

UNLOCK GROWTH POTENTIAL IN THE
POST-MOBILE ERA

VAGGELIS REKKAS
Head of UX, Trebble



We are a mobile agency.

We craft mobile solutions that activate growth.

Since 2010, we are trusted by

WIND

intralot



/DATA

Vermantia
immersive gaming



TREBBBLE



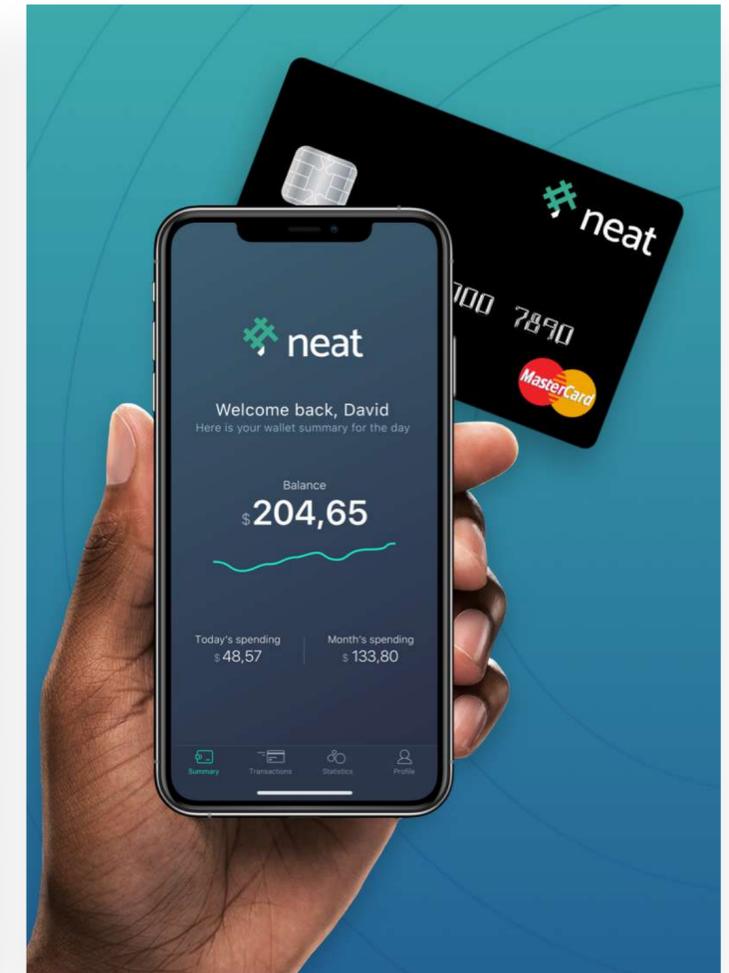
Since 2012, we help WIND offer engaging, personalised experiences to its postpaid & prepaid customers.



We envisioned and built Mobile Lottery, a product offered by Intralot to its customers, globally.



We empowered the largest loyalty scheme in Greece, via location-based campaigns.



We helped a Hong Kong based fintech startup to create a modern digital bank and raise \$16.5M in funding.

