SIPSMITH®

London

Sipsmith Bar AR Experience

Scanning a necktie code allows users to place their own Sipsmith bar and bartender in the real world.

Below you will find the execution in a Zappar app and WebAR format.

Scan with the Zappar app

Scan with a QR Code Reader

(Zappar WebAR)

(Still in Beta)

Notes on AR in this Experience

Given the wide market of this execution, not all users will have devices that support full world tracking using ARKit or ARCore.

Equally, users may not have the inclination or space for the best experience using world tracking.

This execution has therefore been designed to make full world-tracked **AR a feature that can be turned off/on by the users** via a toggle UI on the top-right of the screen.

Users without world tracking capabilities will not see this toggle.

When world **tracking is off, users will see the experience within their device's gyroscope which can be reset by tapping the screen**.

Users who decide to turn-off (or who do not have world tracking supported) are still able to enjoy all the features of the experience.

1. AGE GATE

The user will first see an intro animation showing a Sipsmith envelope flying to the user's screen.

Once in focus, the envelope will open to reveal a invitation in the form of a simple age gate.

If the user taps *Yes, I am over 18*, the invite will fly off the screen and the scene will fade into view.

Note: In the final version, this age gate will appear only once and the user's preference will be stored.

2. BARTENDER INTRO

When the experience is launched, the user is **first greeted** by their own **personal bartender**.

This bartender is comprised of an actor filmed on green screen and rendered in **alpha video** within the experience.

At this point, the bartender introduces the experience and the tappable hotspots in a slightly **over-the-top, yet light-hearted manner**.

Note: In the final, commercial experience, Sipsmith can replace this bartender with any desired actor to set the desired tone for the experience.

This bartender can even be customised depending on the season and promotion campaign.

Welcome to your own personal Sipsmith gin bar.

3. MAIN BAR

The main bar forms the centerpiece of the experience and is aesthetically inspired by various real-life Sipsmith bars and stands.

Scattered across the bar, the user will see various interactive and hotspots:

A. Cocktail Idea
B. Berry Game
C. 360 Tour
D. Selfie Portrait

When the **user's gaze lands** on a hotspot, the corresponding **objects will animate** and text will appear.

The user will be able to navigate throughout the experience's content by tapping on the hotspots.

4. COCKTAIL IDEA

Tapping on this option prompts the bartender to play a fun and amusing clip as they present a Sipsmith card to the screen.

The card features a **randomised cocktail idea** that will (hopefully) inspire users in what to make with their gin.

The card features the **cocktail name, blurb, image, and a link to the recipe**, should the user choose to take the cocktail suggestion.

5. BERRY GAME

This game launches directly on the screen but features **gyroscopic tilt** for **better immersion**.
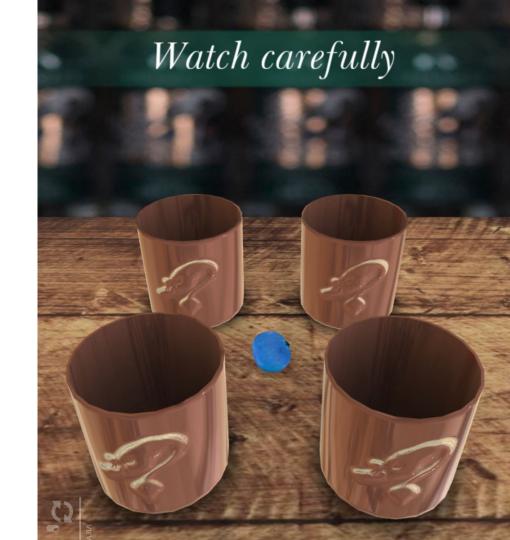
Users will be revealed the location of a Juniper berry under one of four Sipsmith shot glasses.

The shot glasses will then shuffle repeatedly while the users are instructed to watch carefully. The user must then select the correct location of the Juniper berry.

A correct answer will lead to the next round. Each consecutive round is faster and more complex until the user chooses incorrectly.

When the game ends, the user's score is posted to a server.

The game allows users to see the top **global score across all users**, marked as '**World Record**'.

6. 360 TOUR

The 360 Tour allows users to see inside the Sipsmith factory and experience the 360 video tour.

When users tap this option, a door will appear in the place of the bar which will then open and invite users inside.

Users with **world-tracking enabled**, are permitted to **walk through the doors** to trigger the video sequence.

Users with **world-tracking disabled** can **tap on the doorway** to fly through the door directly and watch the video.

7. SELFIE PORTRAIT

The Selfie Portrait allows users the ability to take a photo of themselves **wearing a stylised Sipsmith cap** while posing behind the iconic gin bottle and drink.

Once a photo is taken, the final image is rendered within an elegant wood portrait frame and background using **gyroscopic tilt** for **better immersion**.

Users are then offered the chance to *Save* the image to their device or *Share* it across social media.

Note: Sipsmith can customise this feature to include competition mechanics for sharing these selfies with various hashtags.