. The app was part of a four month campaign to raise awareness of locally produced and distributed milk and was built on an existing marketing concept of cows talking like humans when unobserved.

The AR app placed two small animated cows on the user's table playing out an amusing mise en scène with the cows speaking in a different Norwegian dialect, depending on which region the milk was from. The story ends when the cows are surprised to 'discover' the user and then clumsily return to 'playing' cow.

Figure 1. *The TineMelk AR app on the iPad 2.*

4. Conclusions

For the writer / director, AR gave us:
- the ability to weave a real, physical object or location into the narrative;
- the power to give the digital world or characters true knowledge of where the user (the mobile device) is so as to include the user into the narrative;
- the ability to allow interaction by the user 'touching' the digital world.

For the production team, AR raised the challenges of:
- a variety of regionally-based marker objects; the impact of pre-defined packaging requirements on our choice of middleware;
- voice over and marker selection complications;
- the complexities of the hardware and software options available at the time;
- picking the right Middleware for the job;
- pre-empting the various merits and flaws of our choices.

The presentation will be OSX Keynote and will include a practical demonstration..

Figure 2. *Close-up of the TineMelk AR app on the iPad 2.*