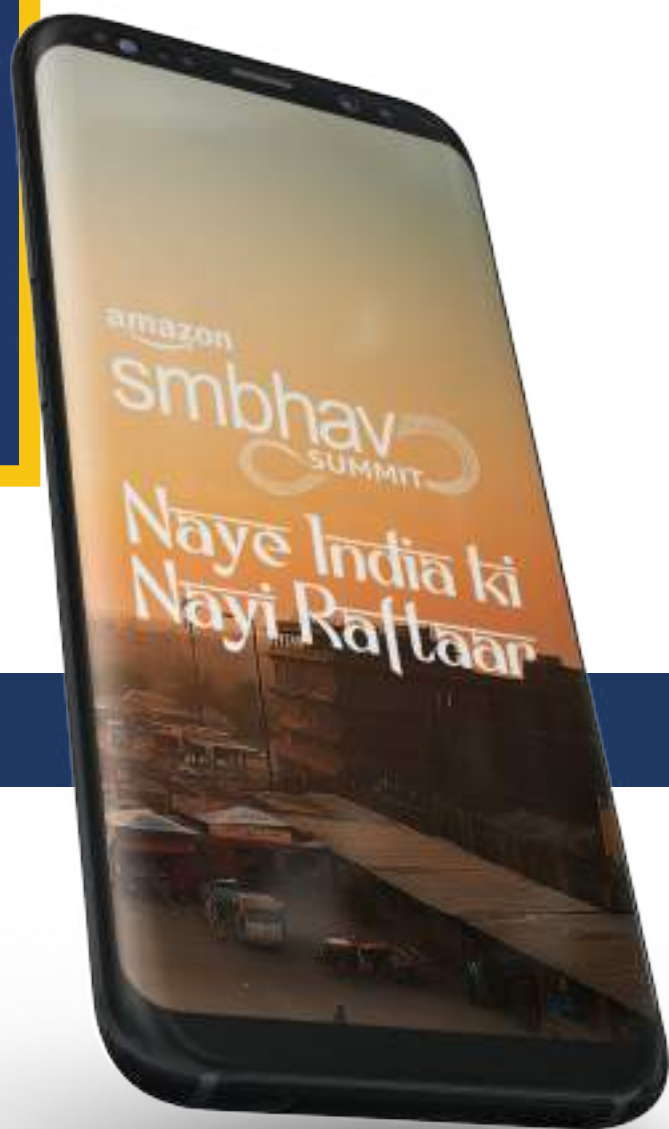




2024-2025

CASE STUDY

Amazon India Smbhav
2024



OVERVIEW

Client and Solution

Amazon India Smbhav 2024, a flagship event highlighting innovation and sustainability, partnered with MultiTV to modernize its digital experience. MultiTV delivered a suite of tailored digital solutions, spanning mobile apps and microsites, to create an engaging, interactive, and visually appealing event ecosystem. The collaboration focused on augmenting user interaction through augmented reality and dynamic web applications, ultimately transforming the event experience.

Project Case Study of

amazon
smbhav

PROBLEM STATEMENTS

Amazon India Smbhav 2024 aimed to elevate attendee engagement and streamline event interactions through cutting-edge technology. The key challenges included:

- Replacing complex backgrounds in mobile apps with simpler, branded visuals to enhance user image clarity.
- Providing a dynamic and interactive experience through real-time QR scanning and a live dashboard for the Swag Counter Android App.
- Creating engaging digital experiences via dedicated microsites for the Sustainability Summit and Awards ceremonies.
- Delivering a comprehensive, user-friendly Event Guide to navigate the event effectively.
- Implementing dynamic forms for the Awards Microsite to capture participant nominations seamlessly.



SOLUTION

MultiTV's Comprehensive Approach

MultiTV approached Amazon India Smbhav 2024 with a detailed, multi-phase digital transformation plan:

1. AR Overlay for iOS App:

- Removed complex backgrounds from user images and replaced them with a custom MultiTV-branded background to create a seamless AR experience.

2. Face of Progress for iOS App:

- Cropped user images to remove distracting elements, focusing on a clear, professional visual aligned with event branding.

3. Swag Counter for Android App:

- Developed an interactive QR scanning feature enabling users to collect digital goodies at event stalls, coupled with a live dashboard displaying user engagement in real time.

4. Amazon India Sustainability Summit Microsite:

- Designed and launched a dedicated microsite highlighting sustainability initiatives and keynote sessions.

5. Event Guide:

- Developed an intuitive, responsive web-based event guide (<https://eventguide.smbhav2024.com>) that provided schedules, maps, and essential information for attendees.

6. Awards Microsite:

- Created a dynamic awards microsite (<https://awardsnom.smbhav2024.com/index.html>) featuring six interactive forms for seamless nomination and voting processes.





RESULT

Transformation Achieved

The MultiTV solutions delivered transformative outcomes for Amazon India Smbhav 2024:

- **Enhanced Visual Experience:**
The AR Overlay and Face of Progress features provided clear, branded visuals on iOS, significantly improving the user interface and engagement.
- **Interactive Engagement:**
The Swag Counter Android App increased real-time interaction and participation at event stalls, fostering a lively and connected atmosphere.
- **Digital Innovation:**
Dedicated microsites for the Sustainability Summit and Awards introduced a modern, engaging digital layer that enriched the overall event narrative.
- **Seamless Navigation:**
The comprehensive Event Guide facilitated effortless navigation and information access, ensuring a smooth attendee experience.
- **Efficient Data Capture:**
Dynamic forms on the Awards Microsite streamlined the nomination process, enhancing participation and data accuracy.
- **Overall Impact:**
MultiTV's integrated digital solutions enhanced operational efficiency, boosted attendee engagement, and reinforced Amazon India Smbhav 2024's reputation as a forward-thinking, innovative event.