

## BACKGROUND

Canon India Pvt Ltd is the world leader in imaging technologies. Canon takes pride in not only bringing quality products to the market; but also contributes to minimizing environmental pollution through effective application of environmental technologies.

## BUSINESS CASE

Canon India recently launched new models of the PowerShot range roping in Bollywood actor Anushka Sharma as their brand ambassador. With the new models in the market, Canon wanted to create awareness of the new range of cameras through their print ads reaching out to the right target audience. The objective was to catch the attention of their audience in a unique way.

## SOLUTION

Canon print ads were POINT enabled to deliver various engagements to the users on capturing the print creative on any media. Users could engage with the brand by capturing the print ad through their mobile cameras and get direct access to the Canon India website. Wide range of information about the PowerShot models was also delivered onto the users fingertips to make their purchase decision easier. Users also had direct access to the Canon Facebook page where they could share their opinion with their peers and also could see the various precious moments one would like to use the camera for.

- 1) DOWNLOAD POINT for free on your mobile, visit <http://poinart.mobi> OR look for "pointart" on your appstores
- 2) CAPTURE: Open application and capture canon print ad
- 3) Experience: To know "what makes us click"

**PowerShot**

**Canon**  
Delighting You Always

**ROAD TRIP SOIL DRIPS BAG OF CHIPS LAZY FRIENDS  
CRAZY BENDS LIVING IN TENTS AMAZING SCENES  
TORN JEANS ANYTHING EVERYTHING**

**What makes us Click**

PowerShot A2300 16.0 MP 5x HD ₹ 6,995/-

PowerShot A3400 IS 16.0 MP 5x HD ₹ 9,995/-

PowerShot A4000 IS 16.0 MP 8x HD ₹ 11,995/-

PowerShot A2400 IS 16.0 MP 5x HD ₹ 7,995/-

Log on to <https://www.facebook.com/canonindia> & Win a PowerShot everyday\*

EXPERIENCE THIS AD WITH AUGMENTED REALITY (AR)\*\*. Download Times InARct App for free on your mobile from <http://InARct.mobi> or SMS TOIAR to 58888. Through the App, capture the "What makes us Click" logo and watch the TV Ad and more.

Canon Dealer Locator: \*SMS 'CAN' followed by location NAME / PINCODE to 33636. E.g. 'CAN BUDHWAR PETH' or 'CAN 411002'. For more information visit Canon at [www.canon.co.in](http://www.canon.co.in) or call 37531213 / 1800 189 3366. Available at all leading retail outlets in your city. Insist on warranty card issued by Canon India Pvt. Ltd. \*\*Content open for a limited period only. Conditions apply. \*SMS Charges upto ₹3/SMS. \*\*Accessible on Mobile Phones with GPRS/WiFi connection. Terms & Conditions Apply.