What is the

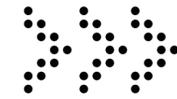
POST-MOBILE ERA

**MOBILE APPS
EMERGE**

Starts at 2007

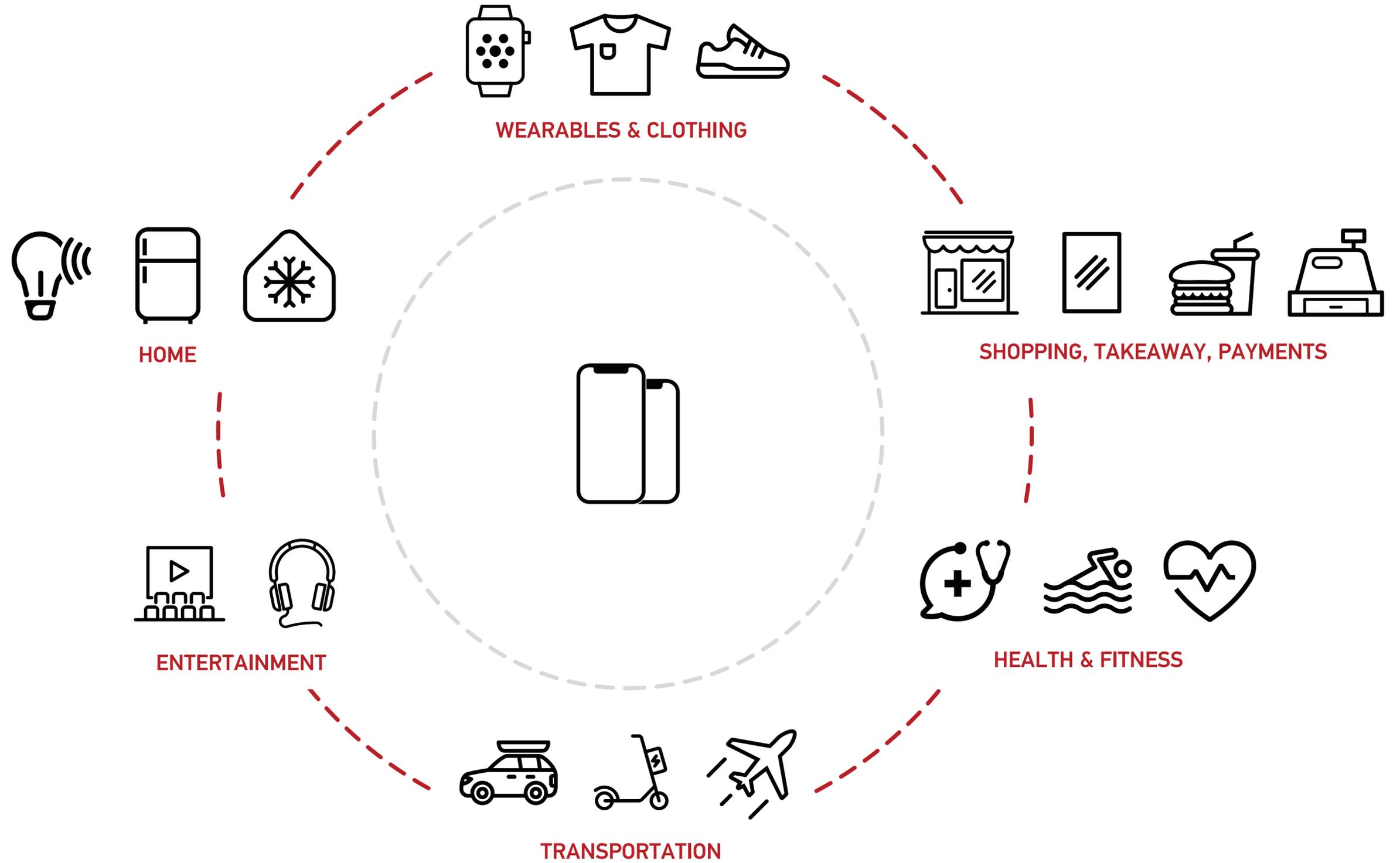


**MOBILE-FIRST
ERA**



**POST-MOBILE
ERA**

POST-MOBILE ERA



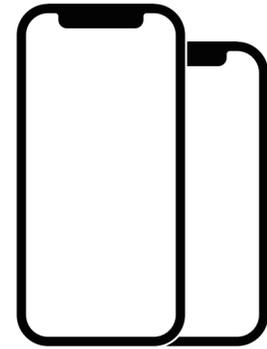
POST-MOBILE ERA

Big Data

ML
Machine Learning

AI
Artificial Intelligence

Voice



Blockchain

IoT
Internet of Things

AR
Augmented Reality

VR
Virtual Reality

POST-MOBILE ERA



MOBILE BECOMES INVISIBLE

Apps & services that do not require user action in order to perform a task. They just work for you, without you.

Let's dive into

EXEMPLARY CASES

What all these cases have in common?

