

AN INTERACTIVE PACKAGING WITH AUGMENTED REALITY TECHNOLOGY TO BOOST PROMOTION CASE STUDY: LC MERCHANDISING SDN BHD (UPIN IPIN STORE)

Nur Hanis Binti Ezan

Universiti Teknologi MARA UiTM Puncak Alam, MALAYSIA

E-mail: hanisezan17@gmail.com

ABSTRACT

LC Merchandising Sdn. Bhd. (LCM) is the company that produces the 3D animated series “Upin & Ipin”. All products by LCM are licensed and approved by LCP. LCM’s merchandise comes in a wide variety of products ranging from stationery, apparel to bags and toys. These come with more than 100 selections and one of the products is Upin Ipin Squeezy toy. In the past, plastic bags were used as the packaging for this product. Therefore, the objective of this research is to develop an interactive printed-based solution which is a box packaging for the Upin Ipin Squeezy toy. This newly-designed packaging comes with a value-added and high impact innovation that incorporates augmented reality (AR) technology. The processes involved research into opportunity identification, concept exploration, and refinement. The outcome of this research is hoped to stimulate and boost interest among the young consumers.

Keywords: interactive printed-based solution, a value-added and high impact innovation

1. INTRODUCTION

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2. MATERIAL AND METHOD

The material used for this project is art card 350 2 sides. This project starts from briefing, project planning, research design die line, and design concept. This project is printed using an offset printing machine; Heidelberg 75 XL and the finishing chosen for this project is glossy lamination to enhance the colours of the design and to protect the material from cracking. Besides, to make the project durable to dust. The design is made using Adobe Photoshop.

3. RESULTS



Figure 1. Open size of the project



Figure 2. Final product

REFERENCES

1. TM & © 2005 - 2017 Les' Copaque Production.



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Kelulusan daripada pihak YBhg. Profesor dalam perkara ini amat dihargai.

Sekian, terima kasih.

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