



The Creative Shop help BUPA to bring a virtual fitness coach to Brisbane shoppers via an Augmented Reality brand activation

In an attempt to help Brisbane shoppers find and connect with a healthier version of themselves, BUPA have delivered a new and innovative virtual fitness coach, via an augmented reality brand activation. Aligning with Guy Leech, a BUPA brand ambassador, BUPA motivated Brisbane shoppers through a series of exercise regimes ranging from low to high difficulty and by using an augmented reality version of Guy Leech as the fitness coach.

In conjunction with OMD Melbourne, The Creative Shop (TCS) developed an interactive mat that enabled consumers to control the actions of Guy Leech on screen, whilst also following his lead and performing exercises that helped them earn health points. Virtual Guy, provided messages of encouragement via a linked audio feed, which helped consumers stay motivated along their journey to find a healthier you.

“Driving innovation is a key component to our business, which is why we were really excited to be involved in this campaign for BUPA. This activation was a great way to demonstrate the brand positioning and key communication, but more importantly from a consumer’s point of view, it was a fun and engaging way to interact, learn and connect with brand BUPA, all whilst understanding the importance of health”

David Wommelsdorff / Director – The Creative Shop

Linked to a new store opening in Queen Street Mall Brisbane, BUPA experienced large numbers everyday over the 5 day activation period, which most certainly helped BUPA in delivering a unique campaign and message of health.