



Augmented Reality Agency
Filters and Lenses creation for brands on Instagram,
Facebook and Snapchat



www.filtre-story.fr/en



WHO ARE WE ?

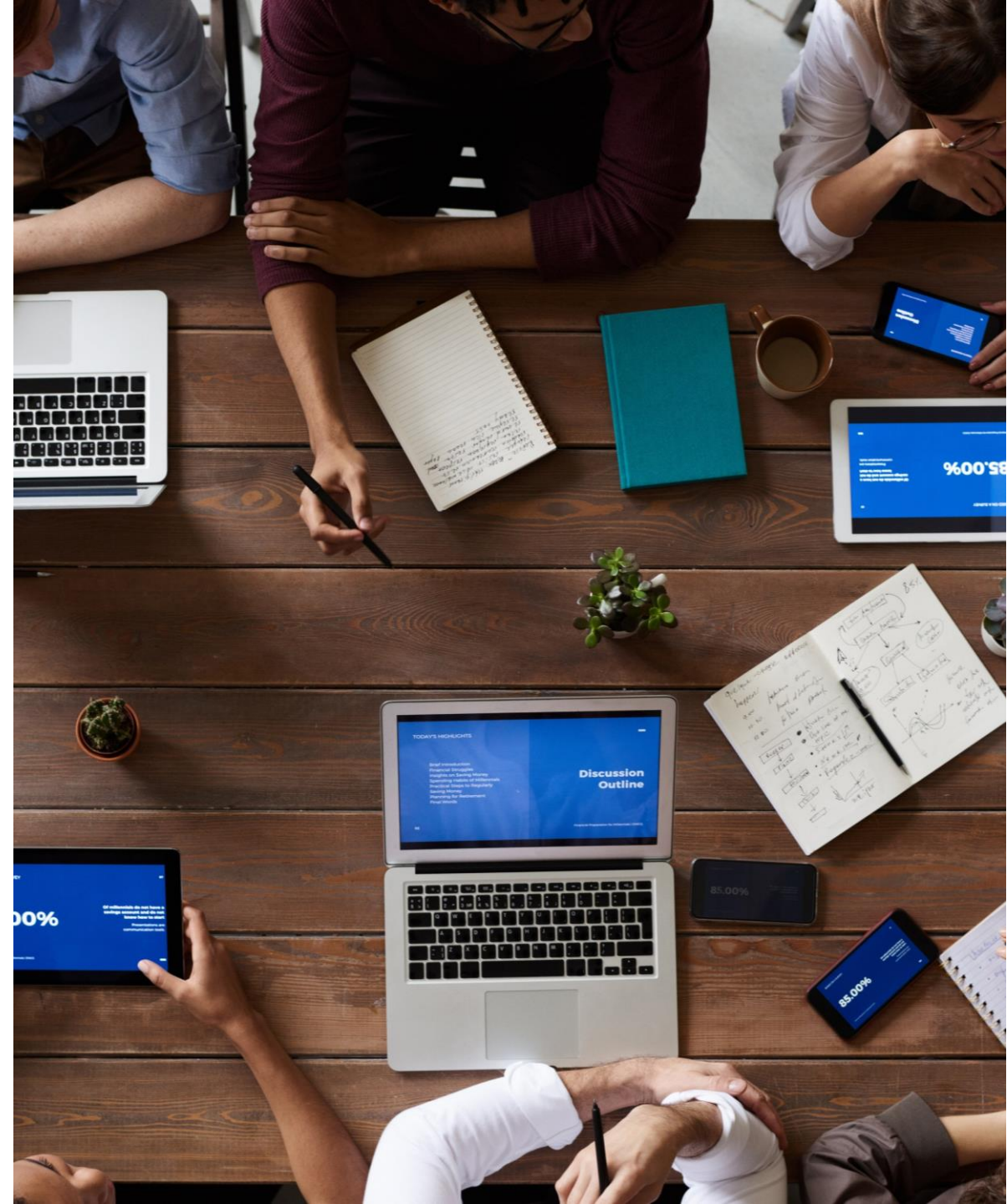
A passionate team at your service

Interactive Studio is a digital agency founded in 2005 by Cédric BENSOUSSAN, based in Paris near the Arc of Triumph.

