

# GDR CREATIVE INTELLIGENCE

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# Integration of Social Media and Digital into Retail

Social media driving footfall, loyalty and data capture

-FourSquare is an application encouraging users to explore their city by awarding points for 'checking in' at bars.

-[www.foursquare.com](http://www.foursquare.com)

New revenue streams from Facebook, music videos...

- Udorse allows users to tag and endorse items and locations in their Facebook photographs, and earn commission if their friends buy the items they recommended.

[www.udorse.com](http://www.udorse.com)

Social media moving into physical spaces

- Hub Culture is a physical venue for its online network members to work, socialise and share ideas.

[www.hubculture.com](http://www.hubculture.com)

## Augmented reality and layering of information

- Layar, an augmented reality browser for Google Android mobile phones that allows users to view information about their surroundings using the camera on their handset.

[www.layar.com](http://www.layar.com)

- Roque customers can virtually try on its collection of jewellery at home using a 3D application called Holition.

[www.roquelondon.com](http://www.roquelondon.com)

## Interactive advertising and signage using wifi and bluetooth

- IKEA Mobile Interior Planner is a free mobile application that uses augmented reality to allow customers to visualise its new Ikea PS furniture range in their own homes.

[www.ikea.com](http://www.ikea.com)

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2. New revenue streams from Facebook, music videos...
3. Social media moving into physical spaces
4. Augmented reality and layering of information
5. Interactive advertising and signage

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