NICK KIDS ON THE BLOCK

NICK WANTS TO BE

EVERYWHERE KIDS ARE

NICKVISION

AGENDA

- the research
- the product
- the marketing
- the strategy

AGENDA

- the research
- the product
- the marketing
- the strategy

AGENDA

- the research
- the product
- the marketing
- the strategy

AGENDA

- the research
- the product
- the marketing
- the strategy

AUGMENTED REALITY

Augmented reality (AR) is a live, direct or indirect, view of a physical, real-world environment whose elements are augmented by computer-generated sensory input such as sound, video, graphics, or GPS data.

AUGMENTED REALITY

digital physical

AUGMENTED REALITY

digital physical

AUGMENTED REALITY

digital physical

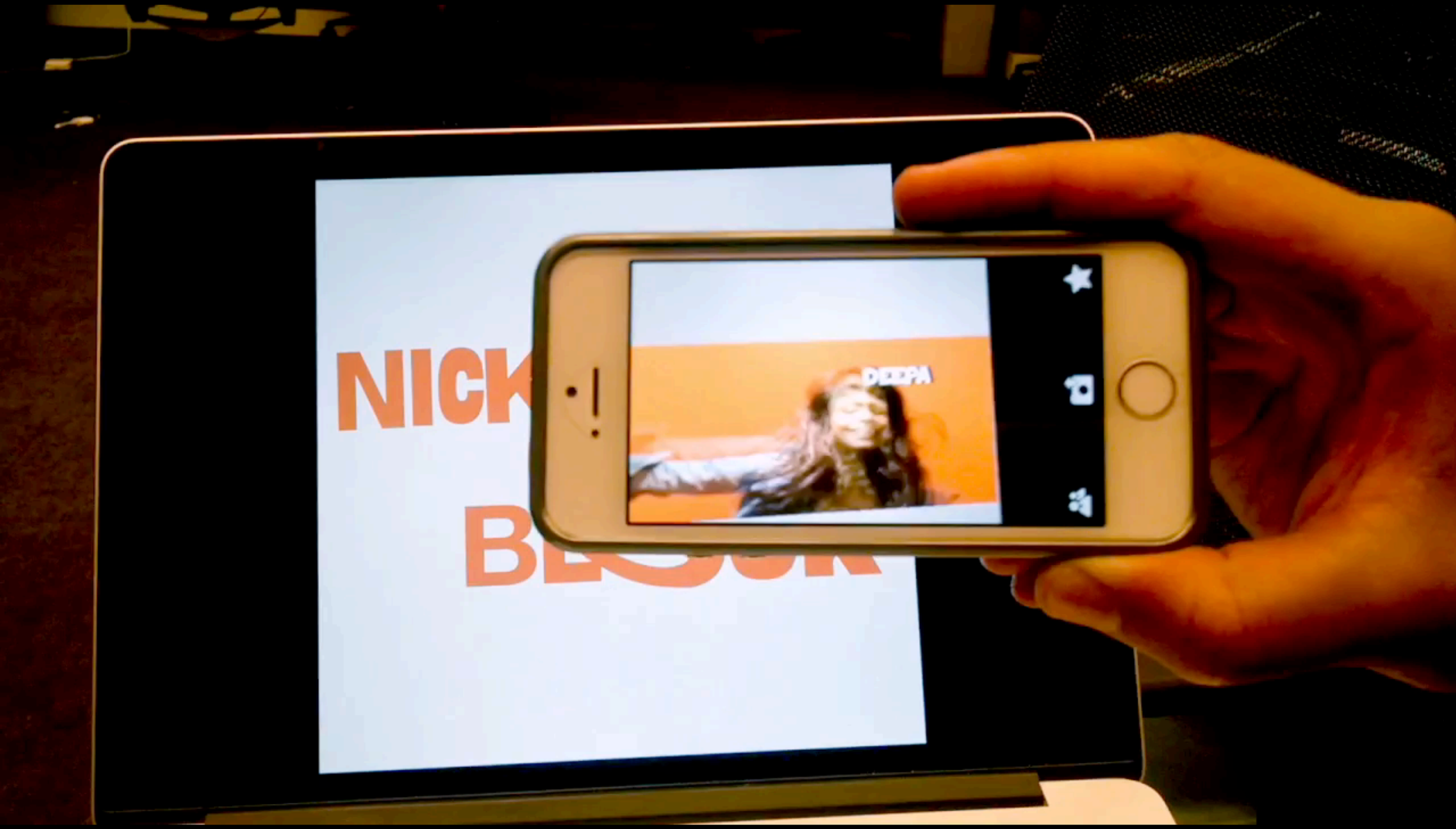
NICK KIDS ON THE BLOCK

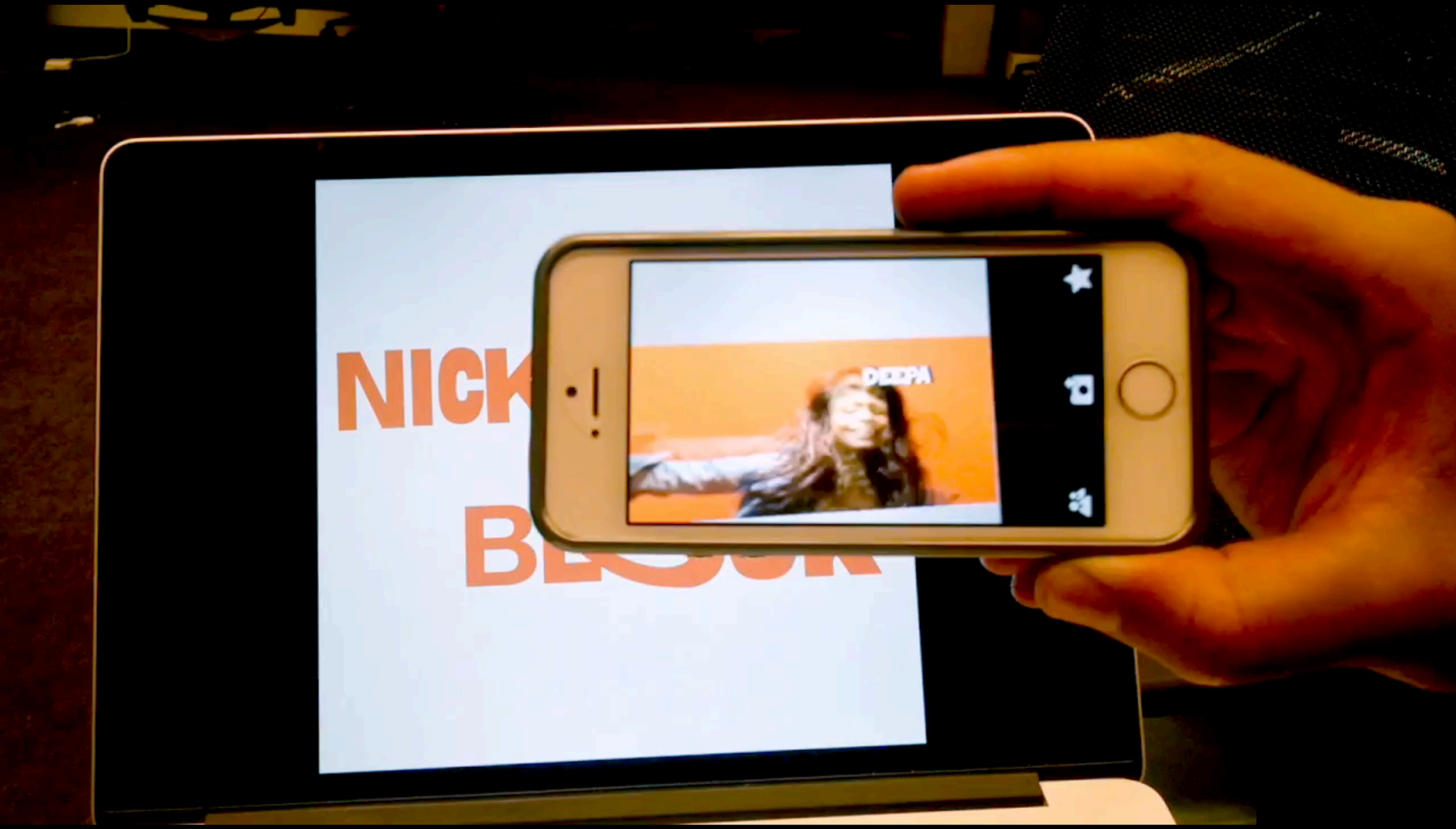
NICK KIDS ON THE BLOCK

NICK KIDS
ON THE
BLOCK

NICK KIDS
ON THE
BLOCK

NICK KIDS
ON THE
BLOCK


NICK
BLOCK


NICK
BLOCK

research

RESEARCH

- concept of play
- ar usage today
- our opportunity

RESEARCH

concept of play

- ar usage today
- our opportunity

RESEARCH

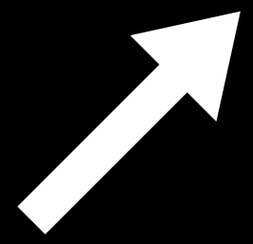
concept of play

ar usage today

- our opportunity

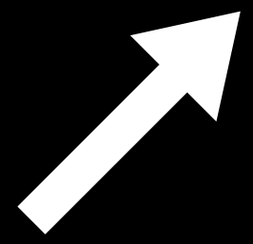
PLAY

course



PLAY

exploration



PLAY