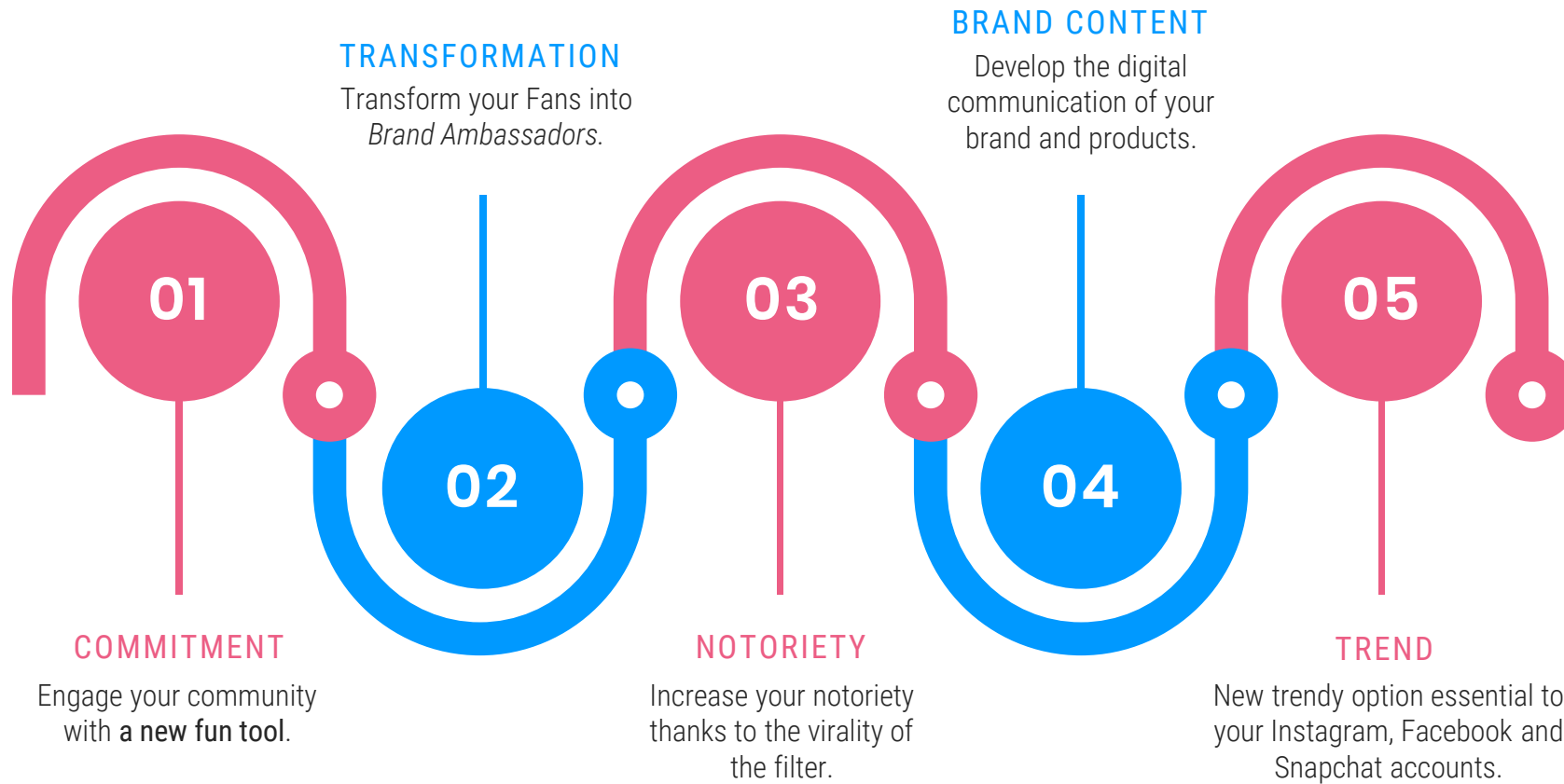
We have in-house skills in design, computer graphics, motion design, digital marketing and development.

