



Fendi Peekaboo Bar Proposal

For VivaTech 2020

January 27, 2020

FENDI

 AT&T Business **WarnerMedia**

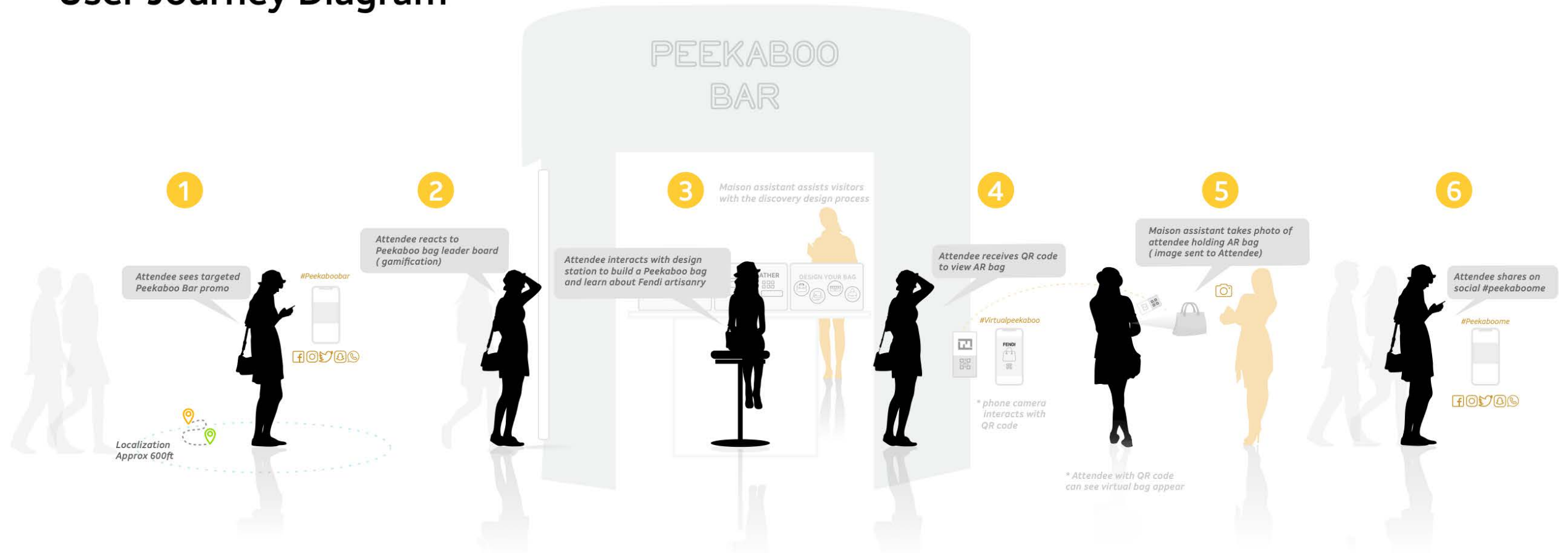
Executive Summary

AT&T is excited to partner with Fendi to create a unique, immersive digital & social experience inside the Peekaboo Bar for VivaTech 2020. This solution will allow for the personalization and customization of the Peekaboo bag leveraging advanced cutting edge and disruptive technologies to create a sense of innovation and wonder. AT&T & WarnerMedia will deliver this amazing interactive experience for attendees focused purely on the Fendi Peekaboo bag paying homage to the craftsmanship and historic legacy of the Fendi brand.

Our Solution

- Creates a journey through digital and social that truly immerses attendees in the Fendi brand through interactive engagement and storytelling built around the iconic Fendi Peekaboo bag.
- Mixes physical with digital to create a personalized and customized Peekaboo bag while maintaining the organic and artisan craft nature of the Fendi brand.
- Leverages gaming interactions and seamless transition between technologies where the attendee is swept up in a technological immersion that thrills, educates and makes them feel creative.
- Uses a multi-phase planned social campaign to create awareness for the Peekaboo Bar while reinforcing Fendi as an innovative, tech forward brand.
- Compliments Fendi's investment of € 100,000 Euros with an additional ~\$100,000 USD from AT&T + WarnerMedia to co-market the solution as "Powered by AT&T".

