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Bombay Sapphire AR app and 360 Video CASE STUDY



Overview:

Virtual Reality Ireland worked on the creation of an AR app and 360 video for Bombay Sapphire gin to be used as a marketing activation at a cocktails conference in New Orleans.

Solution:

The Bombay Sapphire AR app brings the label of the Bombay Sapphire to life and shows stunning animations of the botanicals in the gin: Liquorice root, Juniper Berries, Cubeb Berries, Angelica Root, Almonds, Coriander, Cassia Bark, Orris root accompanied by foley sounds of these elements. The label of the bottle is the controller in the AR experience activation, moving the bottle moves the app from one botanical to the next. Following the display of each of the botanical animations, a 360 video is launched showing the Laverstoke distillery in all its glory. The 360 video shows the stunning glasshouse of the distillery from the ground as well as from drone shots flying above Laverstoke.

Virtual Reality Ireland's work on the project included:

- Consultation and design of all aspects of the AR and 360 video app for Bombay Sapphire
- 360 video shot and stitched and composited the 360 scenes including drone footage
- Ambisonic audio production including all sound recording and sound design for the 360 video

The 360 video launched from within the app can either be viewed full-screen (for a window-to-the-world VR experience) or split-screen (viewing the 360 video via the Google cardboard).



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Outcomes:

The app launched at the Tales of the Cocktails ® conference in New Orleans in July 2015 much to the joy and delight of attendees.

The app is running successfully over 4 years later with hundreds of downloads and countless activations.