exploration

PLAY → players

exploration

PLAY → engagement

exploration

PLAY → engagement

imagination

exploration

PLAY → engagement

expectation

AUGMENTED REALITY TODAY

exploration engagement expectation

exploration

Google Niantic Labs- Ingress

exploration

Google Niantic Labs- Ingress

exploration

Disneynature Explore App

exploration

Disneynature Explore App

exploration

Google + Disney

advantages of ar:

> audiences actively seeking content
> additional layer of entertainment
> reshaping audience's point of access

engagement

Jaguar Windshield

engagement

Jaguar Windshield

engagement

Cartoon Network: Generator Rex Total Immersions 3D AR Experience

engagement

Cartoon Network: Generator Rex Total Immersions 3D AR Experience

engagement

Jaguar + Cartoon Network

advantages of ar:

> audiences becomes part of the world
> replacing stationary with a point of activation
> 2 way conversation unfolds

expectation

IKEA Catalog

expectation

IKEA Catalog

expectation

Lego's Digital Box

expectation

Lego's Digital Box

expectation

IKEA + Lego

advantages of ar:

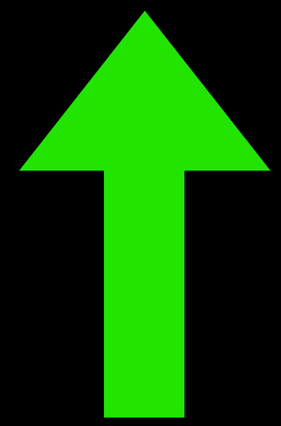
> generates excitement about participating
> creates confidence in product
> increases interest in variety

