MOBILE APPLICATIONS AS A LOYALTY AND MARKETING TOOL

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I just discovered two interesting mobile applications that demonstrate how technologies how augmented reality and interaction with the visual environment through QR codes are gradually reaching the average mobile user.

On the one hand, the innovative advertising campaign of the Nissan Leaf< /a> in which we are invited to hunt Juke cars on the Internet and in reality through QR codes. It is a contest in which the winner can win a Nissan Juke. An interesting and innovative way to attract the attention of potential buyers through mobile technologies.

https://www.youtube.com/watch?feature=player_embedded&v=tcsS1KEl1GA

On the other hand, a new Orange navigation application that helps us reach their stores in which you use an augmented reality mobile application.

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