SPECIFIC

User targeting

CLEAR

Business goals

CREATIVE

Mindset

STRATEGIC

Digital transformation

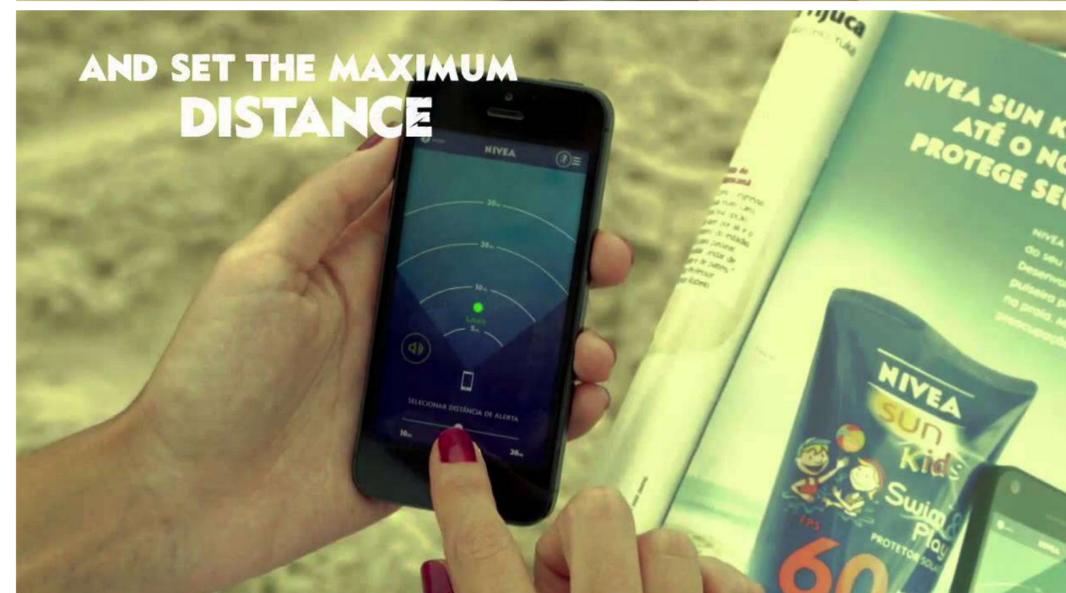
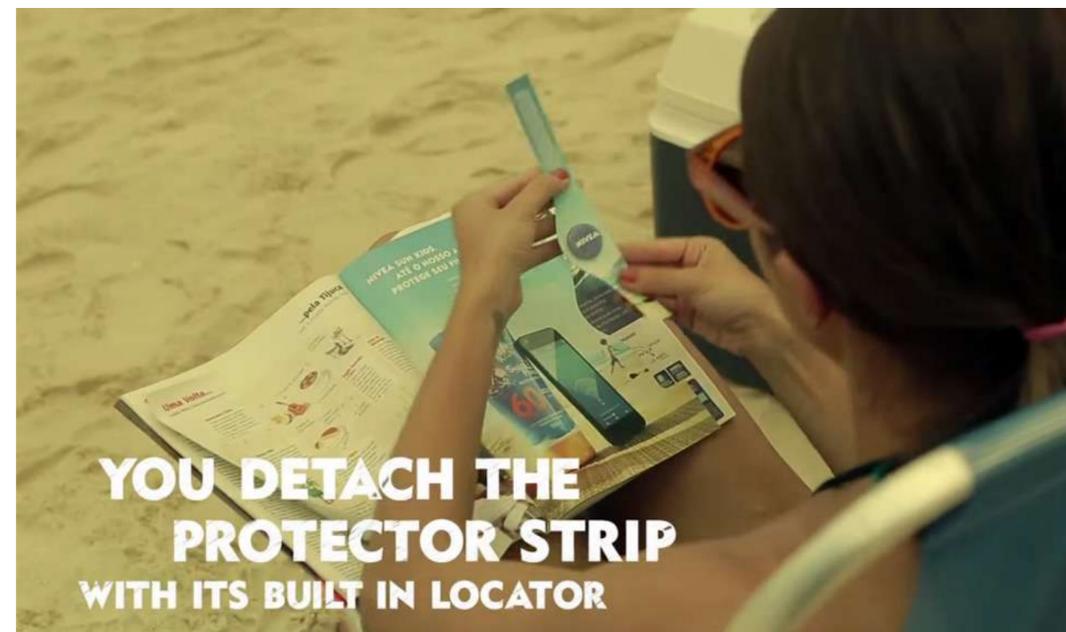