Nick's TMNT

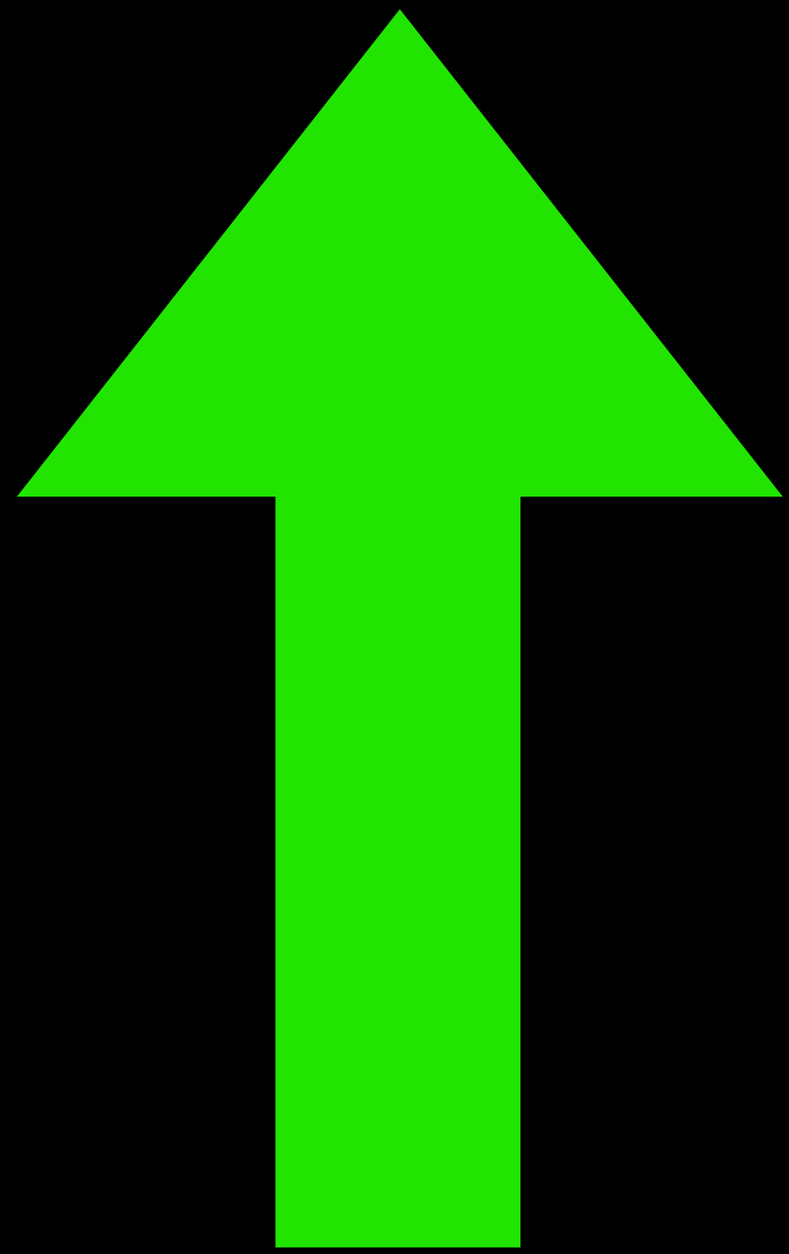
Nick's TMNT

OPPORTUNITY

GROWTH

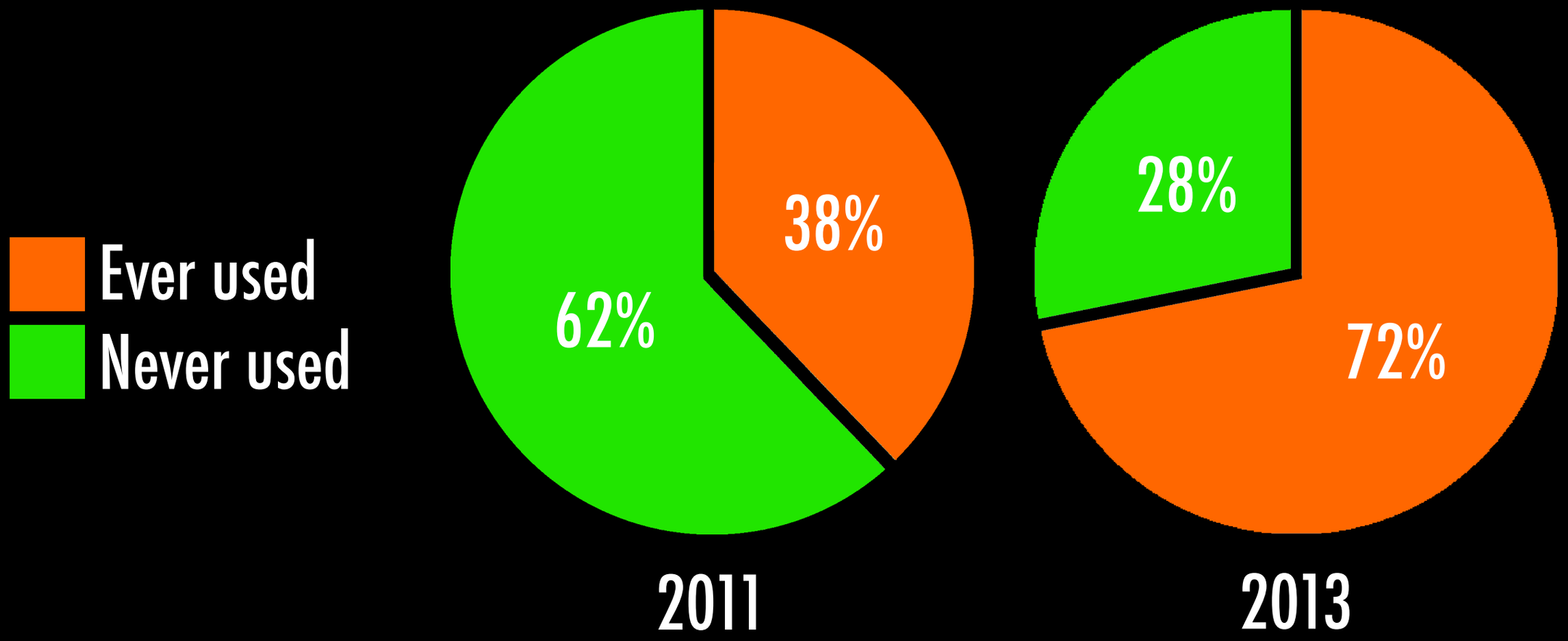


GROWTH



THE STATS

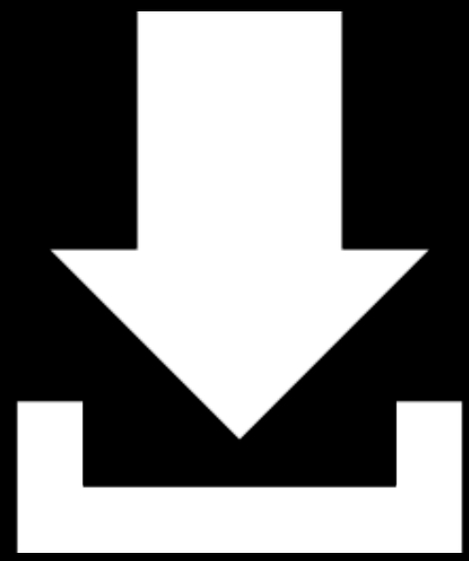
mobile device usage for 0-8 year olds



Zero to Eight: Children's Media Use in America 2013, Common Sense Media

THE STATS

14 million unique visitors Nick app



THE STATS

Intel plans to invest in AR

$100 million

THE STATS

Intel plans to invest in AR

$100 million

THE STATS

growth:

