

BOS Ice Tea - making virtual reforestation a reality

Beverage company BOS Ice Tea has launched a new smartphone app, BOSify YOUR WORLD, that enables virtual transformation of urban environments.



Since day one, BOS committed to planting one tree for every 2000 cans sold. To date, they have planted over 2000 trees in underprivileged and under-greened schools and public spaces. The mobile app was conceived to support BOS's aim to plant 50,000 trees by 2020. For every 2000 virtual trees planted through the BOSify YOUR WORLD app, BOS will plant one real tree.

The mobile phone app gives you the chance to plant virtual trees in any location around the world. It works with augmented reality technology through a programme called Layar, allowing you to view the virtual BOS trees through your smart phone, leave messages and love notes and transform your concrete jungle into a BOSify'd forest.

Planting the seeds to grow awareness

"Now that we've seen the positive effects of our tree planting efforts and the future potential, we are more determined than ever to expand the awareness of the importance of planting trees. With the launch of this app we hope to get closer to our goal of planting 50,000 trees by 2020 and hope that our efforts will inspire others to also take on the challenge," says Grant Rushmere, founder of BOS Ice Tea.

In typical BOS style and by using innovative technology, they have come up with a fun and interactive way to get involved. Just scan the QR code on the back of your BOS Ice Tea can, follow the instructions and get planting.

The campaign was conceptualised by Lowe Bull, and the virtual tree app was built by GSDH.

You can view the promotional video here:

For further information on BOS Ice Tea, go to www.bosicetea.com.

For more, visit: <https://www.bizcommunity.com>