Creatively combine mobile, print, and IoT.

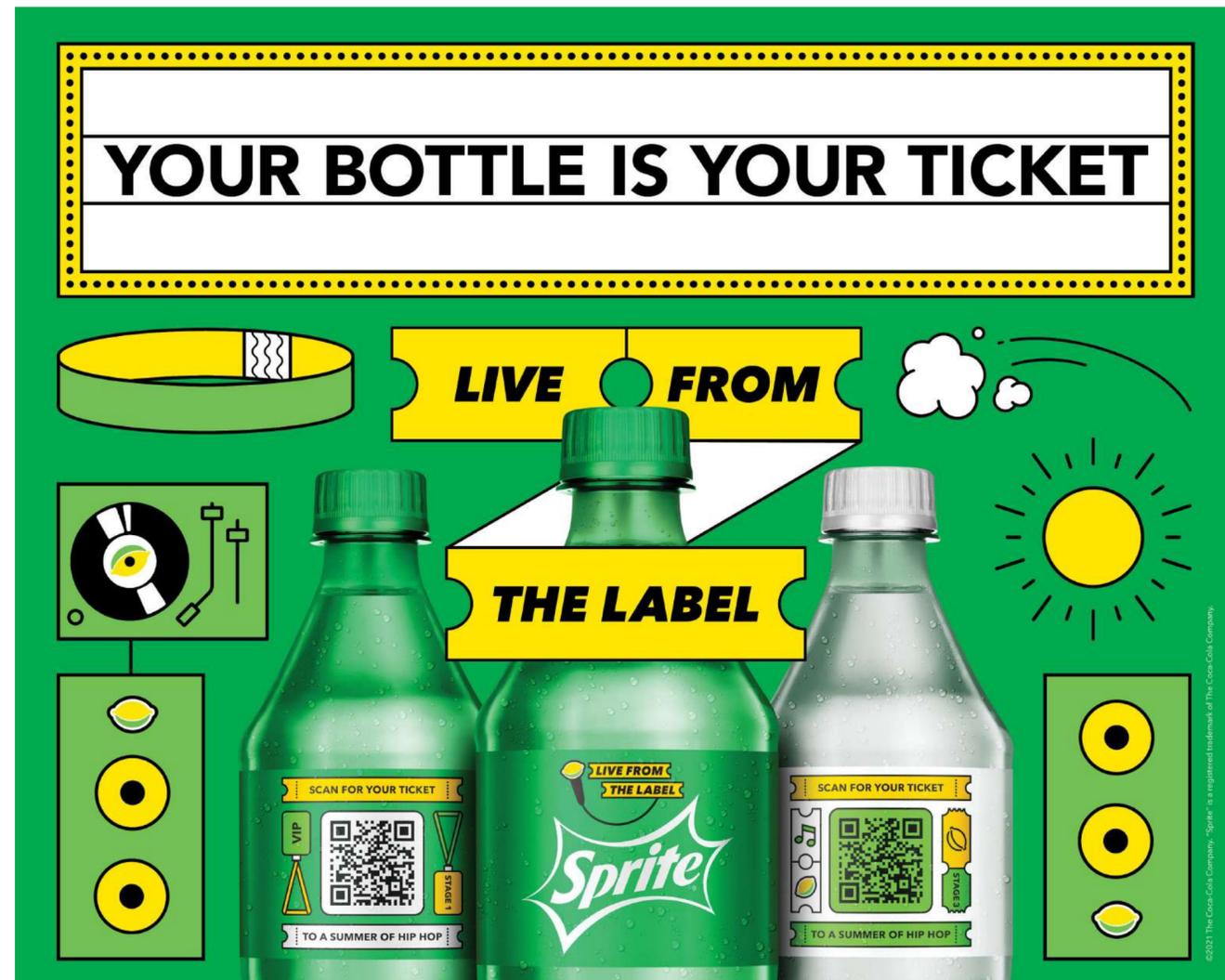
Parents controlled the maximum distance their kids could go away. If distance exceeded, alert was sent to the app.

