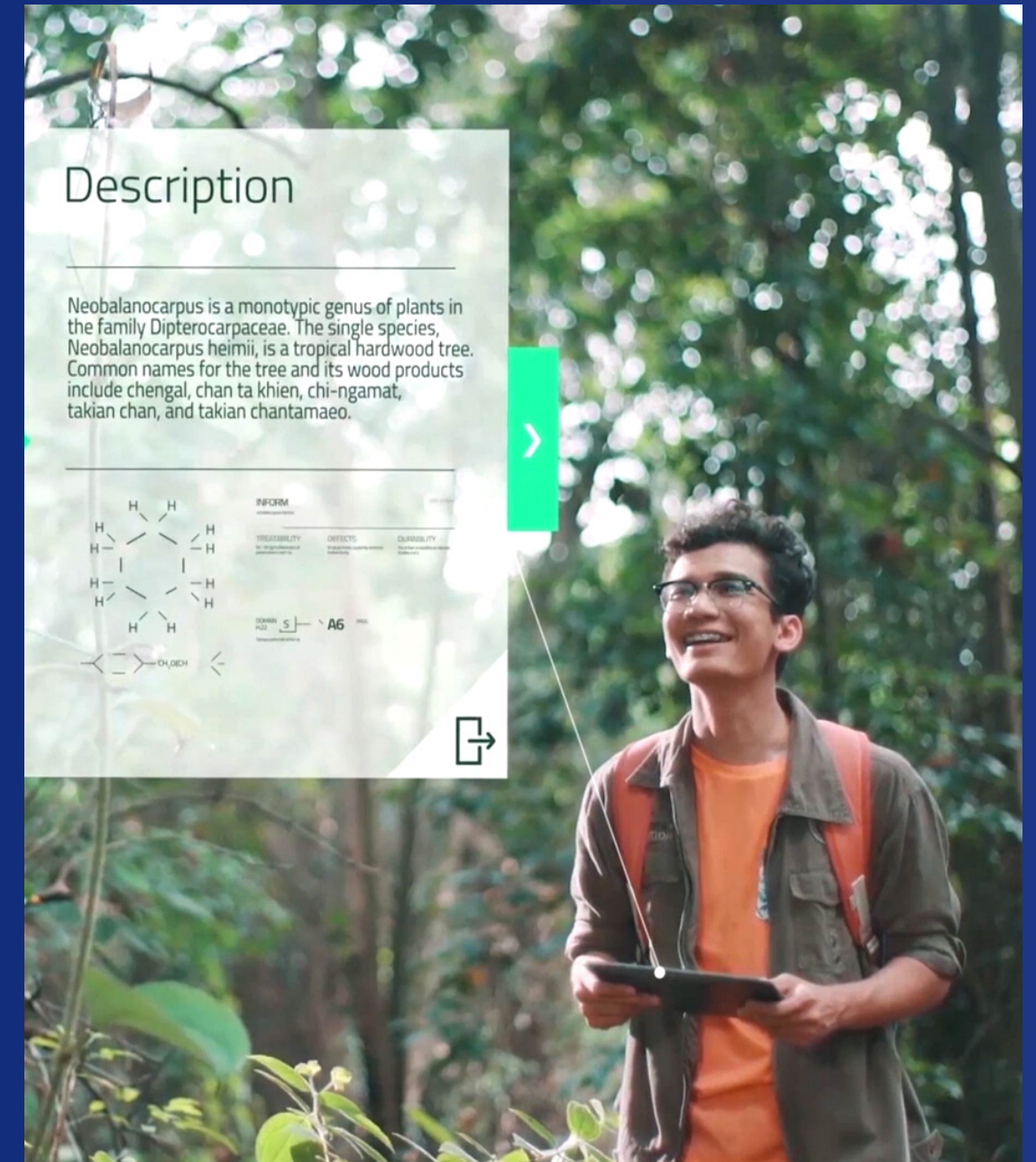


A STUDY CASE

# TM AURA

Commercial & Advertising



PURPLE PERFECT

# TM AURA

## Study Case

Telekom Malaysia (TM) is the leading telecommunications company in the country. TM R&D Augmented Reality Application (AURA) was launched during the TM Annual General Meeting in 2015. AURA enables users to receive more information such as videos by pointing their handheld devices to selected markers.

The company aims to transform the way Malaysians connect, collaborate, and communicate. It also taps into mobile technology and seeks to offer true convergence to their customers.



Type: Commercial Video  
Duration: 3mins





COMMERCIAL VIDEO PRODUCTION

# Summary

The telecommunications industry has always been engaged in sharing information and making communications easier. The digital world, however, is continually changing and new technological inventions are released every year; thus, competition is high and using marketing strategies to skyrocket a new service offer is challenging. That is why we helped TM in demonstrating its Aura advance capabilities and attracting more investors through a guided visual presentation.

TM Aura is Telekom Malaysia's newest offer to its customers. It is a mobile application that aims to get all information you need at the palms of your hand. It scans images and directs you to a rich content. It is an all-new augmented reality experience that will change the way people look at things. In our video, we emphasize its amazing features, educate the audience on its functions, and promote it.

