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Pacific Gateway is Using Augmented Reality to Drive Sales

Augmented reality snowman experience leads to 35% increase in sales at See's Candies store

SAN FRANCISCO, January 12, 2016 – Pacific Gateway invited airport travelers to take a break from the hustle of holiday travel and enjoy a moment of fun during the 2016 holiday season. The Company's See's Candies shop, located in Terminal 3 at SFO, unveiled an augmented reality experience that transforms patrons into snowmen in their very own winter wonderland.

The augmented reality experience drove a 35% increase in year over year sales during the month of December. The experience, built by technology firm Float Hybrid in partnership with Pacific Gateway, was designed to improve engagement and increase foot traffic with airport travelers.

"Visitors of the See's store dwelled 20x longer when going through the full snowman experience," said Kenneth Howe, Vice President of Brands and Strategic Ventures at Pacific Gateway. "We know that the longer shoppers spend in store the more likely they are to purchase, and that was certainly the case with our augmented reality snowman experience."



The experience begins when patrons of the See's Candies store approach the large screen display and find themselves staring back at their reflection, but suddenly immersed in a snow covered store. They continue to watch as their reflection changes into that of a snowman. Move left, the snowman moves left. Wave your arms, the snowman waves back.

After several seconds the screen

offers to take the visitors picture so they can send it to friends and family or share on social media channels. It's a refreshing reminder that the holidays are about fun, and that stores can be a place to experience the holiday magic.

The technology offers retailers a means to create memorable one of a kind experiences for shoppers. As consumers continue to move away from the store in favor of shopping online, retailers need to innovate the in-store experience to give shoppers a reason to come to the store. With the Millennial generation favoring experiences over material things, retailers have to rethink the role of the store in attracting those shoppers.

"Our goal is to amaze customers with a unique experience they can't find anywhere else," adds Howe. "Shopping in stores should be a fun experience that customers look forward to, and that's what we created with the Interactive Snowman Experience."

The experience is not the first to be unveiled as a result of the partnership between Float and Pacific Gateway. The pair have created various interactive experiences across a host of stores, including an interactive exhibit at the very same See's Candies store, before releasing the augmented reality snowman.

"It is important to test different experiences to see which resonates best with your shoppers," says Keith Bendes, Director of Business Development at Float Hybrid. "What works for one retailer or brand may not work for another. We went through several different versions of the augmented reality snowman before landing on the final experience. Testing and learning allowed us to find the optimal solution for both user engagement and increasing store foot traffic."

The technology will continue to influence in-store experiences, as Pacific Gateway and Float will be expanding the tech to other retail locations and airports across the country.

ABOUT PACIFIC GATEWAY

Pacific Gateway is a leading airport concessionaire with retail and food and beverage operations from coast to coast. Pacific Gateway brings to airports a unique approach to business that is squarely focused on knowing the travelers they serve so that they can anticipate exactly what they hope to find the next time they happen through an airport. For more information visit www.pgconcessions.com.

ABOUT FLOAT HYBRID

Float Hybrid is an interactive technology development and design firm building one of a kind consumer experiences. Based in San Francisco, the company's passionate collective of creatives and technologists provide a unique blend of forward thinking strategy, cutting-edge design, and interactive technology development. For more information, visit www.floathybrid.com or send an email to keithb@floathybrid.com.

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