CHRISTOPHER WATT-PRINGLE

HELLO

I'm a freelance XR developer with a background in strategy and experiential software solutions. I have just over 3 years experience running a digital agency with a focus on supporting experiential campaigns with software solutions.

I got out of the digital marketing space in early 2019 to focus on learning to code immersive web based technology and freelance as a developer. In the last 12 months I have built AR and VR experiences for brands such as Openserve, Lego and Hyundai.

A key focus over the last 6 months has been building WebAR/VR production tools to assist students and creatives who are non coders in the production of their own apps. I currently have 3 studio platforms live for experimental use.
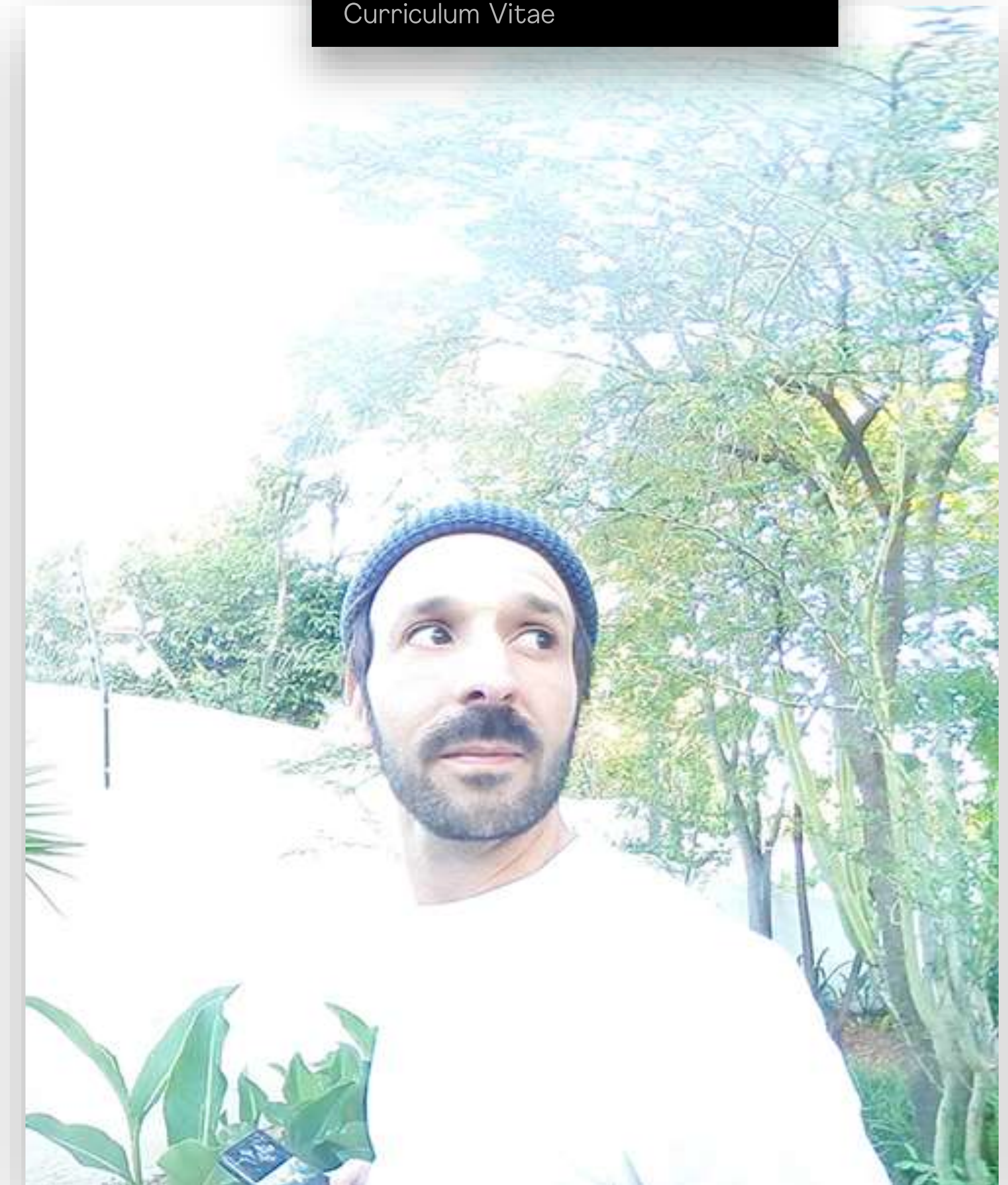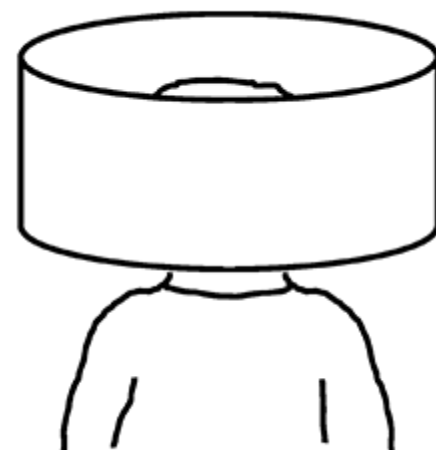
JUMP TO MY PERSONAL SITE

METHODOLOGY

I VIEW CONSUMER ATTENTION AS A CURRENCY

At any given time people are exposed to hundreds of brand messages, icons, calls-to-action and prompts to buy.