# What we did

The key in engaging and convincing the audience is to showcase information through carefully planned cinematography and visual effects, which help in demonstrating the product's futuristic function and its overall value.

## 1) Designing Marketing Pitch

Aura is a tool that would virtually transform our everyday experience. It allows one to access information like never before—faster and more secure. With extensive information at hand, we can make better decisions. Attracting investors.

Demonstrate the product's capability, opportunity and potential to create more innovations and tap into augmented reality technology.

## 2) Increase Public Awareness

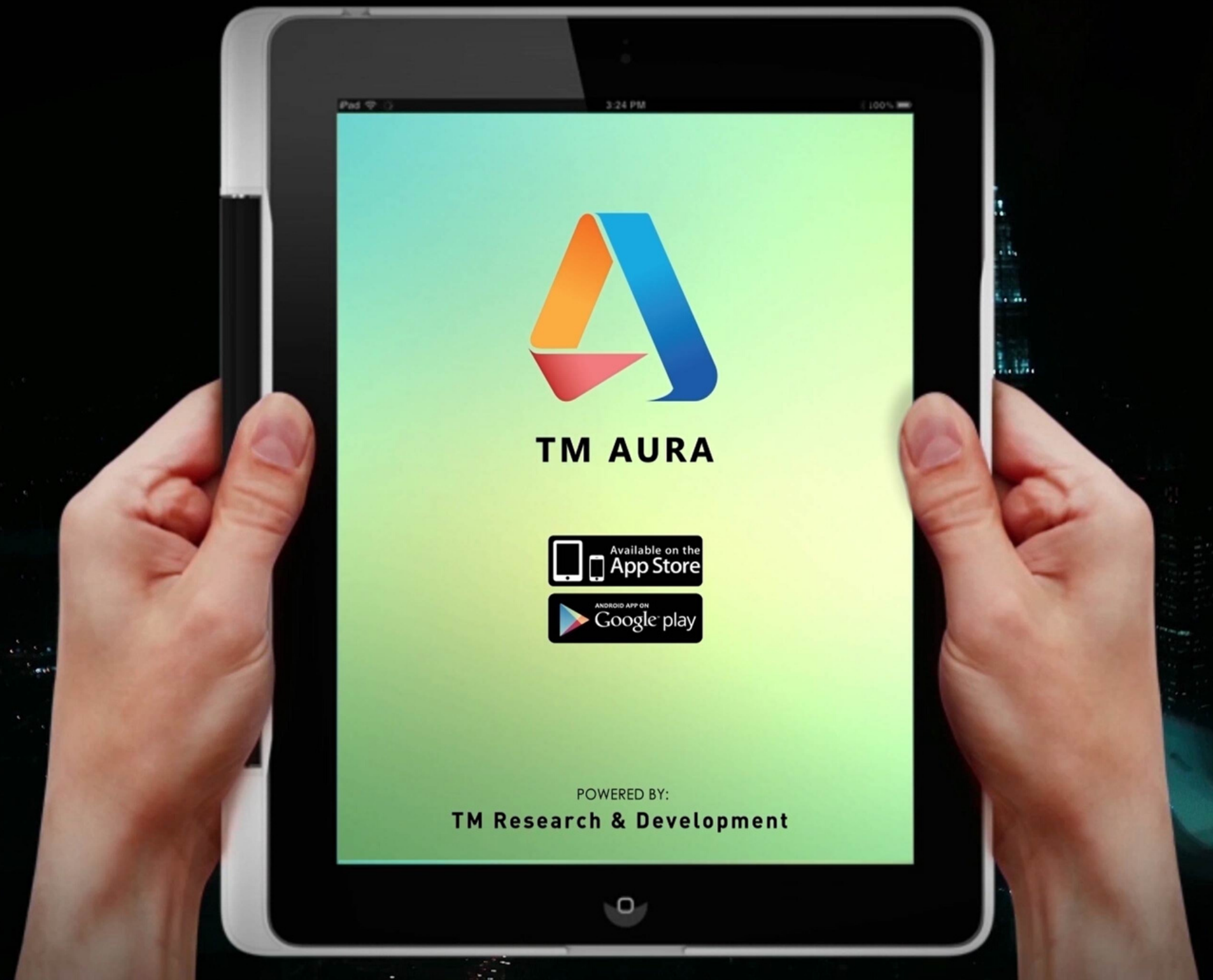
Reach a wider audience and promote TM's app to all smartphone users by using a creative visual tool.

## 3) Educating Audience

Educate audience on the latest innovative app and its unique functions that can help in your everyday life.

# The Core Product

With a high-quality video, we are able to create better public awareness about the latest Augmented Reality innovation, TM Aura. More and more users are attracted to use the app and advertisers are jumping on board. Being a unique product, it is not difficult to reach out to a wider audience. The demonstration on how the app works is successfully accomplished.



# Get Free Planning

Turn Your Vision Into Reality

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