Since 2017, we have taken the turning point of immersive technologies with Holography and Augmented Reality. Do not hesitate to consult our website to find out all about our digital creation activities
www.interactive-studio.fr/en

Filter-Story.fr is the site dedicated to the presentation and explanation of our Augmented Reality filter creation service for brands.



Augmented Reality in **your** Social Media Strategy



Boost your Social Marketing strategy!

Engage your audience in an innovative and effective way!



+ 25% INTERACTION

Thanks to AR filters, your audience's interaction rate is increased by more than 25% on your content.



+ 45% CONVERSION

With Instagram filters or Snapchat Lenses, a conversion rate of 45% was observed compared to conventional publications.



8X MORE TIME SPENT

Thanks to AR filters, your audience spends on average 8x more time on a filter than on a classic video.

Our different filter offers



FACE FILTER

Add decorations to a face.



3D PRODUCTS

Embed 3D objects in real surroundings.



INTERACTIVE SCAN

Bring inanimate objects to life with your filter.



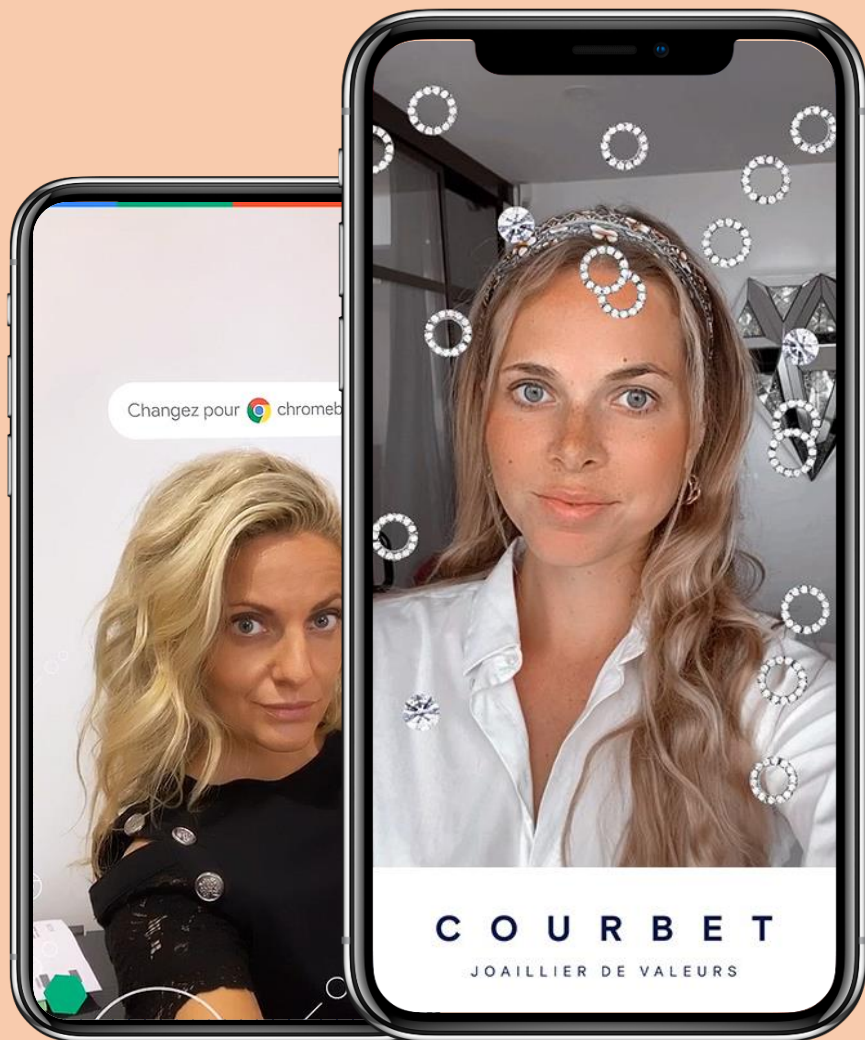
VIRTUAL PORTAL

Visit places in augmented reality.