> content accessed on mobile

> visitors to Nick app

> interest in ar technology

AUGMENTED REALITY

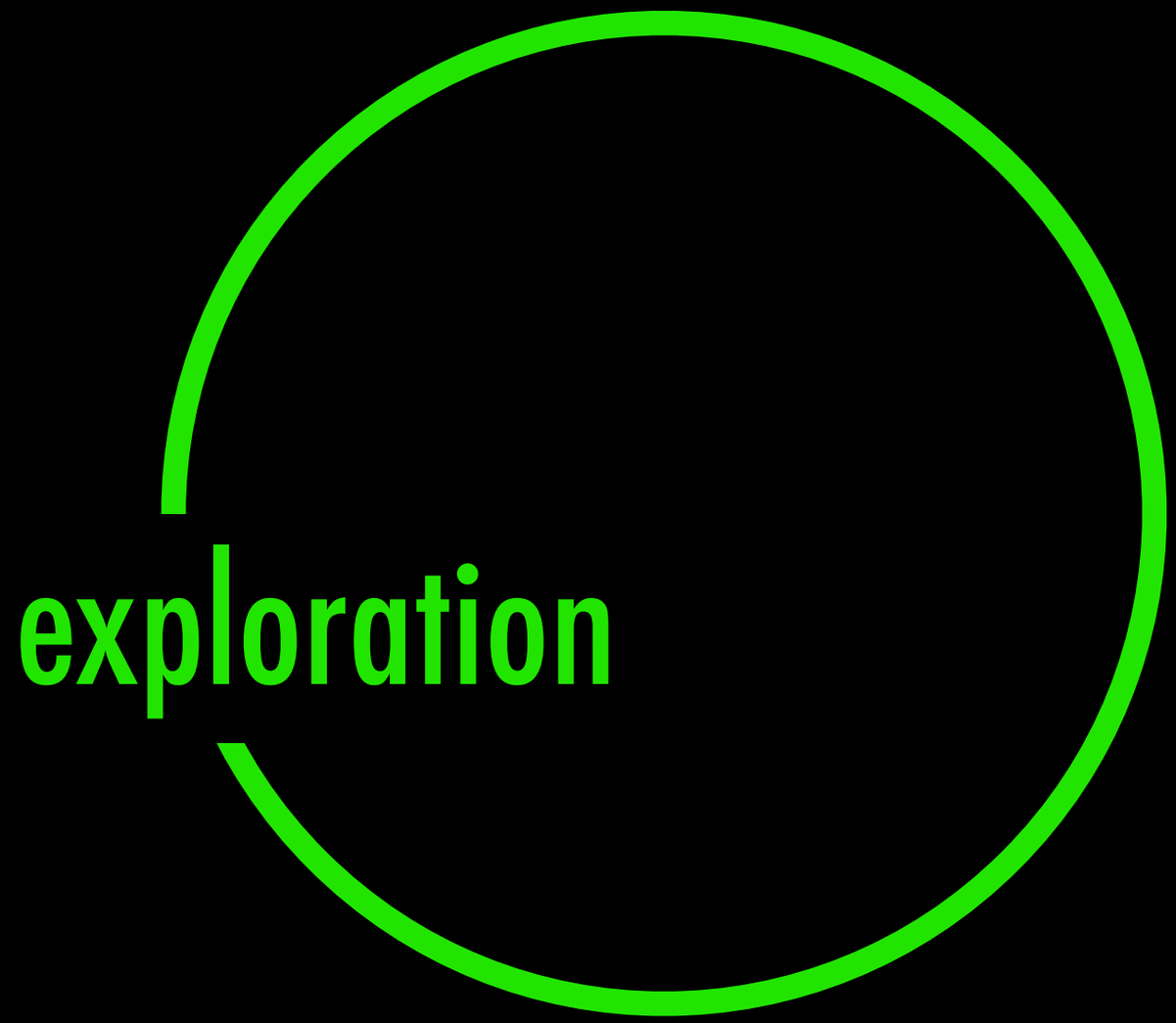
IS POPULAR

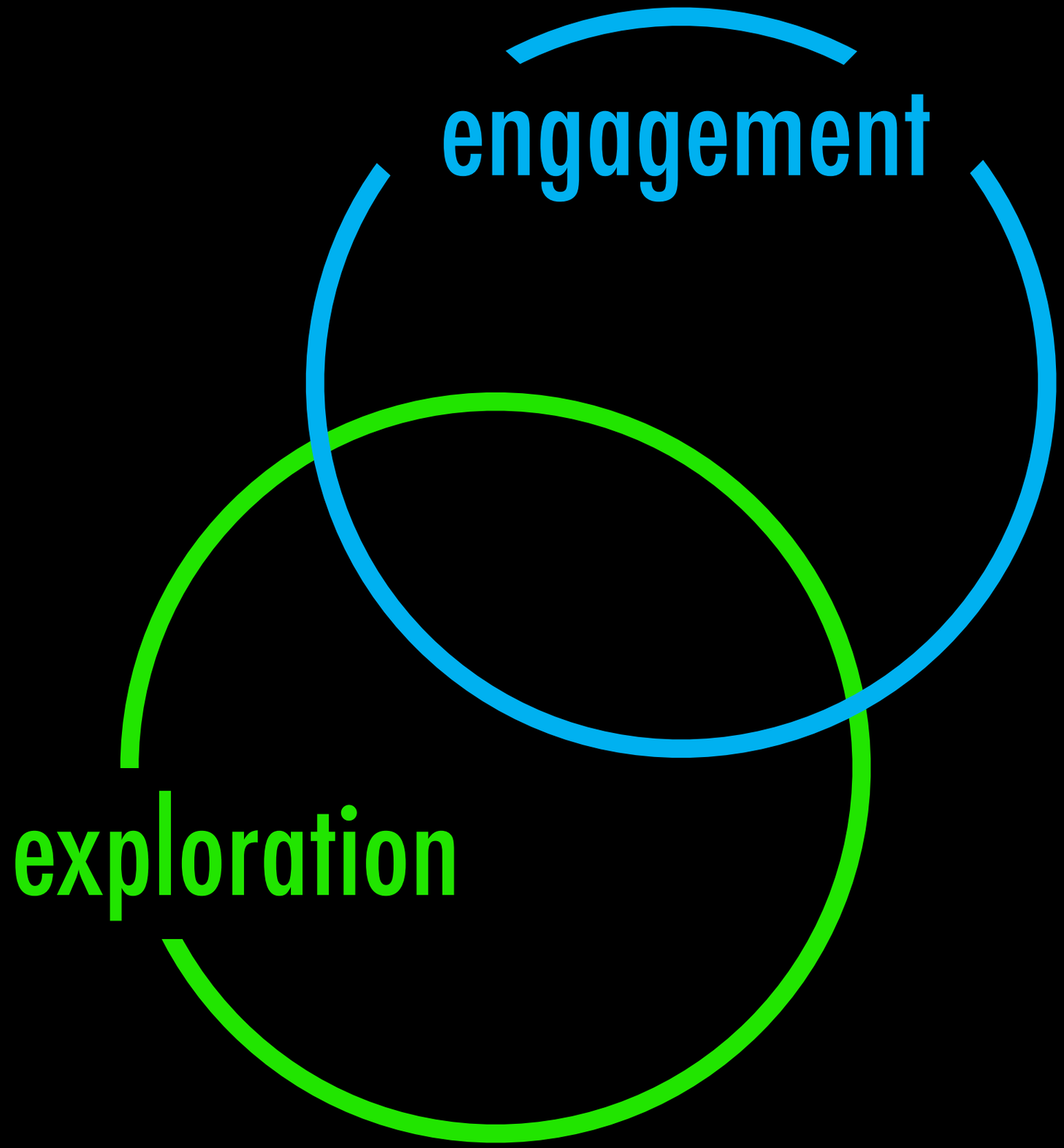
GOOD

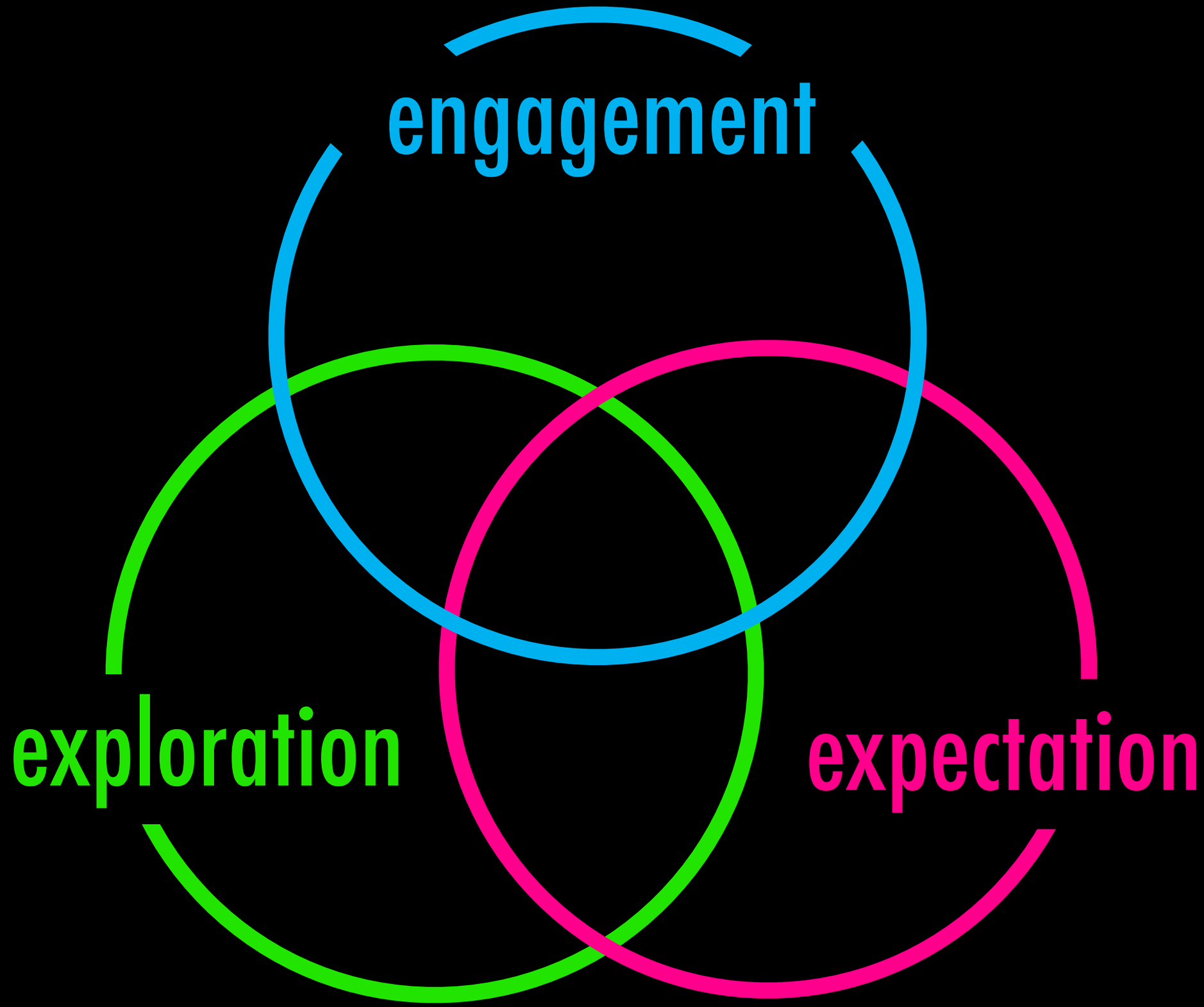
AUGMENTED REALITY

–

RARE


exploration


engagement
exploration


engagement
exploration
expectation

engagement

NICKVISION

exploration

expectation

product

PRODUCT

- process
- prototype demo
- design elements

PRODUCT

process

- prototype demo
- design elements

PRODUCT

