

RICH FOODS - FARM RICH: SALES & MARKETING AUGMENTED REALITY APPLICATION

Farm Rich, a division of Rich Products Corporation, one of the world's largest family-owned food companies and a leading global supplier to the foodservice for, in-store bakery, retail and industrial marketplaces, needed a new way to effectively demonstrate their multi-faceted sales and marketing plans. The challenge with their standard print materials was three-fold: one, that it was very difficult to show how one medium interconnected with the multiple media touch points found in today's ever-expanding marketing platforms of communication; two, each year by the time the materials were printed – there were changes or updates where additional print and/or reprints were needed; and three, their sales team and broker agents preferred to create custom presentation plans which was difficult with the printed materials.

Balance Studios was commissioned to concept and design a creative and secure method to present the sales and marketing plans, while also ensuring the concept reflected and enhanced the company's innovative reputation.

The Solution: A password protected, Augmented Reality Application that houses all of the sales and marketing materials and information: video, audio, documents, images, .pdfs, links to mobile and online content. The content and information can be updated in real time, on-the-fly, from anywhere in the world at any time – with the integrated Custom Content Management System - all actuated off on one, 4" x 4" image target. Not only does this application remove the need for printed materials and reprints, but also allows the sales reps and broker agents to customize their presentations based on the specific client.



Balance Studios, Inc
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The Farm Rich Augmented Realty Sales & Marketing App has saved Farm Rich hundreds of thousands in printing and shipping costs and, in the words of a Farm Rich Broker Agent, "Balance and Farm Rich actually found a way to make food service sexy...I didn't think that was possible."



Services Included: From Concept to Delivery

- 3D Icon Concept and Creation
- Image Target Design
- GUI Design
- App Programming
- Database Creation & Programming
- Log In System
- Help Screen Creation
- Asset Storage
- App Icon/Loading Screen Design
- iPad Case Design

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