

## Pitch Ideas



Kester Sheridan

**PORTFOLIO –  
SELECTED WORKS**

## BACKGROUND & EXPERIENCE

# Kester Sheridan



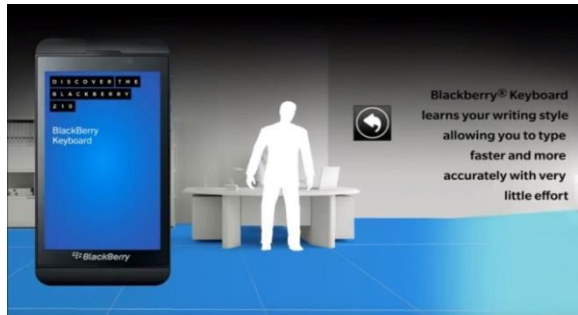
- Degree in Fine Art
- MSc in Computer Art
- MSc in Computer Games
- Experience of working on the full Application Development Life-Cycle for one Europe's largest IT firms, ATOS
- Experience of working in the DOOH Advertising
- Experience of working in the Digital Advertising industry

Ideation and development of prototypes & applications in the following categories:

- Experiential
- Retail
- App based
- Physical-Based Activations
- Web / Screen based
- Innovation

# EXPERIENTIAL – Blackberry (2013)

Kester Sheridan



An experiential campaign which I developed for the launch of the new BlackBerry Z10 smart phone which ran in a number of O2 stores throughout the UK. The campaign utilised the Microsoft Kinect depth camera which allowed the user to control a gender specific avatar to navigate through a series of videos explaining the features of the new phone and participate in a competition by answering a series of questions that would appear on screen once the user had watched at least two videos to 'unlock' the competition.



# EXPERIENTIAL – Novartis (2015)

Kester Sheridan



A mixed-reality Google Cardboard iPhone app for a large pharmaceutical company used as part of an international medical conference. The app was activated via a series of AR markers positioned on plinths around the booth allowing the user to select a particular patient who would appear as an augmented 'hologram' in front of them explaining their symptoms or allowing you to enter a surgery and research centre via the medium of virtual reality when viewed through the app

# EXPERIENTIAL – Swatch (2015)

Kester Sheridan

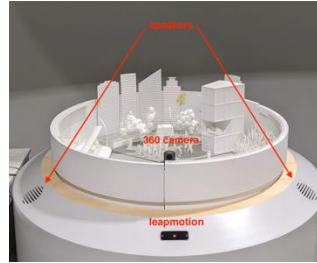


An experiential campaign that ran in Zurich, Paris and Madrid in the run up to Valentine's Day 2015. The campaign utilised the Microsoft Kinect depth camera which allowed the participant once they had registered to control a pair of disembodied hands with the aim of moving the falling locks out of the way to find the key to unlock the lock to the heart of their Valentines. During this process three photos are taken automatically by a forward-facing digital SLR camera located in the plinth. Once the key is discovered and the lock is unlocked, a further 'selfie-style' photo is activated by the brand ambassador with the participant posing in front of the congratulations screen and a high-quality souvenir print is printed of these four photos and an email is sent to the participant and one to their valentines wishing them a happy Valentine's Day. The experience supported five separate languages.

Due to development problems with the initial developer misrepresenting his skill set (or lack of), I was brought in a week before this campaign was due to go live, with another developer brought in a few days later and we effectively had to build this application from scratch in around a week.

# EXPERIENTIAL – Ericsson Epicsphere (2022)

Kester Sheridan



**TOP:** 3D model of the three vistas  
**BELOW:** Projector with fish-eye lens  
inside plinth

An experiential installation for Ericsson at MWC (Mobile World Congress) held in Barcelona.

The Epicsphere Consumer Demo is a group Extended-Reality (XR) experience which combines the power of a 180° projected hemisphere display, surround sound audio, gesture control and custom 3D models with a live 360° camera to create an engaging physical experience.

The user controls the camera view around the model with their hand movement and the live feed is displayed on the projected hemisphere in front of the plinth, giving them a first-person, street level perspective of XR use-cases mapped onto the scenes.

# EXPERIENTIAL – TikTok Vending Machine (2022)

Kester Sheridan



An experiential campaign for TikTok which is scheduled to run in various cities around the world.

The installation consists of a bespoke vending machine that members of the public are invited to interact with by 'jumping on a trend' by either jumping on a floor pad in front of the machine or by pressing a pad with their hands if they are unable to jump. Akin to a fruit machine, a random sequence is then initiated lighting up each of the various trends which are displayed on the screen in the front of the vending machine, before finally stopping on a trend with a related prize being dispensed by the machine to the waiting member of the public.