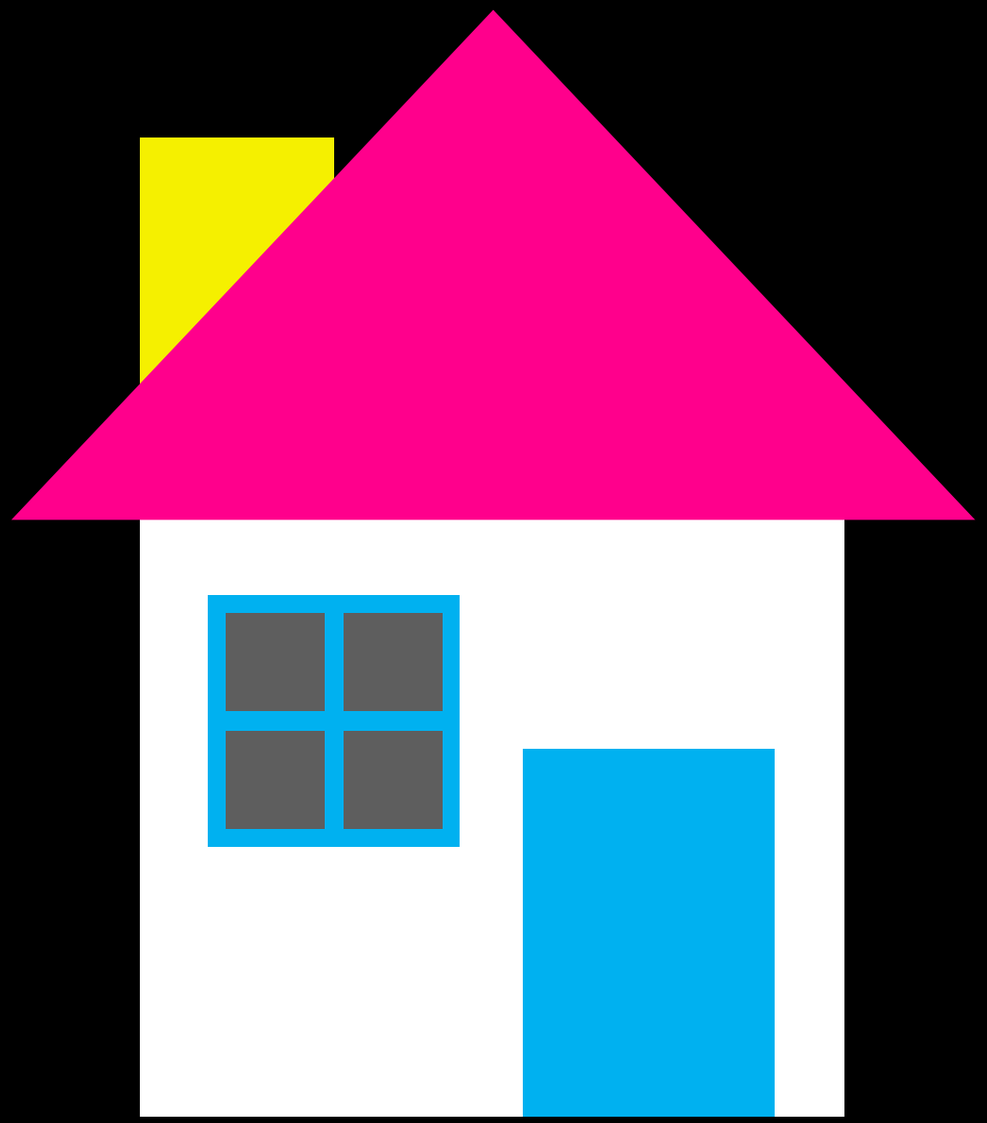
process

prototype demo

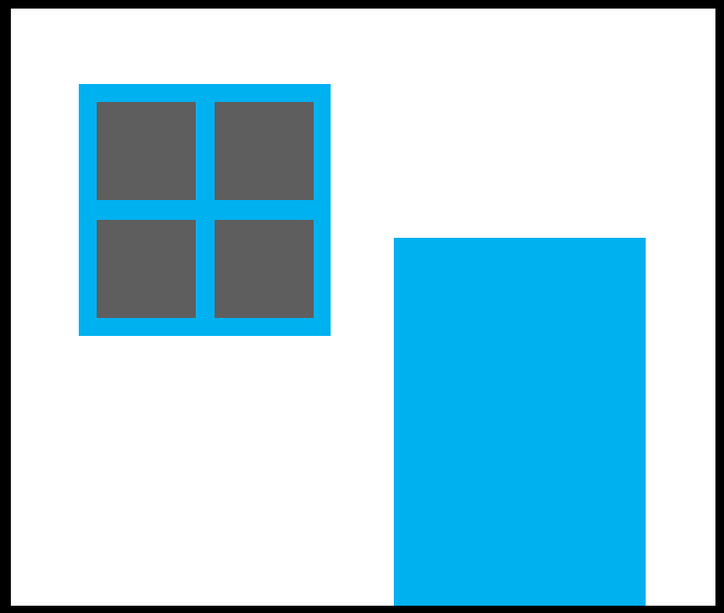
- design elements

SEPARATE APP

SEPARATE APP

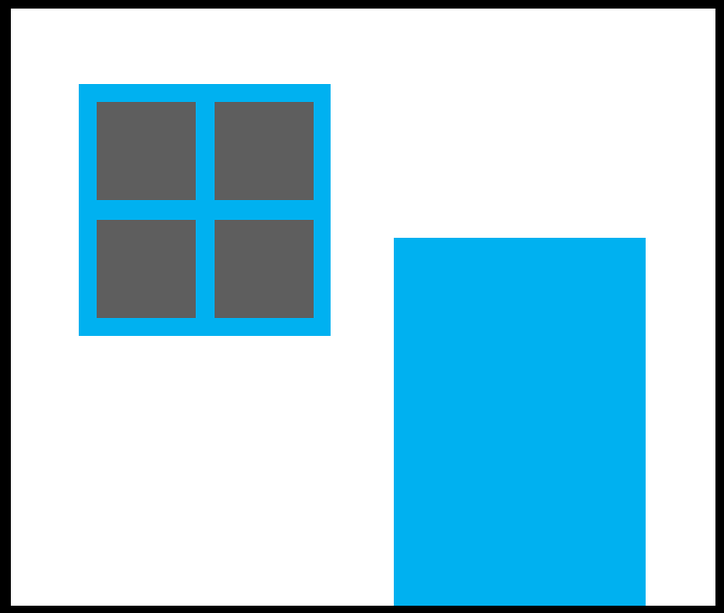


SEPARATE APP

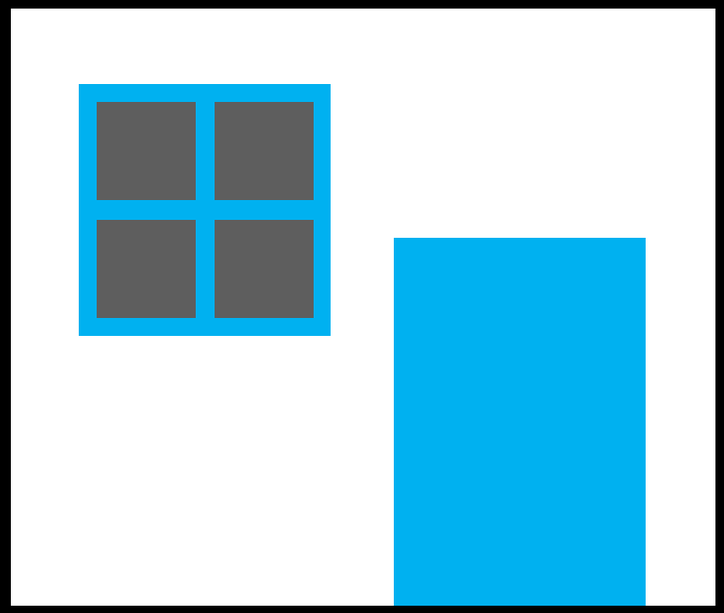


SEPARATE APP

SEPARATE APP



SEPARATE APP



SEPARATE APP

SEPARATE APP

IN-HOUSE

find experts at nick
or hire developers

POTENTIAL PARTNERS

POTENTIAL PARTNERS

LAYAR

38M downloads

90K+ clients

AURASMA

operates in over 100 countries

40K clients

BROADEN THE DEMOGRAPHIC

nick