Challenge: Protect children from getting lost on crowded Brazil beaches.

Goal: Win new customers. Indeed, for the first time, NIVEA SUN KIDS was the segment's sales leader, with a 62% increase in Rio de Janeiro.



Mobile Grand Prix Winner



Promote virtual concerts during the pandemic.

In summer 2021, Sprite turned scannable bottles into tickets for virtual hip-hop concerts, called "Live From The Label".

Customers scan QR codes featured in specially marked bottles which unlock tickets to livestream concerts, replays of previous shows, exclusive giveaways, and more.

Sprite managed to continue brand's 35-year connection to hip-hop culture and deepen youngsters engagement, even during pandemic.





Turn your pizza box into an arcade game.

On March 2021, Pizza Hut introduced limited-edition pizza boxes featuring QR codes that, when scanned, allowed users to play an AR version of Pac-Man.

Players that shared their scores on Twitter, along with the hashtag #PizzaHutARcade, got the chance to win a custom Pac-Man game cabinet for their home.

The "Newstalgia" campaign brought together timeless arcade game with modern innovations and helped Pizza Hut boost sales and brand awareness





STEP 1
BUY 2 PRODUCTS



STEP 2
SCAN CODES



STEP 3
CASH IN



Reward youngsters for repetitive purchases.

Drive loyalty among cash poor millennials & Gen Zers, a target group already familiar with mobile payments.

Customers earn back 10% of their purchases, directly to their Paypal account.

Initiative is built upon the fact that cashbacks can help youngsters make their limited cash go further; and at the same time, ensure brand consideration.



Encourage recycling. Reward with free rides.

In an effort to promote brand's sustainability initiatives, Coca-Cola partnered with mobility company Lime.

Users upon consuming new bottles made from 100% recycled plastic, register their pledge on a branded microsite, and get a free, 10-minute ride on a Lime electric scooter.

The initiative targets Gen Z, the demographic most interested in micromobility (44% of them plan to increase use of alternative travel compared to pre-pandemic)





Reward customers for product usage. Not purchases.

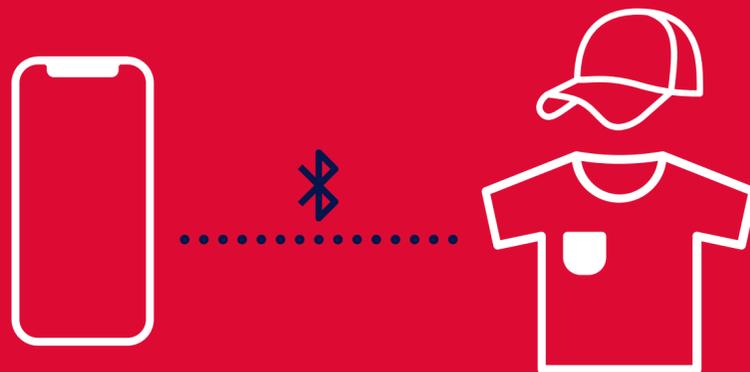
Hilfiger's smart clothing aims to reward customers for wearing Hilfiger clothing, that come with smart-chip embedded technology.

