**OPEN INNOVATION LAB - UDJG**

**Annex 4 – Challenge Template**

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| 1. **Name of the challenge** *(short, powerful and inspiring description):*  * ***Design of a brand image promotion tool prototype by means of Augmented Reality*** |
| 1. **Context*:*** *(what is the background information behind the challenge, what is the state of the art of the sectors, the role of the organization in this context, the target group to whom the solution need to be addressed, etc.)*   *The seeker is interested in discovering the possibilities to integrate the capabilities of Augmented Reality (AR) technology within social network onlines, so that the experience of online social networks‘ users will be enhanced by means of high interactivity. The seeker is also eager to find out how to design a brand image promotion tool, capable to analyze in detail the experience and behavior of the users. The AR tool will prove how marketing performance is achieved through online social networks.* |
| 1. **Problem:** (*what i*s *the problem that needs to be solved, why is important to solve, impact of this problem in the close future, impact of the problem on local or international area)*   *The future users of the application that will be developed on the basis of the prototype proposed by the solvers will only need a mobile device with the latest generation camera to scan the image of a brand logo, thus ensuring instant access to its associated profile on its accounts LinkedIn, Twitter, Flickr, Youtube, Spotify, or other networks.* |
| 1. **Additional info (for internal use):** *(what is expected to be delivered by the team (idea/concept/prototype), what are the specific tools & instruments that shall be used (e.g. Programing language etc), what are the asset (as: knowledge, materials) will be given to the team.*   *The solvers‘ team should design the brand image promotion tool prototype, without expecting from them technical expertise to develop it.*  *Solvers are strongly advised to attend Design Thinking and Marketing modules from the DA-SPACE training program in order to gain relevant knowledge about the possibilities to deliver a genuine solution.* |
| 1. **Skills of the team** (optional for the seeker, but useful for internal use)**:** *what specific skills shall the team have in order to address the challenge.*   *Solvers should prove skills in Online Marketing and the capacity to learn about the applications of Augmented Reality tools in Marketing.* |
| 1. **About the Seeker:**   *- Description of company/institution:*  *- Description of the specific unit/department/function that opens the challenge and how the challenge will be integrated in the company vision*  *- Brandvertising S.R.L. Galati (*[*https://www.brandvertising.ro/*](https://www.brandvertising.ro/) *) is a startup based in Galati, which provides two innovative promotion services: virtual reality 360 degree tours and Google Street view virtual tours. The startup growth is based on the testimonials of satisfied clients.*  *- Through this challenge, Brandvertising is looking for young talents‘ creativity. The company seeks to provide solvers future career opportunities.* |