AR GAMES

Make your environment interactive.



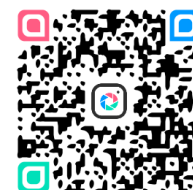
FILTER CREATION

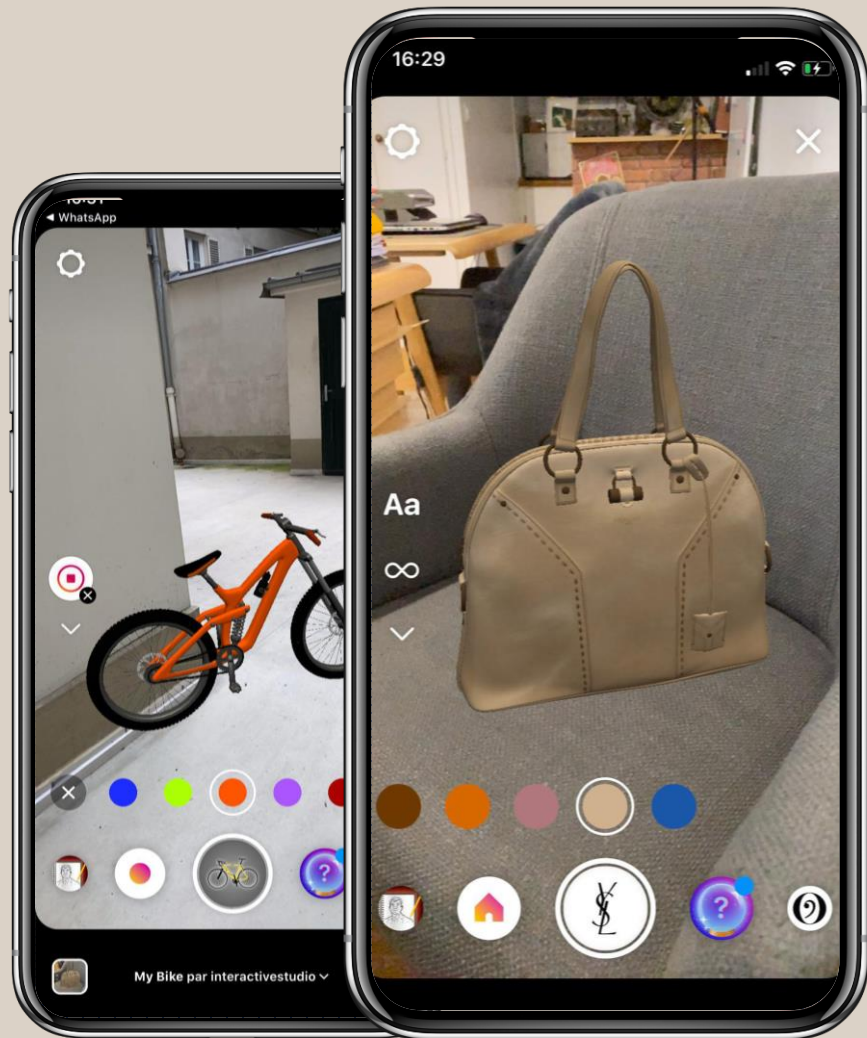
FACE FILTER

Marketing use: Make-up, cosmetics, glasses, hats, masks and 3D accessories...

