

Great British Picnics app

iPhone

Grey London devised a campaign for their client, Country Life Butter, encouraging people to enjoy picnics across the British countryside. A key part of this campaign was the Great British Picnics iPhone app. The app enables users to locate picnic spots throughout the country, as well as providing a range of other fun and useful features.



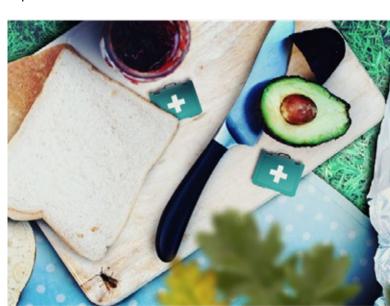


Menu screen

Compsoft was chosen to develop the app based on its exceptional track record of mobile development, and ability to contribute to the creative process. The app includes a number of innovative features, such as an Augmented Reality view to

locate picnic spots using the iPhone camera, and a parallax

scroll view in "Nature's First Aid", giving the impression of depth within the interface.



Paralax Scroll View



Recipes

How could we not have sausage rolls - the

king of picnic food and welcome at the top

table of any blanket banquet.

A knob of Country Life butter

Ingredients

250g puff pastry

You will need:

Recipe screen

Fluffy sausage rolls

BACK Picnic Spots +

Q Search location

Basil Wokin

Basingstoke

Hundred Acre Wood, Fore...

We set off in search of this forest of fun...

Dury Owns

Havant

Brighton

Bournemouth



Great British Picnics has been well received by users and critics alike – here are just some of the things reviewers have said about the app:

"Perfect Picnic App"
Pugwashmusic

"Fantastic"
Neil Surtees

"Great little app"
Fancypants

"This is Cracking"
Northern Monkey