Users pair the Tommy Jeans XPLORE app with their t-shirts, jeans, caps, jackets, and more.

The more they wear smart clothing the more points they collect. Points can be redeemed with gift cards, signed merchandise, concert tickets, and more.

Privacy note: Chips are encrypted and can be turned off at any time

PAIR CLOTHINGS WITH APP



WALK. EARN POINTS



GLASSES
.COM

WARBY PARKER

Virtually try-on products. Enhance shopping experience.

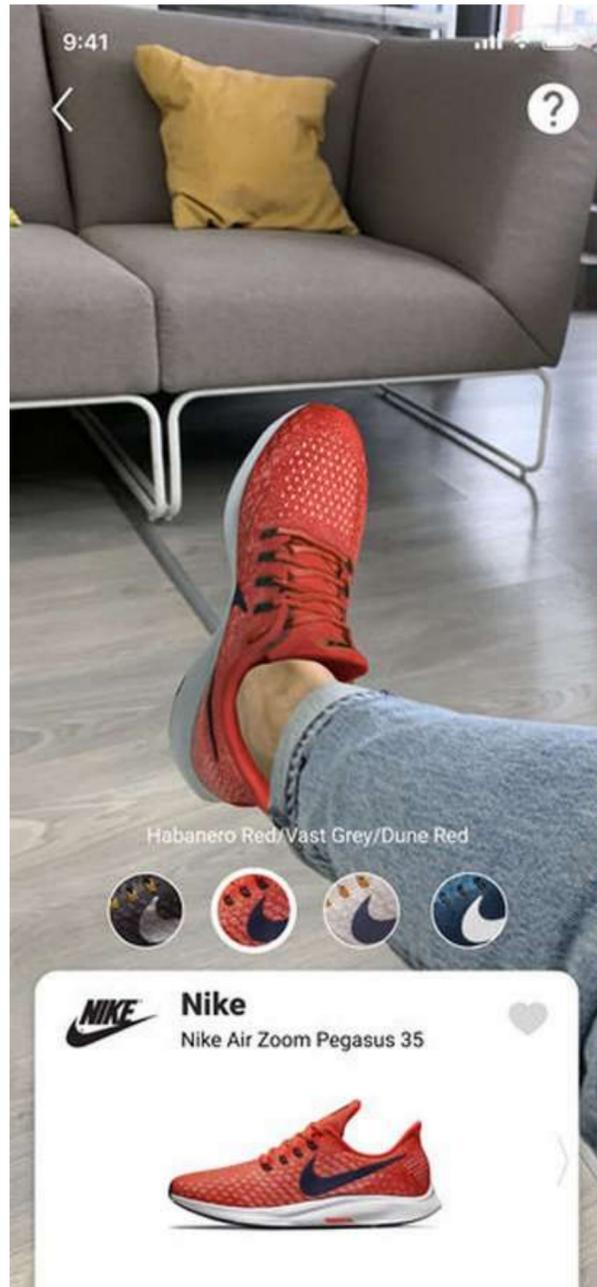
Try products virtually, using your mobile device, and shop them at the comfort of your home.

A great idea to drive (online) sales, reduce product returns and engage with younger consumers.





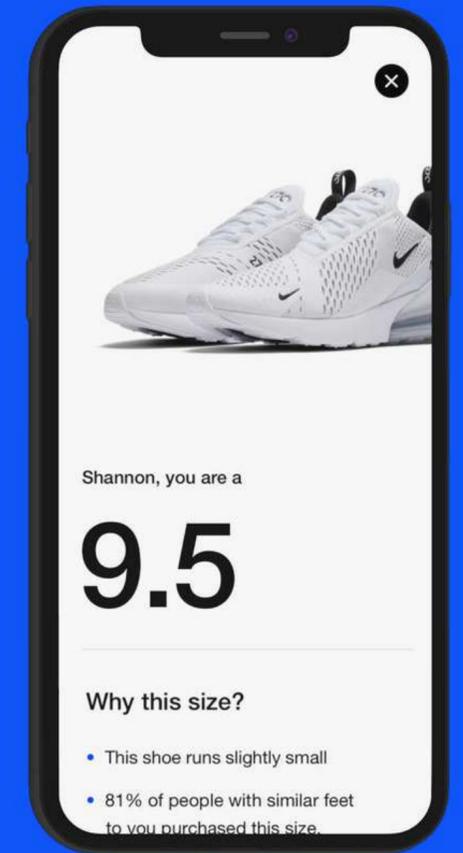
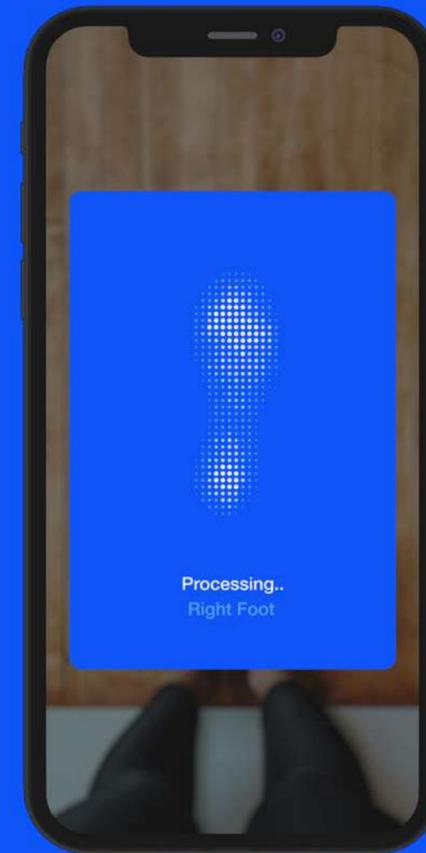
INKHUNTER