nick jr.

resorts

BROADEN THE DEMOGRAPHIC

nick

nick jr.

resorts

BROADEN THE DEMOGRAPHIC

nick

nick jr.

resorts

BRAINSTORMING

roundtable

goal: app that uses augmented reality technology and engages user with nick

LIST

CAMERA

LIST

CAMERA

LIST

1. nick
2. nick jr.
3. resorts

LIST

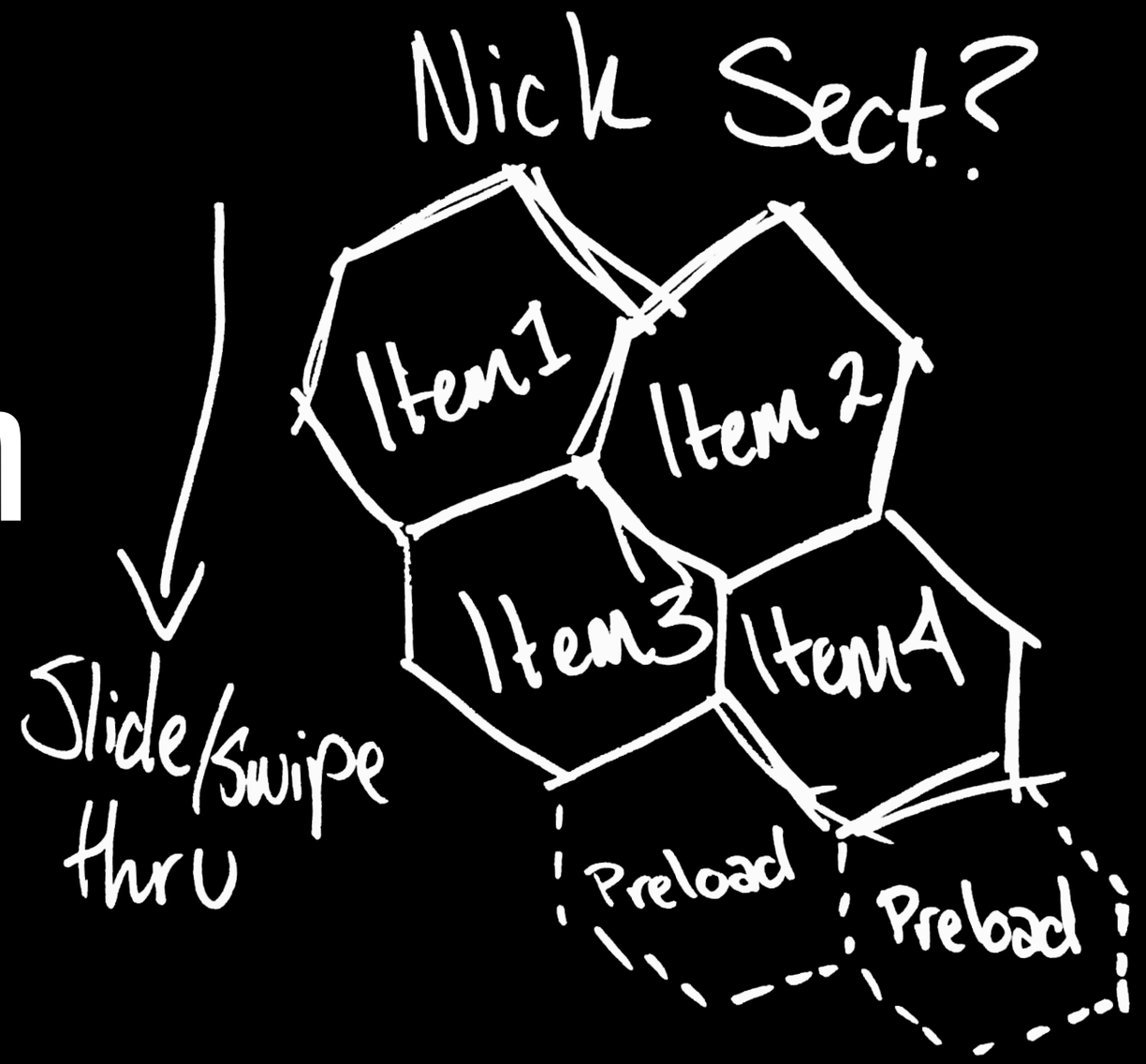
CAMERA

IDEAS

IDEAS

SCRAP HEAP

hexagon design pattern



SCRAP HEAP

nick avatar guides

SCRAP HEAP

library of augmented content

Can I save my augmentation?

↳ library?

↳ to camera roll?

