

Our internet picks of the week – 3rd Oct '19

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ANNA WIECZOREK - TRAINEE PLANNER/BUYER 03 OCT 2019

Marketers in today's always-connected, information-rich world are facing an important challenge: a consumer's brain can hold only so much information before it becomes fatigued. Therefore, brands are combining technology with live experiences to create real-world connections with their consumers. That gives brands greater experiential opportunities, opening up more meaningful and immersive environments. This week we are looking at how latest tech is bringing (in some cases, literally) brand experiences to life.

In the beauty industry personalisation is a crucial area of development, tapping into consumer desire for bespoke and well-tailored products. L'Oréal's La Roche-Posay teamed up with a Chinese tech giant Alibaba Group to create what is said to be the world's first artificial intelligence-powered mobile acne testing application. Effaclar Spotscan is an app designed for people with acne who have limited access to dermatologists to conduct professional skin-testing. Cosmetics companies are no longer only product-based brands, but they have quickly shifted to an experience-based model where they are becoming part of consumers lifestyle.

[Skin testing through selfies](#)

The Trainline is running an OOH campaign with posters which turn into train departure boards when viewed through a smartphone. A QR code is scanned and the user is taken to a microsite which transforms the poster into a departure board using the Trainline's API data. The Trainline aren't just using this technology to help users find their train times; they are also displaying personalised information on how much carbon dioxide can be saved by taking the train rather than driving a car.

[Billboard or departure board?](#)

HTC have created something special for *Doctor Who* fans in Shoreditch. Using the HTC Vive Cosmos headset fans will be able to step inside the Tardis and take up the role of the Doctor's assistant. The immersive experience includes a full-sized Tardis that will sit outside the venue with a door covering the entrance.

[Step into the Tardis](#)