Pick the right model
for you



 FIT



Pick the right size
for you



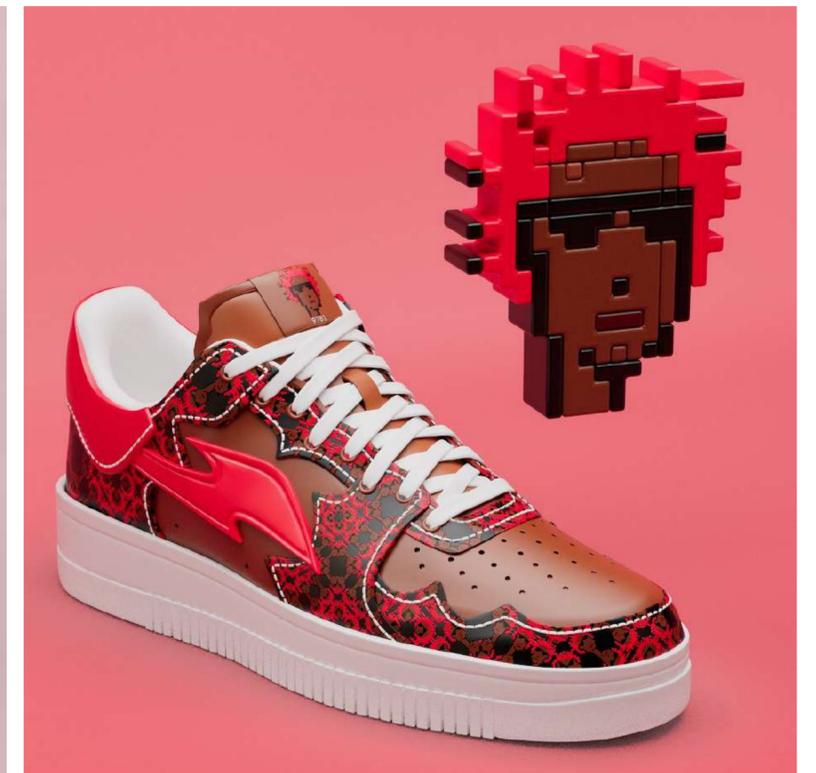
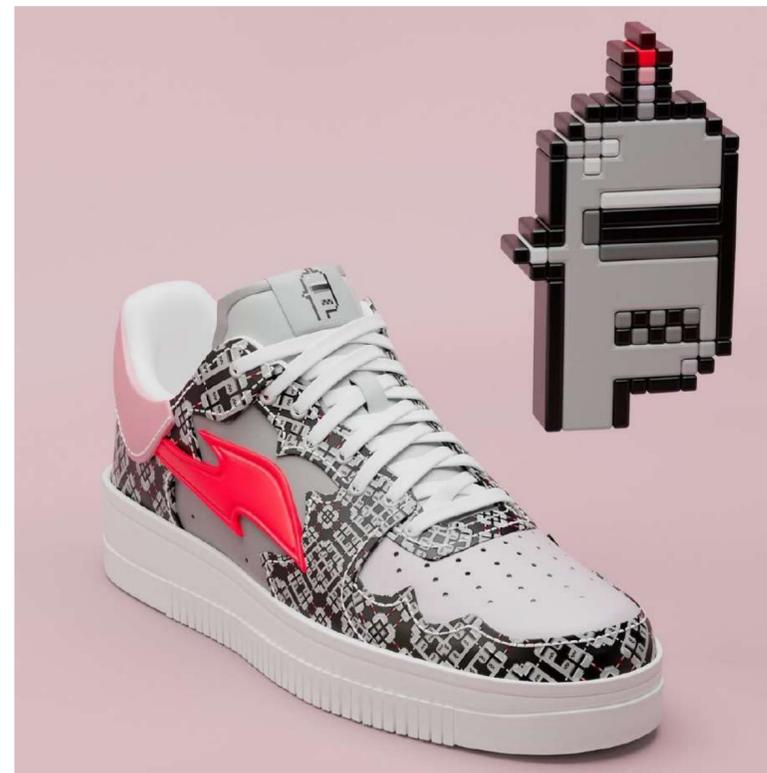
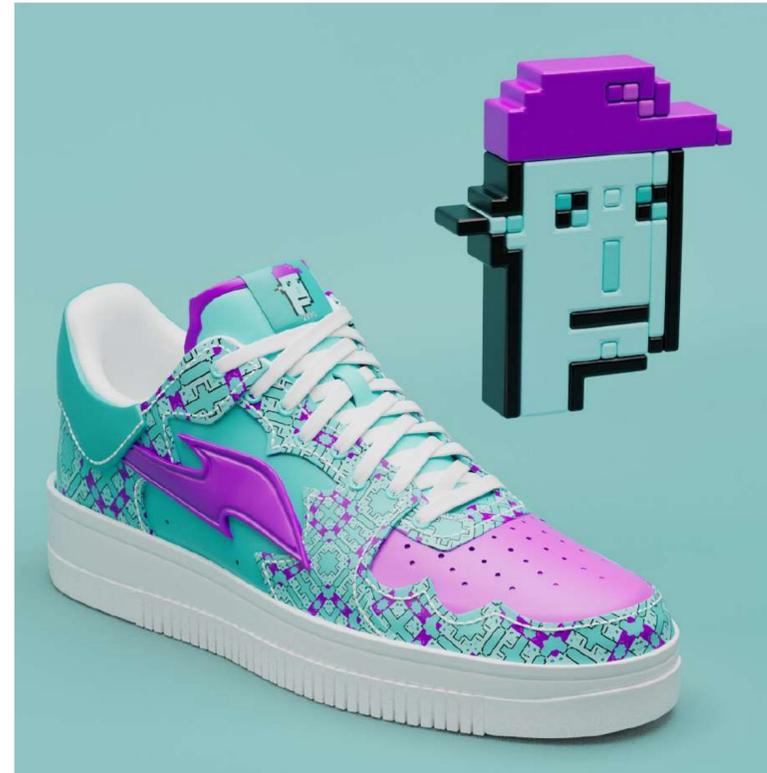
Turn NFTs into sneakers. Your sneakers.