This is across many different touchpoints, whether you are driving in your car seeing billboards, listening to the radio, watching TV or browsing online.

JUMP TO MY PERSONAL SITE

METHODOLOGY

PEOPLE HAVE BECOME HYPER-SENSITIVE

With digital advancements, you can't even change your Facebook relationship status without brands retargeting you.

All these sensitivities have been highlighted by things like "Location Based Services" and smart algorithms that predict your behavior based on your previous activity on and offline (cookies).

<u>JUMP TO MY PERSONAL SITE</u>
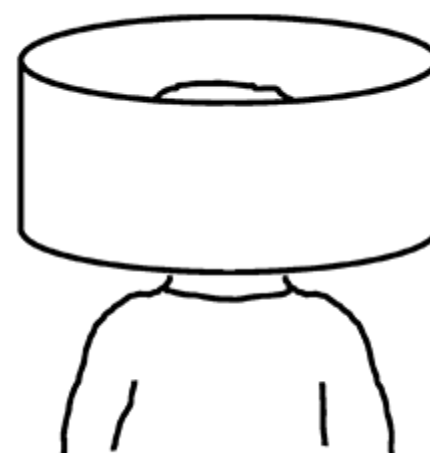
HOW DO I SOLVE FOR THIS?

Attention is a commodity, and trading for it means understanding that consumers or an audience expects reward or recognition in exchange for their attention or data.

I laser focus on the exchange and make sure your brand experiences are worthy of attention so that the desired objectives are obtained by motivating consumers in a way they feel is fair and most importantly, transparent.
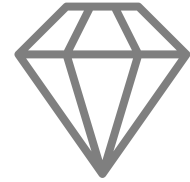
JUMP TO MY PERSONAL SITE
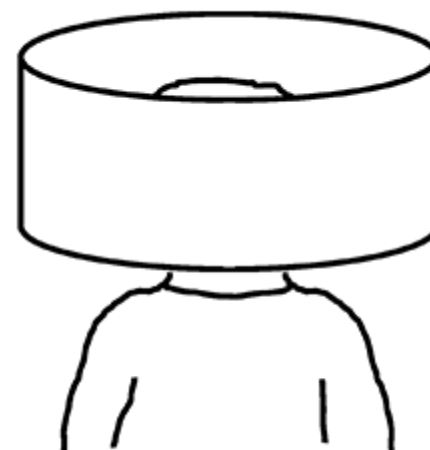
METHODOLOGY

BEFORE PRESENTING AN IDEA OR CAMPAIGN I RUN THE CONCEPT THROUGH 4 FILTERS.

Is the idea insight driven?	Is the exchange fair?	Is there transparency?	How are we measuring and learning?
The idea must resonate with our target consumer.	Are both sides benefiting from the transaction.	Have we explained what we plan to do with the consumers data.	

JUMP TO MY PERSONAL SITE

LEGO

Cadbury

ABSOLUT.

