# **Day 5-8**

**December 13th- December17th**

# **The aims:**

* Make you able to mention different ways companies can use CSR in their marketing
* Help you understand the AR technology
* Make you able to develop marketing materials with AR technology

# **Task 9**

**Marketing ECCO through CSR using AR**

You are working in the Marketing department at ECCO and want to make an campaign to show your customers that ECCO takes a social responsibility for the world around them. ECCO is working diligently with some of the sustainable development goals, They continuously support various humanitarian organizations and ECCO is working hard on living up to their code of conduct– but you do not think that your customers are fully aware of this.

You have seen how companies who ECCO compares themselves with – such as LEGO- have successfully used AR in their marketing strategy and you have therefor planned to use AR to image ECCO as a responsible company who does their part in relation to reaching the sustainable development goals. The Main idea of the campaign is to transform the shoeboxes into Marketing material with several AR content which informs the different target groups of ECCO of the above.

Danish information:

<http://www.emu.dk/sites/default/files/Code%20of%20Conduct%20-%20p%C3%A5%20dansk.pdf>

[https://dk.ecco.com/da](https://dk.ecco.com/da-DK/Search?sort=bestsellers_14-1&gclid=EAIaIQobChMIzrn-vfjO9AIVqP_ICh35aAPMEAAYASAAEgJzMfD_BwE)

The assignment is to:

Choose which target group you want to work with: children, young people (16-35) women 35 or men 35+

Make a physical design for the shoebox

Make AR content for the shoebox (minimum 5 different content areas) Content could include information on the product, on CSR, on Sustainable development goals, on code of conduct, on the company ECCO etc. The content should be relevant for the target group and you must be able to explain the relevance between content and targetgroup. Your content should include minimum 1 movie-clip produced by yourselves.