HOW NESPRESSO TRANSFERRED THE IN-STORE EXPERIENCE TO THE MOBILE WORLD USING YOC’S ENGAGING AD FORMATS

THE CHALLENGE
If the real shopping experience is limited and many touch points between brand and consumers are missing, how do I create a direct communication channel to the customer and offer an individual product experience?

THE SOLUTION
YOC developed a holistic mobile strategy for Nespresso’s new coffee machine, the Vertuo Next, aimed at transferring the product experience of the analog world into the digital advertising world in an entertaining way.

YOC Augmented Reality Ad
Users were able to place the coffee machine in their own four walls using a 3D visualization via cell phone camera. The simulation in the live environment playfully illustrated the modern design, different colors and the dimensions of the coffee machine.

YOC Live Poll Ad
Users were asked about their preferences in real time. They were able to vote on whether they prefer to drink their coffee alone or in company. Based on the answer, information was provided in a playful way about the various possible uses and the handling of the coffee machine.