new balance

open serve

BMW

MINI

MTV

bp
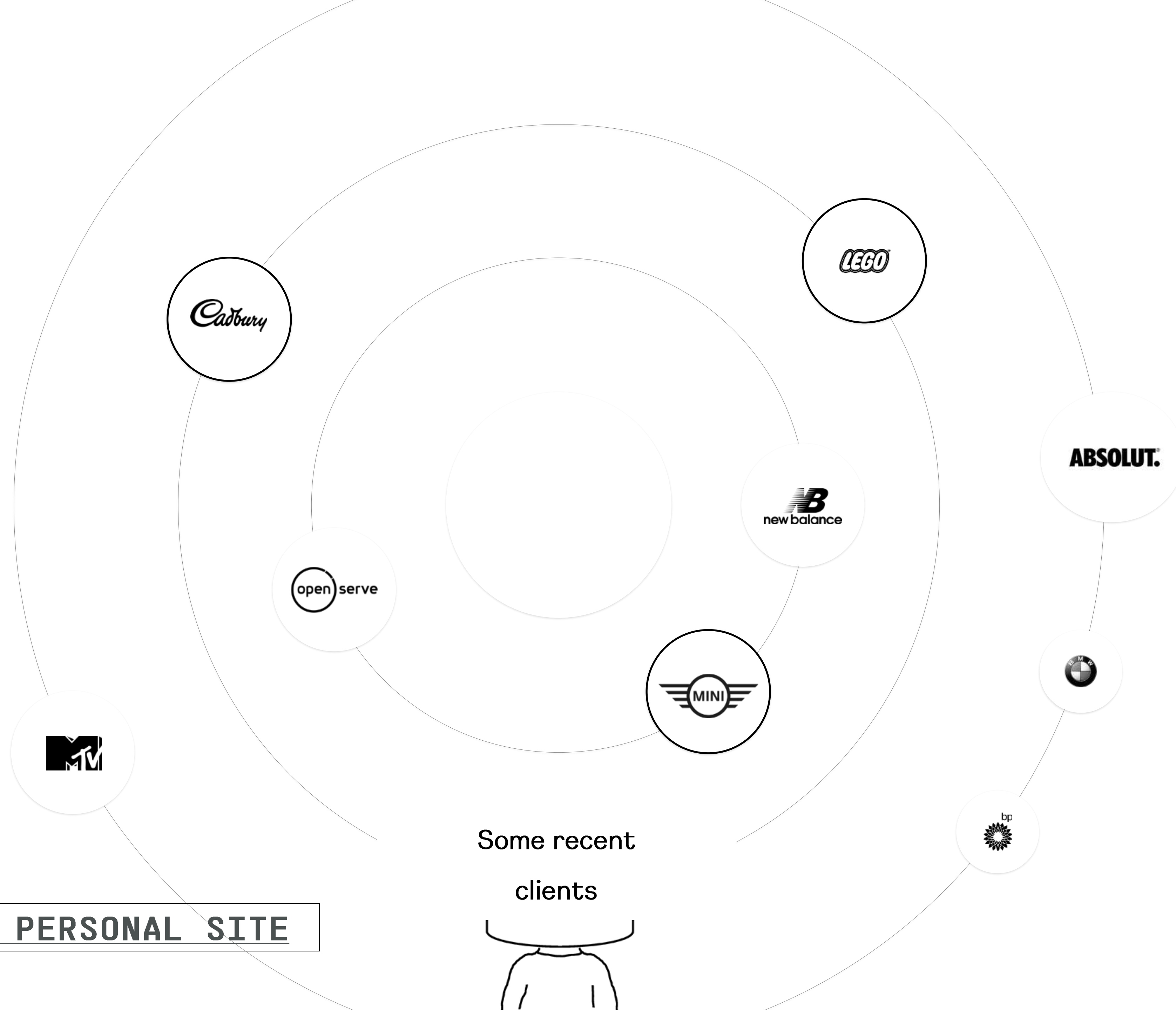
Some recent

clients
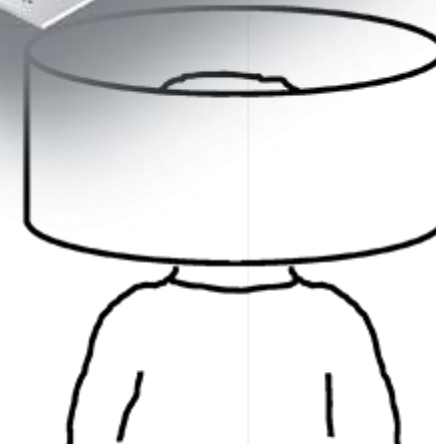
WebXR

We create compelling digital experiences that tell your brand's unique story. No challenge is too small or too big, and we love them all, but most of all, we love creating cool stuff that people enjoy using.

Whether you're a world-famous brand looking for a new approach or an independent coffee brewer - we want to work with you!
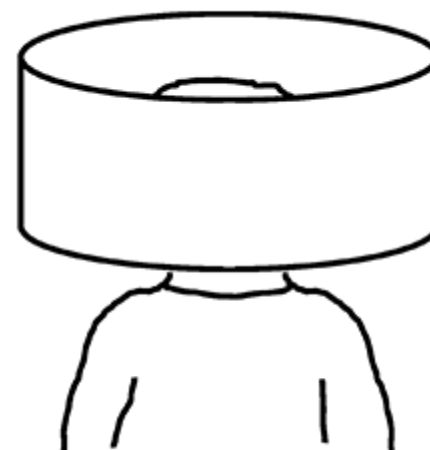

JUMP TO MY PERSONAL SITE

"Now, XR advertising is being hailed as the Holy Grail for building brand affinity. Advertisers can incorporate immersive VR environments and experiences into content such as display, video, and games.

The format draws consumers more fully into a brand's world, and this greater immersion brings greater engagement, helping to build emotional connections that motivate consumers to buy into, and buy from, brands. "

Forbes.com

JUMP TO MY PERSONAL SITE

WebXR

WebXR is an API that allows developers to create XR experiences;

WebXR is a catch-all term that spans AR,VR and newly-developed Immersive Technologies.

EMOTIONAL AND VISCERAL CONSUMER EXPERIENCE

Augmented Reality

Mixed Reality

Virtual Reality

Event Invitations

Video

Audio

Downloadable Content

Incentives for Engaging

JUMP TO MY PERSONAL SITE