FEEDBACK

nick ar →

product →

nick ux →

OUR APP

nick
vision

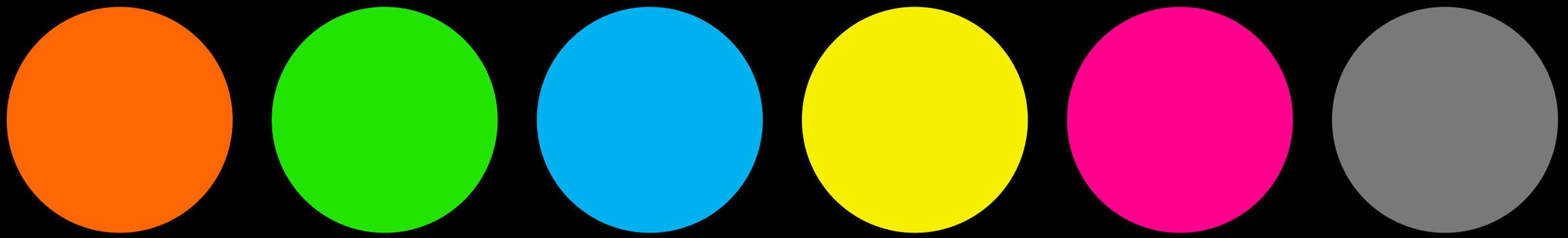
VISUAL ELEMENTS

typography & color

2D versus 3D

lean design

typography & color

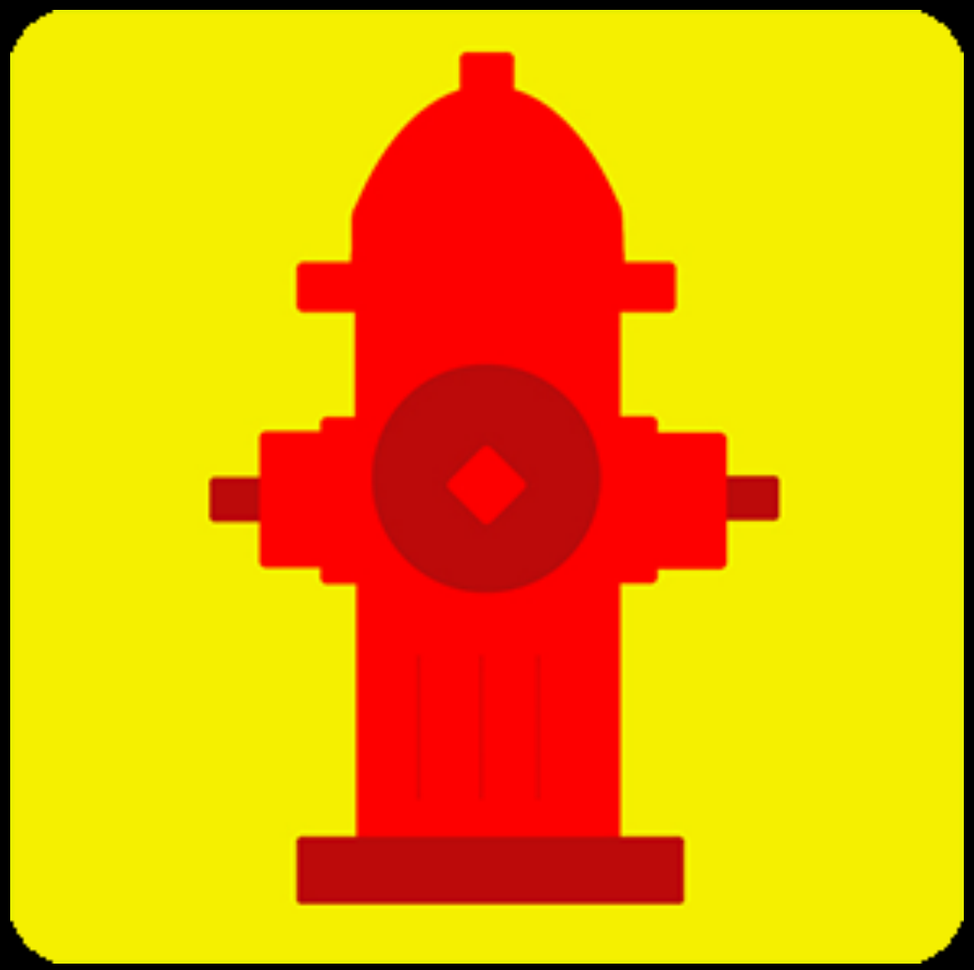


typography & color

futura

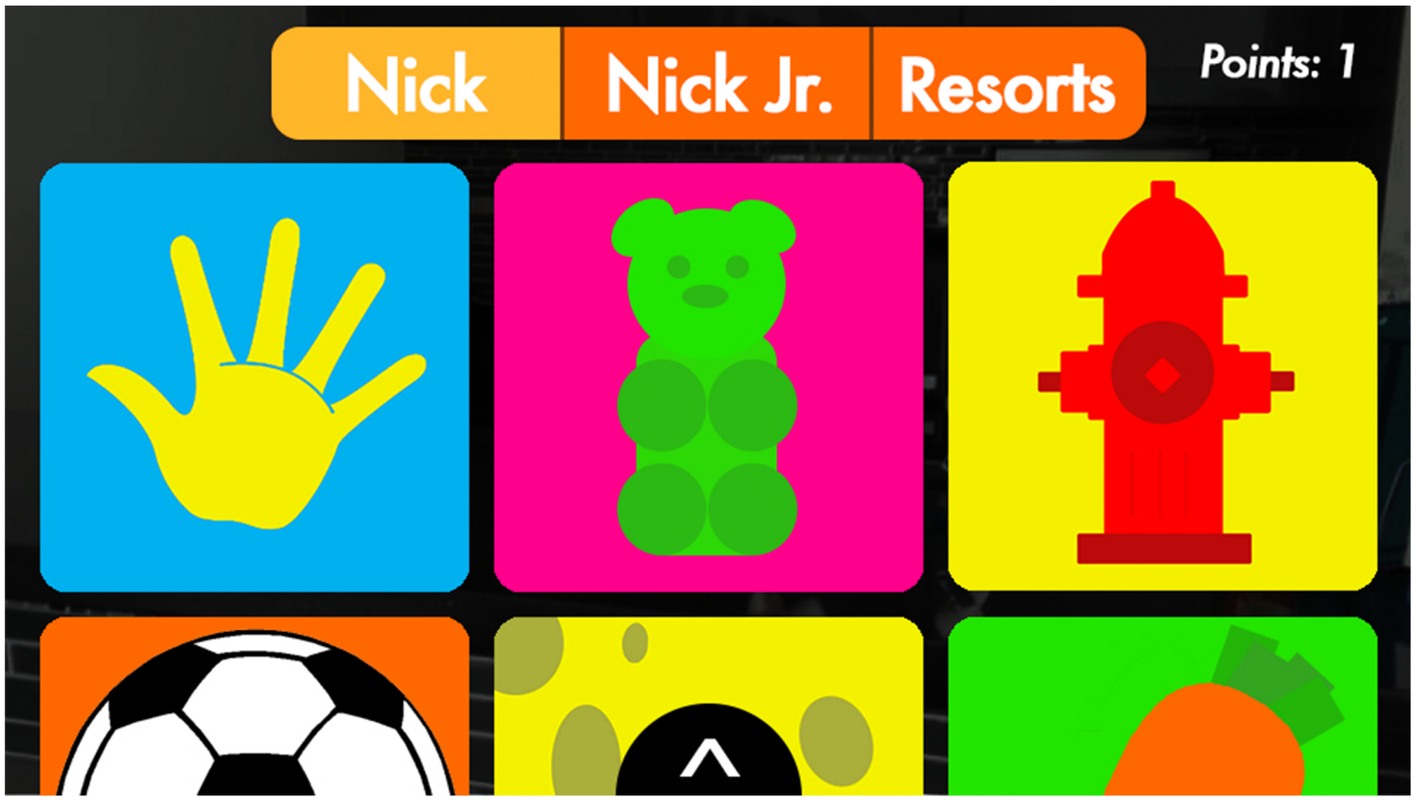
2D v. 3D

2D v. 3D



lean design

lean design



implementation + marketing

IMPLEMENTATION + MARKETING

- nick
- nick jr.
- resorts

IMPLEMENTATION
+ MARKETING

- nick
- nick jr.
- resorts

IMPLEMENTATION
+ MARKETING

nick

nick jr.

resorts

Nick
Nick Jr.
Resorts

Nick | Nick Jr. | Resorts

DEMOGRAPHIC

6-11

Nick | Nick Jr. | Resorts

DEMOGRAPHIC
6-11

limited edition
> builds exclusivity
> more sustainable

Nick | Nick Jr. | Resorts

DEMOGRAPHIC
6-11

limited edition
> builds exclusivity
> more sustainable

tentpoles
> increase in traffic
> expansion opportunities

Nick | Nick Jr. | Resorts

example timeline

Nick | Nick Jr. | Resorts

example timeline

Nick | Nick Jr. | Resorts

exampl

Download NickVision to vote!

