



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

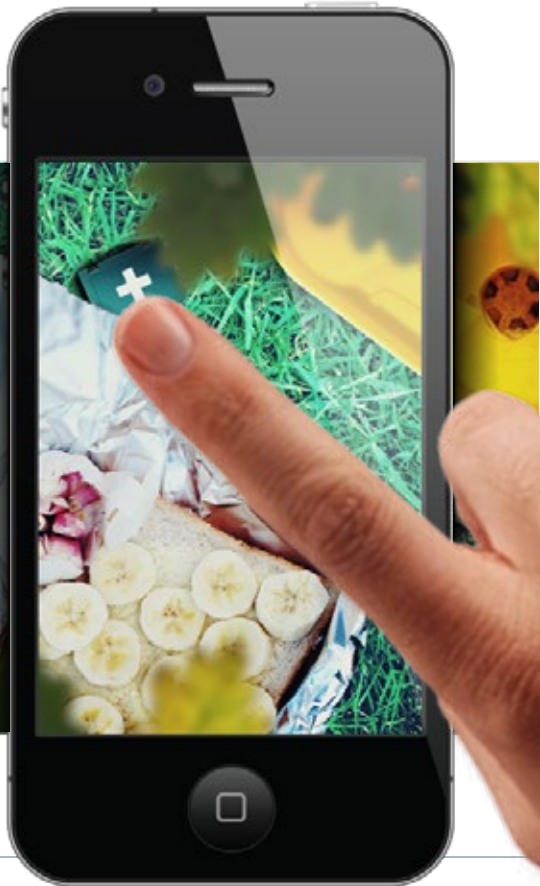


Recipe screen

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.



Parallax Scroll View



Map & Augmented Reality Screens

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

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