User Journey Diagram

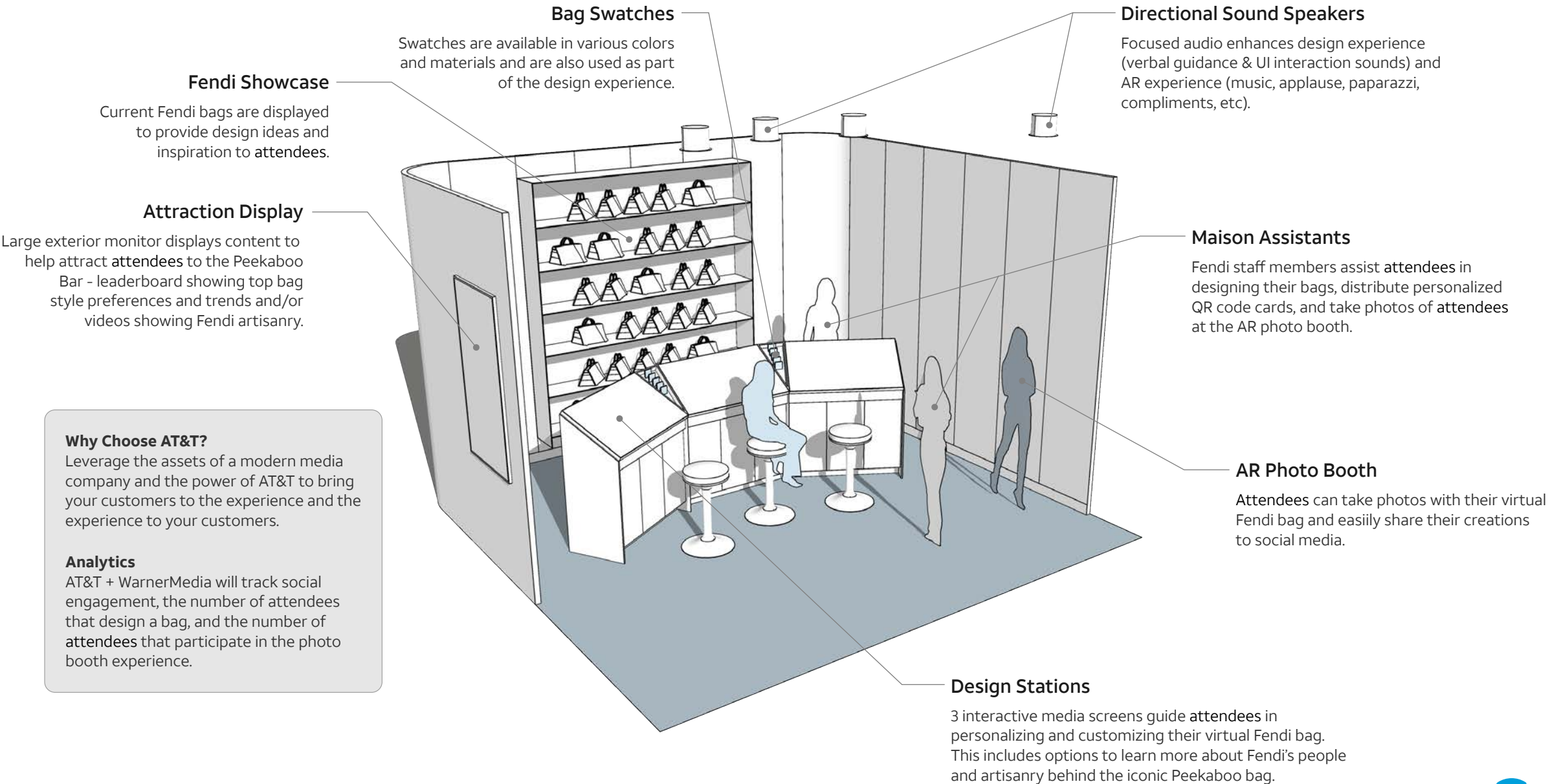


Active Attendee (Builds a Peekaboo Bag)