- ◆ Use of facial recognition
- ◆ Possible interactions: mouth / eyes / movements
- ◆ Immersion in a world

Try this filter





FILTER CREATION

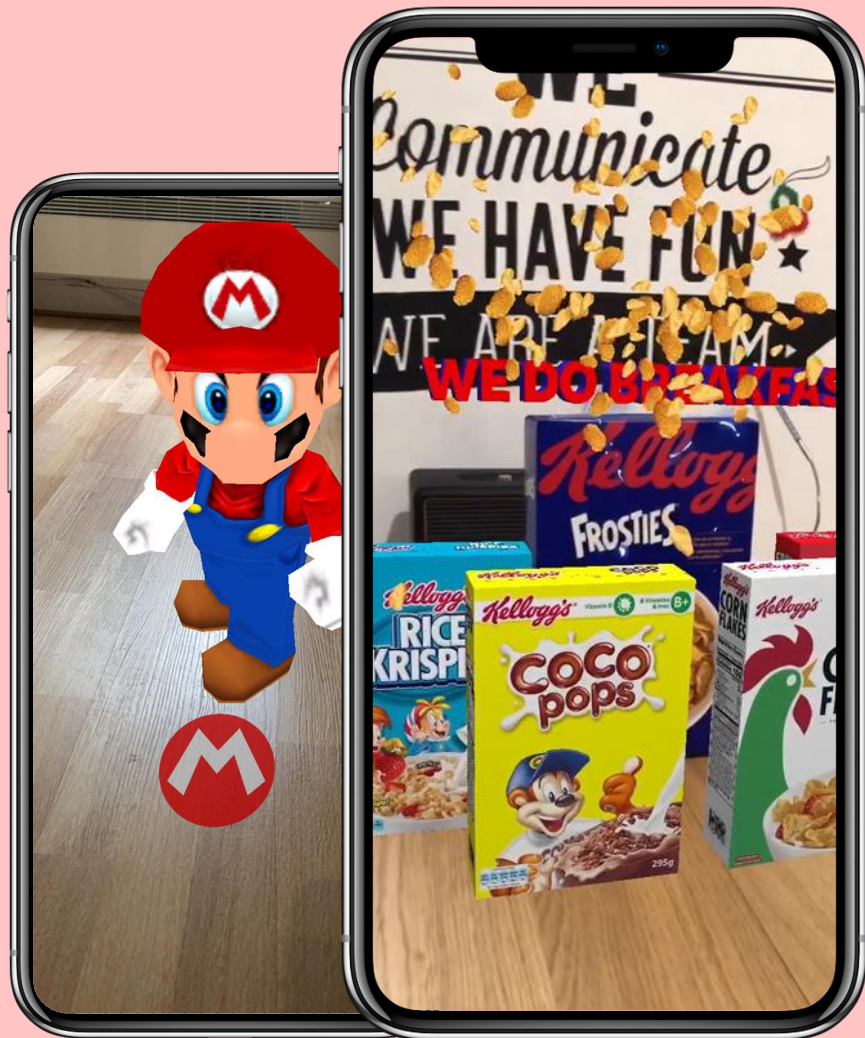
3D PRODUCTS

Marketing use: Product presentation, 3D interactivity, configurator...

- ◆ Floor and wall recognition
- ◆ Interactivity
- ◆ Configurable product

Try this filter





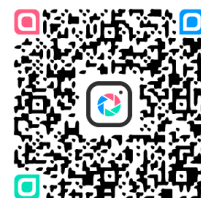
FILTER CREATION

INTERACTIVE SCAN

Marketing use: increased printing (posters, flyers, AR packaging ...).

- ◆ Visual or product scan
- ◆ Interactivity
- ◆ Adding a digital layer (2D or 3D animation)

Try this filter





FILTER CREATION

VIRTUAL PORTAL

Marketing use: Showroom, art gallery, museum, imaginary world ...

- ◆ 3D virtual immersion experience
- ◆ Visual inlay
- ◆ Showroom and gallery



FILTER CREATION

AR GAMES

Marketing use: Quizzes, Retro-gaming, contests, competition, virality....

