Customer Case study
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Mobile Acuity product	On-Device MVS
Application	ARTICLE app
Platforms	iOS and Android
Developed by	Kenny Ho and Mobile Acuity

ARTICLE

Magazine founded by fashion editor Kenny Ho and art director Rosy Tsai to celebrate all things British and British-related (contemporary men's fashion, lifestyle, art, entertainment and culture)

Launched in April 2013 and published twice a year; Collector's Edition and regular newsstand version

First ever men's magazine funded using the Unbound crowd-funding model

Kenny Ho is renowned as costume designer for David Bowie, Spice Girls, Girls Aloud and Westlife as well as stylist for Victoria Beckham, Orlando Bloom, Cate Blanchett and Beyoncé.

Summary

The ARTICLE app incorporates Mobile Acuity's On-Device mobile visual search software, bringing a new and interactive approach to digital content related to a magazine. Often consumers associate an app with a digital version of the same magazine – but this is not the case with Mobile Visual Search. Developed as an integral part of the magazine's core identity, the ARTICLE app is able to link readers to additional information beyond the printed editorials/features, giving a new dimension and look to the digital version. Digital content available to readers includes behind the scenes inspirations of photo shoots, exclusive videos on designers as well as the opportunity to purchase specific items featured in the magazine.

The interactive magazine pages are branded with the ARTICLE's logo "∷", alerting readers to the new and more immersive digital content. Thereby, taking a more design-led approach to the call to action and eliminating the need for ugly QR codes. After 'scanning' the page, a multi-response action bar is displayed on the mobile device enabling the reader to access the additional digital content with a single click.

The ARTICLE app also provides an opportunity to work with advertisers and sponsors in a new and interactive way by offering an attractive medium to drive traffic to their websites as well as a global audience through information sharing - not normally available with a UK distributed magazine.

Key Highlights

— Mobile Acuity's On-Device image recognition software embedded in the ARTICLE mobile app links readers to additional as well as extended content not covered in the printed magazine.

— A multi-response action bar displayed on the mobile device enables readers to access new and interactive content with a single click, such as photo shoot mood-boards, exclusive videos and opportunity to purchase featured items in the magazine.

— Consumers are rewarded with an immersive and interactive experience, providing an 'unknown' and 'compelling' aspect to the digital destination through the discovery of a completely new and different facet of the printed magazine.

— Mobile visual search links print and digital content together in a seamless fashion - providing global reach, a new m-commerce portal as well as offering an attractive interactive medium to advertisers and sponsors.

Quotes

'We wanted to create a magazine that is interesting and aesthetically pleasing in its physical form as well as its editorial content.

Instead of the usual digital version of the print magazine, the ARTICLE app offers something entirely different. The technology is simple and a really great way to link print and digital content together in a seamless fashion – allowing the two mediums to work together and as an extension of each other.

Mobile Visual Search can act as a new portal for ecommerce as well as help share information on a global scale, and will also bring intrinsic value commercially.'

Kenny Ho

Customer Challenge

Launched in 2013, Kenny Ho and Rosy Tsai spent over two years planning and developing the ARTICLE concept: a focus on British luxury brands and designers featured through a series of witty, candid and informative editorials and photo stories. The aim was to offer a new and fresh perspective to the digital content related to a magazine. Not just a straight copy of the magazine but something new and innovative that was attractive to readers as well as advertisers and sponsors.

The Opportunity

Mobile Acuity worked closely with Kenny Ho to explore how mobile visual search could be used to offer a different approach to digital content and provide readers with a new and 'immersive' digital experience.

The ARTICLE app was put at the core of the magazine's brand identity - linking print and digital content together rather than as two separate entities. This provided the opportunity to extend featured content as well as showcase extra content not included in the magazine to give a new digital dimension to the magazine.

It also provided the opportunity to work with advertisers and sponsors in a new interactive way, with the focus of driving traffic to specific content on their websites and reaching not just a UK but global audience through the sharing of information.

The Solution

The ARTICLE app embeds the Mobile Acuity's On-Device mobile visual search SDK and has a custom-branded user interface. The app is available on both iOS and Android platforms.

The interactive pages of the magazine are marked with the ARTICLE logo ":::" so the reader is alerted to additional content. As the mobile camera is placed over the designated page, a multi-response action bar is displayed on the device, showing the options available to explore the content. For example, video, shopping basket, Twitter, Facebook and website. The reader is able to access and share the additional content from the action bar with a single click, thereby providing a fast and seamless reader experience.