- Social targeting based on Warner Media Launchpad platform
- Social + text based sharing
- Gamification, trending products
- Giveaway tracking and retention

Portal/Maison Assistant (Assists Visitors)

- Takes and sends (via text) Augmented Reality images
- Collect visitor information for campaign analysis and retargeting
- API tracks product builds, event trending data and social media metrics
- Follow-up drip email or survey campaign to continue attendee retention to purchase



Why Choose AT&T?

Leverage the assets of a modern media company and the power of AT&T to bring your customers to the experience and the experience to your customers.

Analytics

AT&T + WarnerMedia will track social engagement, the number of attendees that design a bag, and the number of attendees that participate in the photo booth experience.



1 Pre-conference Engagement

Leveraging WarnerMedia's in-house social agency, we will deliver content-driven campaigns for the Fendi brand into social media and beyond with real-time social analytics and promotion.

This will ensure that the Peekaboo Bar becomes a must see at the VivaTech conference.



The Customer Journey

The next generation execution works in tandem with the in-store experience.

Highly targeted social promotion leveraging WarnerMedia's Launchpad to precisely target consumers through the campaign flight: from VivaTech attendees to high-spending power fashionistas.

Clicking through the social post will bring customers to a premium Augmented Reality experience where they play with Peekaboo bags right from their phones!



2 Attraction Display

A gamified digital attract experience that displays a vibrant collection of trending bag styles and custom creations, attracting attendees to the Peekaboo Bar.

Other options may include:

- Peekaboo bag design styles
- Legacy and artisanry of the Fendi brand
- Social media wall driven by Peekaboo bag hashtags





3 Design Stations

Our interactive design stations use state of the art technology to seamlessly combine the physical and digital to immerse the attendee in a WOW journey through the creation of a personalized and customized Peekaboo bag while paying homage to the history and artisanry behind it.

Our solution includes:

- State of the art interactive touch screen technology
- 3D gaming software to create a fully immersive experience
- Advanced IR technology allows attendees to use physical switches to drive the interactive design experience

Peekaboo Bag – Selected bag from home screen

FENDI


Steps: 1 2 3

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Trending Now



360 Drag image to change
Drag and Drop to Customize

★ TOP RANK ★★★★★ 64,0890

PEEKABOO X-LITE MEDIUM

Base Color: Blue suede
Code: 8BN3110A5K1F1841

CUSTOMIZE YOUR PEEKABOO

A BODY
Coco, Lizard, Vernice

B HANDLE
with Plexi Glitter


C STRAP
w Patterns

BUILD MY BAG

Peekaboo Bag – Step 1: Choose body

FENDI

Steps: 1 2 3



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360 Drag image to change
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BUILD MY BAG

Peekaboo Bag – Step 2: Choose handle

FENDI

Steps: 1 2 3



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BUILD MY BAG

Peekaboo Bag – Step 3: Choose strap

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Steps: 1 2 3



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BUILD MY BAG

Peekaboo Bag – Get personalized QR code

FENDI

Steps: ① ② ③



★ TOP RANK

★★★★★ 64,0890

YOU'RE ALL SET!

LET'S SEE HOW YOUR PEEKABOO BAG LOOKS ON YOU!



Your personalized QR code card will be printed by the assistant

AUGMENTED REALITY QR CODE CARD

360 Drag image to change Drag and Drop to Customize

👆 Trending Now

4 Personalized QR Code Cards

After completing their personalized Peekaboo bag design, attendees are presented with a QR code card that lets them take their custom design with them.