- ◆ Environmental or self-play
- ◆ Facial or tactile interactivity
- ◆ Viral marketing tool

Try this filter



AR filter creation process

for Instagram, Facebook and Snapchat



Average duration
7-10 days

- Meeting / Briefing
- Project Quotation
- Acceptation
- **Gathering of technical elements:** graphic charter, vector logo, HD graphic elements and especially access as the publisher of your Facebook page, the one linked to the Instagram account that will host the filter
- Development of your filter according to the brief / specifications
- Presentation of the functional model via a temporary link
- Model validation
- Icon creation and demo video (10s-15s) of filter functionalities
- Submissions to Facebook and / or Snapchat validation teams (after about 8 days, it is then either validated or changes are requested)

HOW IT WORKS?

FILTER PROPULSION

Once your filter or lens has been validated, our teams will accompany you to help you spread it.



Meet our augmented reality experts!

A team of enthusiasts to support you



 **Cédric Bensoussan**
Founder &
General manager



 **Aurélie Bensoussan**
Director of Development
in Digital Strategy



 **Laurent Delétang**
Creative Director



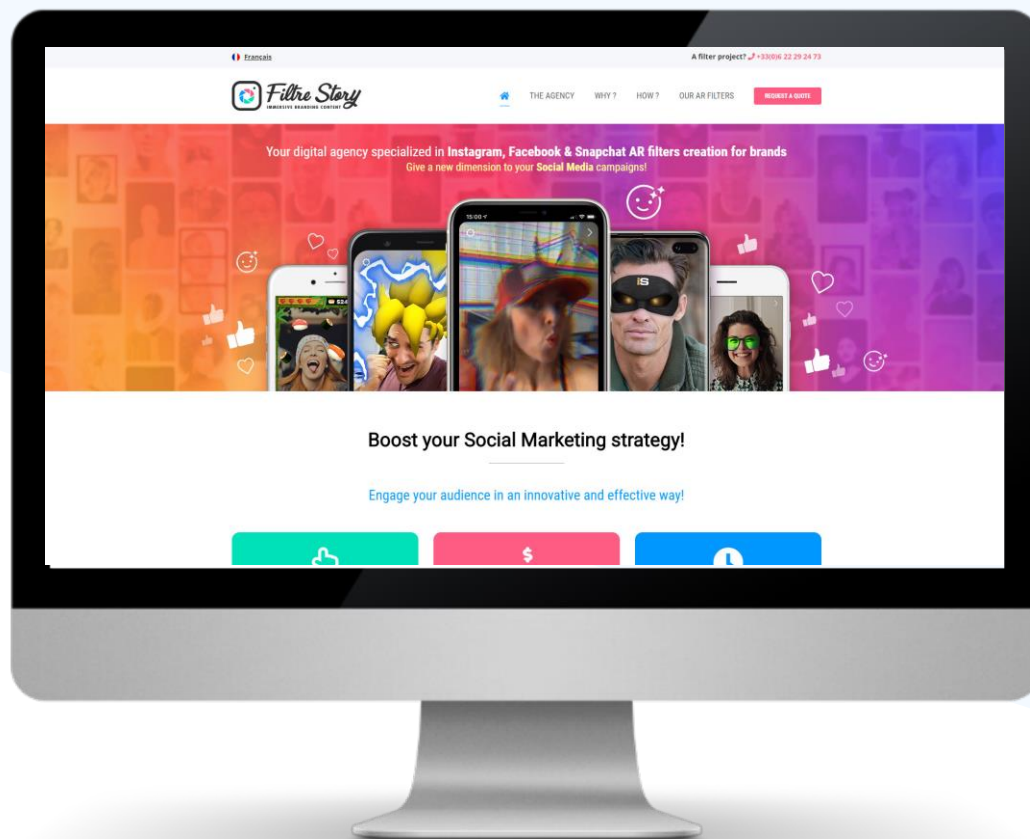
 **Medhi Foulgoc**
Real-time 3D
developer

Some clients of our agency



CAISSE D'ÉPARGNE





Try our filters!



Find out more about Filters & Augmented Reality

Visit our website www.filtre-story.fr/en to discover the portfolio of filters that we have already produced in many fields such as optics, cosmetics, fashion, art, gaming ...

Do you want to meet us ?

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Interactive Studio Dubaï

Opening soon