Smartest*Ads

What would the Smartest Ads need to be able to do?

It needs to be able to do AR/VR/MR (XR) Production when it is viewed through the camera of a Smartphone. Such an Ad can present audio, video, text, images in 3D animation that is layering over a physical environment.

Today's Special!

Today's Special

CHEEZ-IT Original
36 Pack
36 packets of 100% real cheese original Cheez-It baked snack crackers.

SAVE K6
K25.99

| x | - | 0 | + |

− Name		
Text Color:	Black	⬍
Background Color:	Transparent	⬍
Alignment:	Top-Left	⬍
Font Style:	Normal	⬍
Font:	Gerogia, serif	⬍

− Description		
Text Color:	Black	⬍
Background Color:	Transparent	⬍
Alignment:	Top-Left	⬍
Font Style:	Normal	⬍
Font:	Gerogia, serif	⬍

− Price		
Text Color:	Black	⬍
Background Color:	White	⬍
Alignment:	Top-Left	⬍
Font Style:	Normal	⬍
Font:	Gerogia, serif	⬍

− Savings		
Text Color:	White	⬍
Background Color:	Red	⬍
Alignment:	Top-Left	⬍
Font Style:	Normal	⬍
Font:	Gerogia, serif	⬍

But that's not enough if it's to be the Smartest Ads.

It should allow the Advertiser to change the essential items of proposition or presentation as and when the need arises in order to maintain the optimum value and purpose of the Ad.

The items of the Smartest*Ad presentation that can be replaced/changed simply by the Advertiser uploading the updates to the PizzzAR / QiiQ-XR Mobile Digital Advertising Platform are

* 	The graphics of the Ad
* 	The Promotion Message
* 	The Special Price Offer / Special Discount Offer
* 	Store Names & Locations where the offer is valid

− Edit Promotion	
Promotion ID: 69	**Today's Special**
Name	CHEEZ-IT Original 36 pack
Description	36 pouches of 100% real cheese original Cheez- It baked snack crackers.
Saving	K6
Price	K25.99
Start Date	05-12-2018
End Date	05-22-2018
Latitude	-12.238
Longitude	123.23
Beacon ID	290818
Beacon Context	Beacon_c_2
Location ID	Location_2

20180829135251_0.jpg

Change File

| Choose File | No file chosen |

Update

The above-stated flexibility enables the Advertiser to achieve the following:

* 	make fresh promotion graphics and message as and when required
* 	modify the Special Price Offer or Discount Offer so as to maintain a competitive edge & great value proposition and/or optimum profit margin
* 	ensure that only stores with the goods & services being promoted are mentioned in Ad to avoid problems of false advertising and disappointing the customers.

The Smartest*Ad is one that is XR-enabled to present dynamically modified XR Production for optimum effects.