



## Engaging Fans and Promoting a New Single

The AR experience for Mother Mother's new single features a red screen overlay effect while the audio for 'I Got Love' plays—earning **over 6M song plays** of their newest single from this experience alone. On Snap, Mother Mother's AR experience reached **over 8 million people**. Snap even featured the lens on their coveted Explore page.

Amber Edwards, Social Strategy, WMC, says her biggest goal is “giving fans something to engage with on social media.” She continued, “We wanted to leverage their traction on TikTok with the trending red filter. This AR experience ties back to that and to their new press photo in all red. The [‘I Got Love’ experience](#) really highlights the band's new look and brands them with AR.”



## Driving Awareness and Sales With Album Scan Experience

The goal of this AR experience was to drive full-funnel engagement—from awareness to conversion. Fans use their phone camera to scan a physical vinyl (or digital album cover) to unlock an immersive 3D experience inspired by the world of 'Inside.'



While being transported into the newest Mother Mother album, fans also hear the focus track 'Sick of the Silence.'

With Camera IQ, WMC published to Instagram, Facebook, and Snap. The [‘Inside’ album scan](#) was the **first of its kind that Snapchat had ever featured**. In addition to engaging and wowing fans, the Snap lens featured a “shop” button that linked to the band's shop

Encouraged by the previous campaign's success, WMC launched 'Life'—an [AR experience](#) inspired by the pop rock aesthetic of the new single, and triggered by scanning the official lyric video.