5a AR Fendi Bag

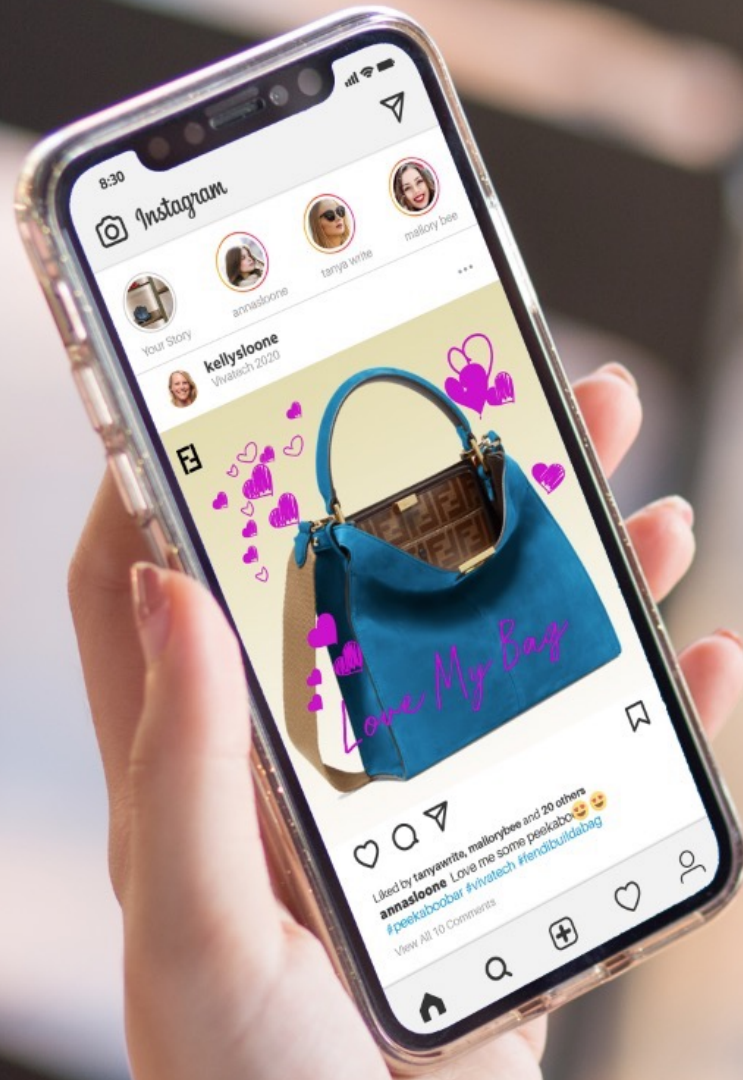
Scanning the card recreates the personalized bag via augmented reality retaining the Fendi experience long after the conference is over.

5b AR Photo Booth

Using the power of augmented reality allows attendees to show off their creativity in style, create a photo keepsake or an Instagram story moment.

This part of the experience provides Fendi the opportunity to capture contact information to ensure social retargeting beyond the VivaTech conference.





6 Social Media

Attendees can easily share their Peekaboo bag creations and their Fendi experience through social media.



Amplify our Partnership with the Power of Social

WarnerMedia excels at creating connections with consumers that break through. Our in-house social agency has cracked the code on how to blend the art of storytelling with the advanced technologies and proprietary data of AT&T.

That means we can capture the magic of the VivaTech experience on the ground and amplify it with the right people, in the right way— guaranteed.

To learn more about WarnerMedia's Launchpad, click [here](#).

Bring your customers to the experience, and the experience to your customers

Create awareness for the Peekaboo Bar while reinforcing Fendi as an innovative, tech forward brand.

How It Works

AT&T + WarnerMedia will partner with Fendi to create a 3-phased social campaign that leverages the brand's existing content, Launchpad's social intelligence and next generation products to build brand love and drive action.

- **Pre-Show:** find Fendi fans, influencers and new potential customers to deliver your message precisely to the audiences that matter, creating excitement for the VivaTech event.
- **During the Show:** extend the experience to social with AR technology in real-time to drive foot traffic to the event.
- **Post-Show:** leverage data and learnings from the first two phases to retarget audiences who have shown interest in Fendi, the Peekaboo Bag or even attended the event.



