

182: AR and VR & Native VML and Y&R SA partnership

On Thursday, 21 July 2016, [Biz Takeouts Marketing and Media Radio show](#) host Warren Harding (@bizwazza) took a closer look at VR, AR, ARG, Pokemon Go, gamification and the Pick n Pay Super Animals app, with Sea Monster Entertainment, an animation, gaming and augmented reality business.

We were joined by Glenn Gillis, managing director of Sea Monster Entertainment to chat about:

- The history of the agency and how it started.
- The services offered by the agency.
- The differences between virtual reality, augmented reality and ARG, like Pokemon Go.
- We look at the use of gamification to achieve business goals.
- We chat about the newly launch Pick n Pay Super Animals VR app.
- We end off by looking at the future plans for the agency and the next trends in AR, VR and gamification.



Check out the [Sea Monster website here](#).

Episode 182: Augmented reality, Virtual reality & Pokemon Go. Native VML and Y&R SA Partnership announced.

Date: 21 July 2016 **Length:** 19:51min **File size:** 18.6MB **Host:** Warren Harding

Then later in the show, we spoke to Ben Wagner (@BenWagner), partner and head of Native VML (@Native) Cape Town, about:

- How the agency did in Cannes last month and about the Gold Lion.
- The news of NATVE VML and Y&R South Africa partnering to form the VML and Y&R Africa Group and what this means for clients.
- The anatomy of a successful campaign presentation.
- Human factors in the talk.
- How has digital changed us as humans and how has our behaviour changed?
- Client relationships vs agency relationships and what is required?
- The challenges for agencies in 2016?
- We look at how marketing fundamentals have changed?

Check out the [NATIVE VML website here](#).

Episode 182: Augmented reality, Virtual reality & Pokemon Go. Native VML and Y&R SA Partnership announced.

Date: 21 July 2016 **Length:** 17:24min **File size:** 16.3MB **Host:** Warren Harding

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If you are interested in getting interviewed on Biz Takeouts, or want to suggest a show topic, email Warren Harding (@bizwazza) on biztakeouts@bizcommunity.com.



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