



Viewtoo started small, but ambition, an awesome team, and great execution helps them rise to become one of the leading AR agencies in Italy in just 3 years

Established: 2015

Location: Milan, Italy

Employees: 8

Website: <https://www.viewtoo.it/>

Background:

Viewtoo believe in destiny. Ever since a chance meeting with the Zappar team at an event in Berlin in 2015, the company has seen it as their mission to evangelize AR in Italy and southern Europe, and create fantastic content for some of the regions biggest brands. Having assembled a team packed full of creative designers, copywriters, developers and artists, Viewtoo has the expertise to advise corporate clients how to tell their stories and engage their audience through AR.

Here are some of the key lessons that Viewtoo learned along the way:

1. Hire the right people (and don't be afraid to outsource)

Viewtoo worked closely with Zappar in the early years, initially as a reseller in Italy for Zappar HQ projects, whilst increasing their internal capabilities to start developing their own campaigns using ZapWorks Studio. As the team developed a greater understanding of the AR space, they went through different phases of hiring, initially on the sales side, but soon after bringing in designers, an Art Director as well as a 3D artist and developer. This gradual hiring has allowed the business to scale at a good pace, rather than leaving them with talent that is not being utilised.

“The more we grew the more we knew needed a team that could deliver everything for our clients. We are always looking to go deeper into the ZapWorks platform and the functionalities of Studio.”

Paola Fiorio, Senior Content Manager

The team continue to work closely with Zappar on certain projects, as well as having their own network of freelancers who specialise in some of the more technical aspects of AR development, such as video production and 3D animation. A key component of management strategy has been to invest time and resources into R&D, which has paid off several times over as the sales team have been able continuously improve client retention, and to increase deal size.

2. Choose the platform that works for you

As well as creating campaigns using ZapWorks Studio, Viewtoo have consistently evangelized Zappar as the best AR platform available. The team immediately bought into the value of using the marker (zapcode), the broad functionalities of the platform (AR, VR, 360 video, alpha video, photo features), as well as the enterprise benefits such as the ability to embed the AR technology into a clients app, or publishing to a Shazam code.

“The Zappar team is doing incredible work and ZapWorks Studio 5 is awesome. We especially appreciated the dynamic lighting feature that has allowed us to create amazing and more realistic 3D models.”

Marco Paternostro, Senior Art Director

Viewtoo also work closely with the Zappar product and engineering team to contribute to the roadmap, and testing out new features as a beta tester. By building a close relationship over time, they have helped contribute to the overall success of the community.

3. Don't be afraid to push yourselves (and your clients) into being more ambitious

Despite being founded just 3 years ago, Viewtoo have an impressive list of clients, including Carrefour, RedBull, Thun and Coop. A big part of growing an AR agency involves getting clients to push the limits of their ambitions. Viewtoo encourage their clients to think about AR in the long term, as a part of the wider marketing strategy, rather than an individual tactical campaign.

“As you grow more confident you are able to propose more complex projects. Our R&D always surprises us with new engaging mechanics”

Paola Fiorio, Senior Content Manager

Viewtoo have helped deliver Zappar embed components into many of their clients iOS and Android apps. An app embed represents a bigger commitment to this technology, and an indication that the business is ready to invest properly in using AR to drive consumer engagement and ROI. Viewtoo have also delivered a number of campaigns through the Shazam app, which offers brands a fantastic opportunity to activate through an app with over 1bn downloads and 100M monthly active users.

Final thoughts from Viewtoo

“Evangelizing Zappar is our mission and we commit to this because we believe ZapWorks is the best AR market solution, democratic, complete, developer friendly, easy to update. What else would you wish?”

Paola Fiorio, Senior Content Manager