3 weeks p eek after

augmentable screens pop up on TV
+ live voting

Nick | Nick Jr. | Resorts

example timeline

exclusive content: behind the scenes

Nick | Nick Jr. | Resorts

multiplatform marketing

linear

digital

floor

Nick | Nick Jr. | Resorts

multiplatform marketing

linear	bumpers, lower thirds, 30-second spots, product placement, call-to-action voting
digital	
floor	

Nick | Nick Jr. | Resorts

multiplatform marketing

linear	bumpers, lower thirds, 30-second spots, product placement, call-to-action voting
digital	banner ads, nick app ads, video ads, live streams
floor	

Nick | Nick Jr. | Resorts

multiplatform marketing

linear	bumpers, lower thirds, 30-second spots, product placement, call-to-action voting
digital	banner ads, nick app ads, video ads, live streams
floor	billboards, orange carpet

Nick
Nick Jr.
Resorts

Nick | Nick Jr. | Resorts

DEMOGRAPHIC

2-5

Nick | Nick Jr. | Resorts

DEMOGRAPHIC
2-5

> lives year-round
> opportunity for parents
> sustainability
> transition to Big Nick

Nick | Nick Jr. | Resorts

DEMOGRAPHIC
2-5

> lives year-round
> opportunity for parents
> sustainability
> transition to Big Nick

Nick | Nick Jr. | Resorts

multiplatform marketing

linear

digital

Nick | Nick Jr. | Resorts

multiplatform marketing

linear | bumpers, lower thirds

digital |

Nick | Nick Jr. | Resorts

multiplatform marketing

linear | bumpers, lower thirds

digital | banner ads

Nick | Nick Jr. | Resorts

multiplatform marketing

linear | bumpers, lower thirds

digital | banner ads

parents + guardians

Nick | Nick Jr. | Resorts

625,000 VISITORS

Nick | Nick Jr. | Resorts

625,000 POTENTIAL DOWNLOADS

Nick | Nick Jr. | Resorts

625,000 visitors

1. check in
2. download NickVision
3. find hotspots
4. cash in points for
   merchandise at gift shop

Nick | Nick Jr. | Resorts

625,000 visitors

1. check in
2. download NickVision
3. find hotspots
4. cash in points for merchandise at gift shop

Nick | Nick Jr. | Resorts

625,000 visitors

1. check in
2. download NickVision
3. find hotspots
4. cash in points for merchandise at gift shop

points →

Nick | Nick Jr. | Resorts

> mutually beneficial relationship
> expansion opportunities

strategy

LET'S GET DOWN TO BUSINESS

LET'S GET DOWN TO BUSINESS

- execution
- value to VMN
- monetization
- connecting content

LET'S GET DOWN TO BUSINESS

execution

- value to VMN

monetization

connecting content

LET'S GET DOWN TO BUSINESS

- execution
- value to VMN
- monetization
- connecting content

LET'S GET DOWN TO BUSINESS

- execution
- value to VMN
- monetization
- connecting content

BUSINESS GOALS

> increase brand affinity
> enhance mobile experience
> generate scale
> create cross platform narratives

BUSINESS GOALS

measurements of success

> number of downloads
> app ratings
> buzz
> sponsor satisfaction and retention
> sustainability beyond tentpoles

PRICE OF APP

PRICE OF APP

FREE

PRICE OF APP

FREE

(YES, FREE)

MONETIZATION

SALES PACKAGE

integrate NickVision into the sales package

> added value piece

> customized integration

MONETIZATION

SALES PACKAGE

integrate NickVision into the sales package

> added value piece

> customized integration

PROVEN SUCCESS

CAPRISUN &
“Rock the
Kids’ Choice Awards”

PROVEN SUCCESS

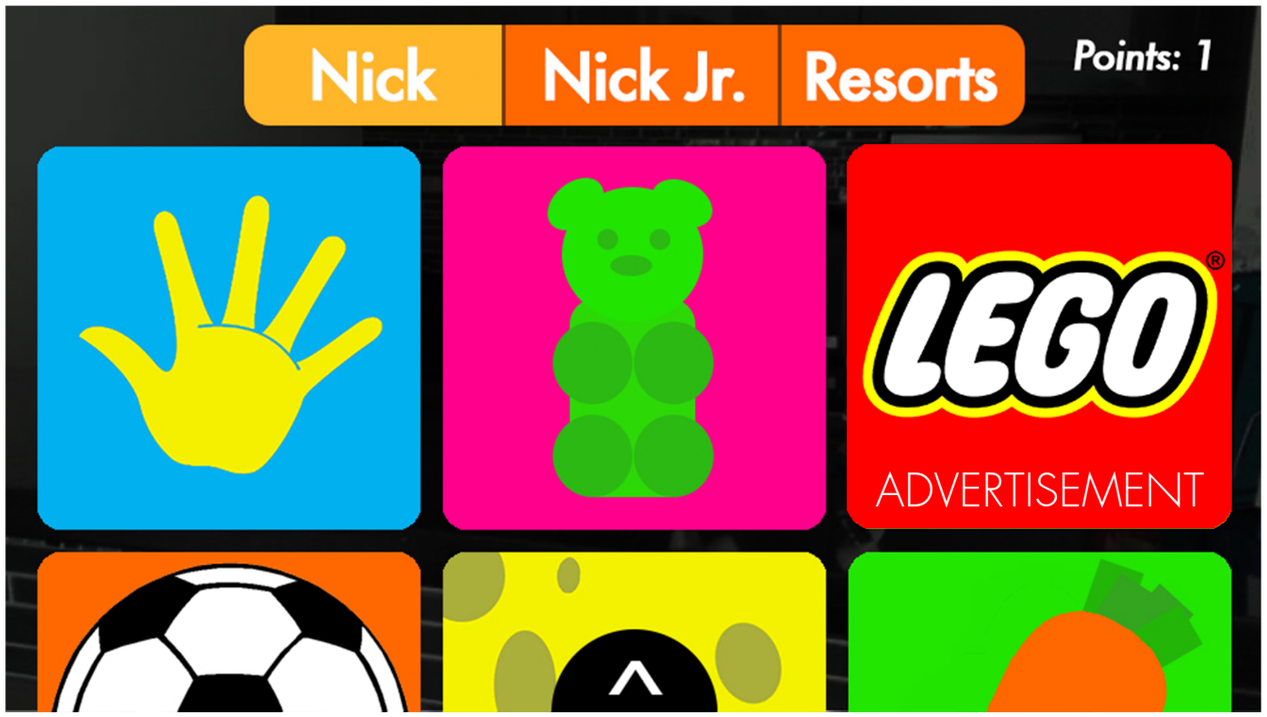
CAPRISUN &
“Rock the
Kids’ Choice Awards”

PROVEN SUCCESS

CAPRISUN +
"Rock the Kids' Choice Awards"

> 110K entries in the span of 2 weeks
> 21K app downloads
> 392K unique visitors
> 1:28 average time spent

MONETIZATION



CONNECTING NICK PROPERTIES

nick suites

nick app

NICKVISION

nick linear

nick.com

NICKVISION

- the research
- the product
- the marketing
- the strategy

NICKVISION

the research

the product

the marketing

the strategy

NICKVISION

the research
the product
the marketing
the strategy

NICKVISION

- the research
- the product
- the marketing
- the strategy

NICK WANTS TO BE

EVERYWHERE KIDS ARE

NICK IS

EVERYWHERE KIDS ARE