

# Success Story

When General Mills wanted to **increase their interaction with consumers**, Bay Cities brought their desires to fruition through **Augmented Reality**.

- Augmented Reality was made possible through the creation of a mobile gaming application, opening **new opportunities for brand gamification**
- Consumers could **interact with the cereal brand through their personal mobile devices**
- **20% of users utilized the power-ups** made available through product box top codes; the typical conversion rate being 1.01% for smartphones and 2.59% for tablets

The final package facilitated an **intangible connection with shoppers** through a mobile application. The app created a fun way for **consumers to recognize the General Mills brand**, while offering unique incentives within the product itself, **promoting continuous brand loyalty**.