RTFKT crafts 10.000 unique sneakers, one for each one of the 10.000 unique CryptoPunk NFTs.

CryptoPunk NFT owners - and only them - can redeem their NFTs for these unique, real-life sneakers.

Blockchain ensures authenticity & uniqueness.

RTFKT Studios was formed in Jan 2020.



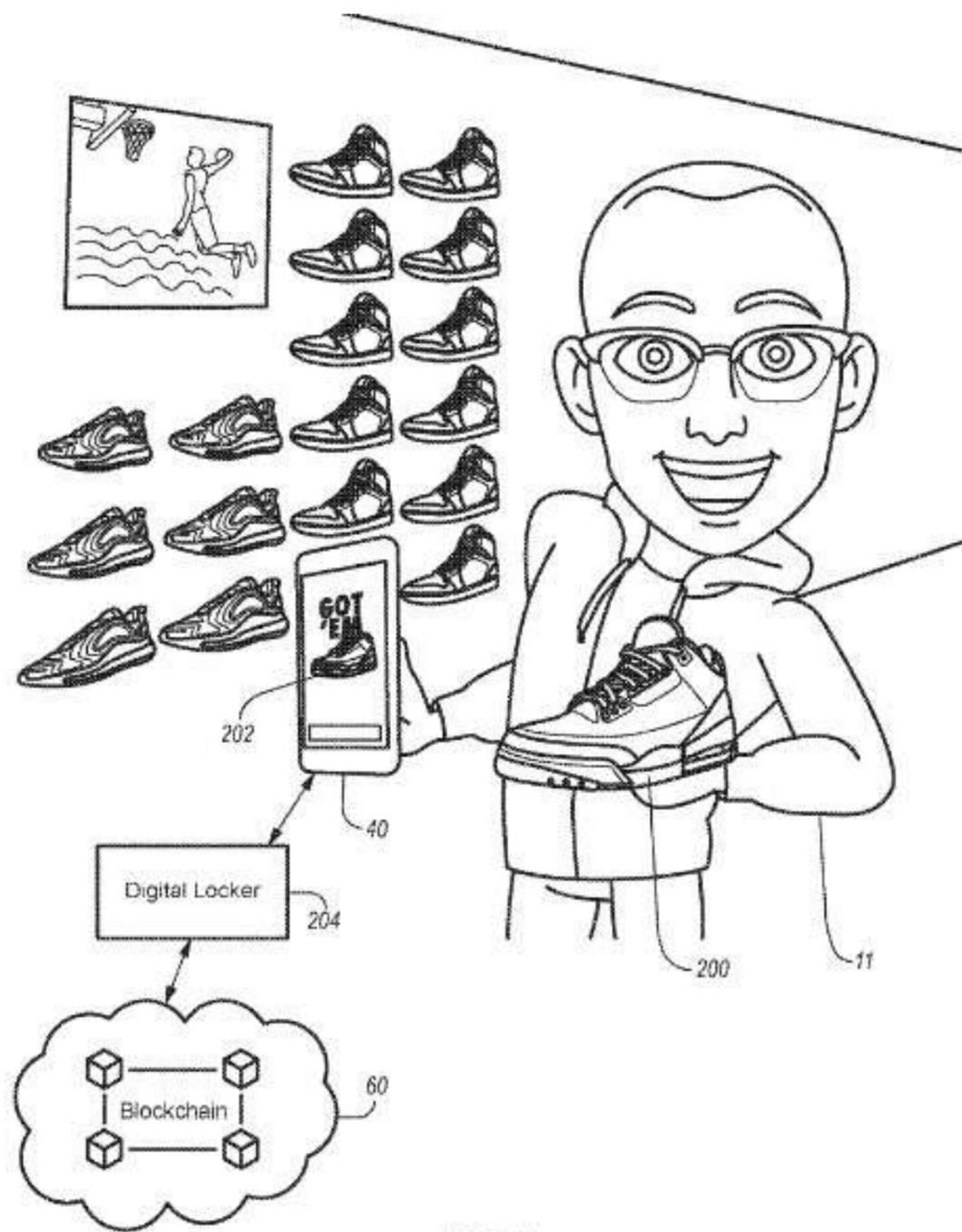


FIG. 7

Patent for blockchain-based sneakers.

Patent submitted on Dec 2019

Patent outlines a system whereby blockchain is used to attach cryptographically secured digital assets to a physical product (in this case sneakers).

Via blockchain, Nike will track the ownership and will verify the authenticity of sneakers.

When users buy a “CryptoKick”, they also receive a digital asset attached to this unique pair of shoes. When sneakers are sold to someone else, both shoes and associated digital assets are transferred.



PROBLEM & OPPORTUNITY

People waste up to 5hrs/day
into their cars



SOLUTION

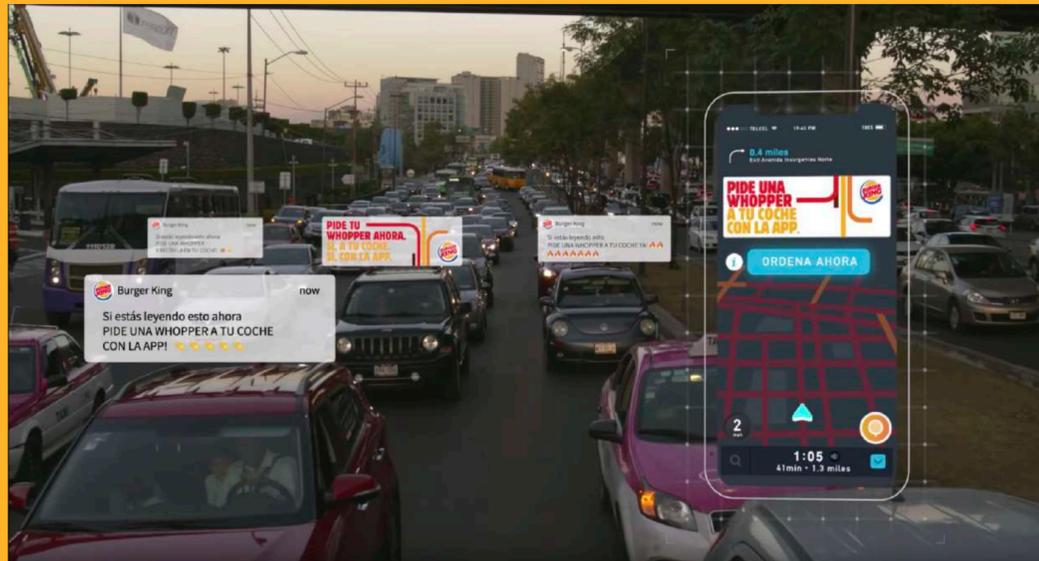
Order on the move.
Get your food on the move.





SUCCESS ELEMENTS

Creatively combine mobile, IoT, voice interactions, ML, digital signage, ...





RESULTS

Tremendous impact on sales and brand consideration.

Successful model that will be transferred to other congested cities, too.



What post-mobile means to
YOUR BUSINESS

#1

START THINKING FORWARD. NOW.

Your business needs to be prepared. **Act timely. Act strategically.**

#2

TRADITIONAL BUSINESS MODELS CHANGE

Digital transformation is a strategic decision; should be embraced across the whole business hierarchy.

#3

INVEST IN GREAT UX

Despite the rich - and more and more accessible - technology, the No. 1 rule is: **Focus on creating value for your customer,** for your brand, and for your team.



www.trebbble.co