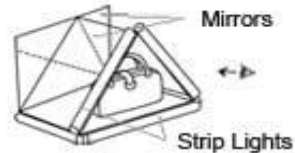
# RETAIL - Eastlands Shopping Centre (2015)

Kester Sheridan

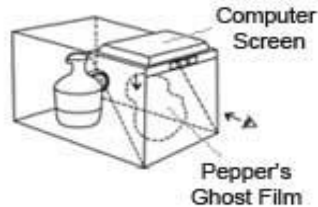
In 2015 the design consultancy, YourStudio asked me to come up with a experiential marketing concept to promote the major redevelopment of the Eastland shopping centre in Ringwood, a suburb of Melbourne, Australia based loosely around the theme of a kaleidoscope.

## Types of Alcove Displays

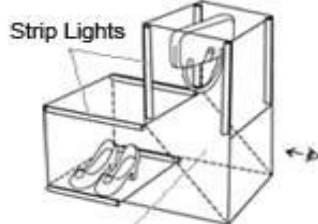
### 1. Infinity Mirror Alcove



### 2. Pepper's Ghost Alcove



### 3. Switchable Display Alcove

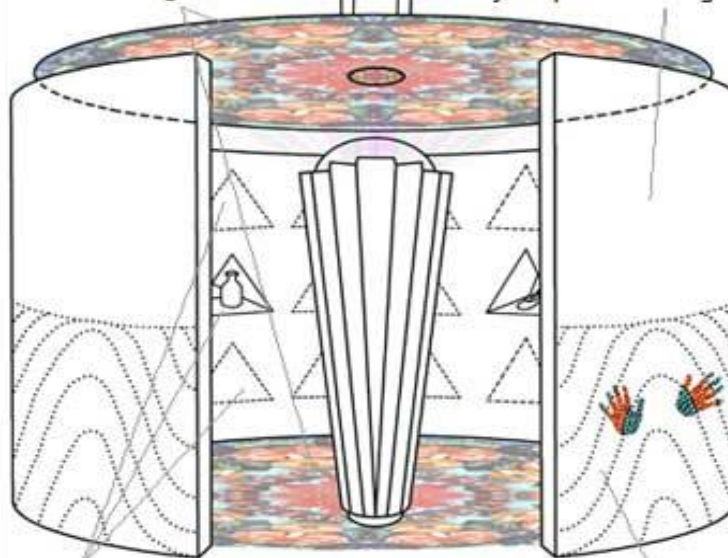


Die-electric glass - mirror or transparent when object illuminated

## Kaleidoscope Pop-up Pavilion

Kaleidoscope patterns projected on to the ceiling and floor

UV-chromatic Ink - the colour changes during the day compared to the night



Die-electric glass in front of the alcoves so when they are not illuminated they will disappear and look like a normal mirror.

Thermo-chromatic Ink - Revealing pattern when warm hands are placed on surface

## Eastland App



The app would provide three main functions.

1. In the pop-up, allow visitors to interact with displays direct
2. Can be used for wayfinding using the Beacons placed in the shopping centre
3. Create your own kaleidoscope



A cardboard projector can be given away to visitors to allow them to project their own kaleidoscope patterns on to a wall or ceiling at home.

# RETAIL – Magrabi Optical (2015)

Kester Sheridan



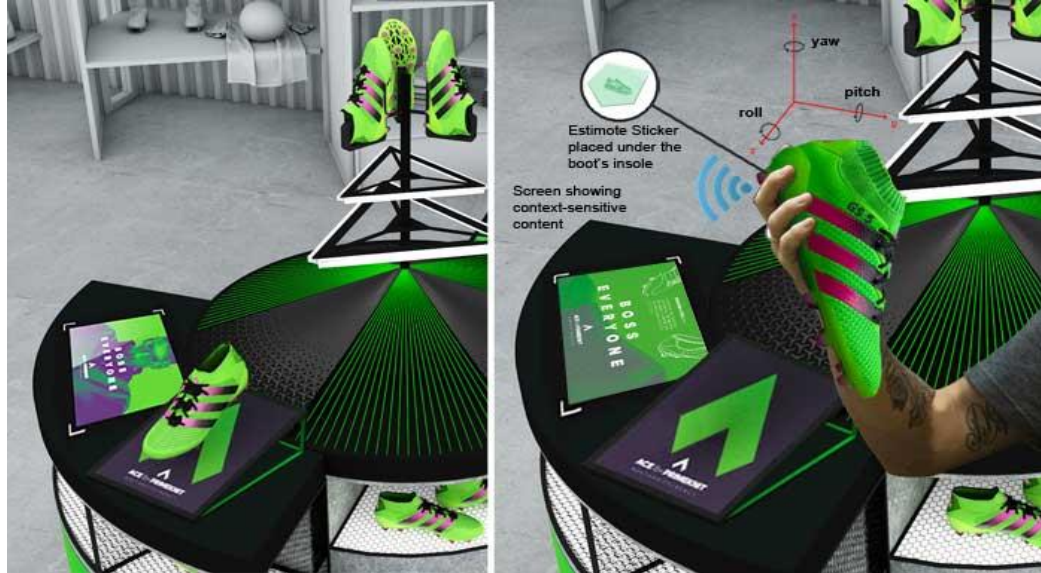
Conceiving, designing and pitching a prototype store as part of their Omnichannel for Magrabi, a major Middle Eastern optical retailer, including:

- RFID loyalty cards to track and identify customers as they move around store using Impinj Itemsense, building heat-maps and interest graphs of dwell times
- 3D Depth cameras embedded into smart mirrors to enable customer's face to be scanned for better fit
- In lab area, using protective polarised film on new glasses so when worn for first time will see images on the screens without polarisers, else only seen as white light



# RETAIL – Adidas (2015)

Kester Sheridan



In 2015, the retail consultancy, Fitch asked me to come up with a digital in-store and online concept for Adidas to launch their new range of football boots. I suggested a number of concepts including adapting the existing branding for the boot which was already quite strong using a series of coloured chevron shapes and using these to form a tunnel akin to the tunnel a footballer runs out of onto the pitch. On the screens placed in store the customer would be able to navigate down this virtual tunnel with the boot gradually coming together showing the various design features. A further concept (as pictured above) was to add a Bluetooth Estimote sticker under the boot's insole. This beacon also features an accelerometer which could be used to send a signal to the digital screen on the display to show the relevant information about the boot based on what part of the boot the customer is looking at determined by the boots orientation when it is picked up from the display.



# PHYSICAL-BASED – Guinness (2018)

In 2018 the PR consultancy, Freuds asked me to come up with a experiential marketing concept for their client, Diageo.

## In Pub Experience

Guinness is associated with sporting events so the in 'Pub Experience' can be related to the time for the drink to settle to sporting facts i.e. calories burnt in 119.5 sec by a rugby star in the game equivalent to a food/drink compared to a Guinness to emphasize the drink's healthy properties.

Plays a video clip for 119.5 seconds once the glass of Guinness is placed on the tablet to settle. The video plays around the glass and projects colours through the bubbles in the drink.

The base of the glass is engraved with a conductive metal strip so would only recognise Guinness glasses

Apple iPad embedded in the bar utilising 3D Touch/Haptic Touch so knows when the full glass is placed on its surface.



## At Home Experience

Full can placed on capacitive screen of the phone. iPhone 6S onwards supports 3D Touch /Haptic Touch, Android Nougat onwards supports it also (except for Samsung phones) so can tell if the can is full or empty.

1. Initiate website or app

2. Play audio & video when pouring

3. Place empty can back on phone whilst drink is settling and one of series of special commissioned videos will play for 119.5 sec around the can.

4. Once settled, remove the can from the phone and another video is unlocked





# PHYSICAL-BASED – Elmex Toothpaste (2019)

Kester Sheridan

The digital agency, Possible asked me to come up with an innovative marketing concept for the dental brand, Elmex to re-engage with young adults who currently see the brand as safe and family-orientated so are less likely to choose it.

## 1. In-Print Test



Advert with a peel-off test for either testing acidity of mouth or level of Hydrogen Sulfide in your breathe which are good indicators of your oral health.



Visit the website & scan the test's colour using your phone to determine your oral health

## 2. Lifestyle Questionnaire - determine personal risks



Binary - Yes/No by swiping either left or right



Pictorial Analogue slider - 2 images which are diametrically opposite



Analogue Touch Timer - Value based on time or force you touch

## 3. Tracking Sugar & pH Intake

Scan a product's barcode



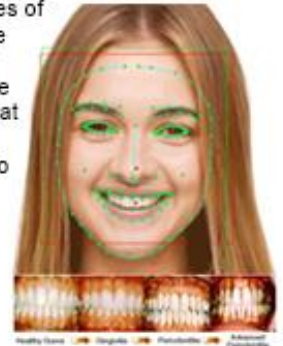
Recognise a food using Machine Learning



Snacking between meals & consuming food and drink with a high quantity of sugar and higher pH are likely to increase your risk developing tooth decay

## 4. Diagnosis

By taking a series of photos over time using computer vision & machine learning to look at the area of the mouth & gums to diagnose Periodontal disease which is the main cause of gum recession.



# APP-BASED – Robinson (2014)

Kester Sheridan



## Cardboard VR Headset

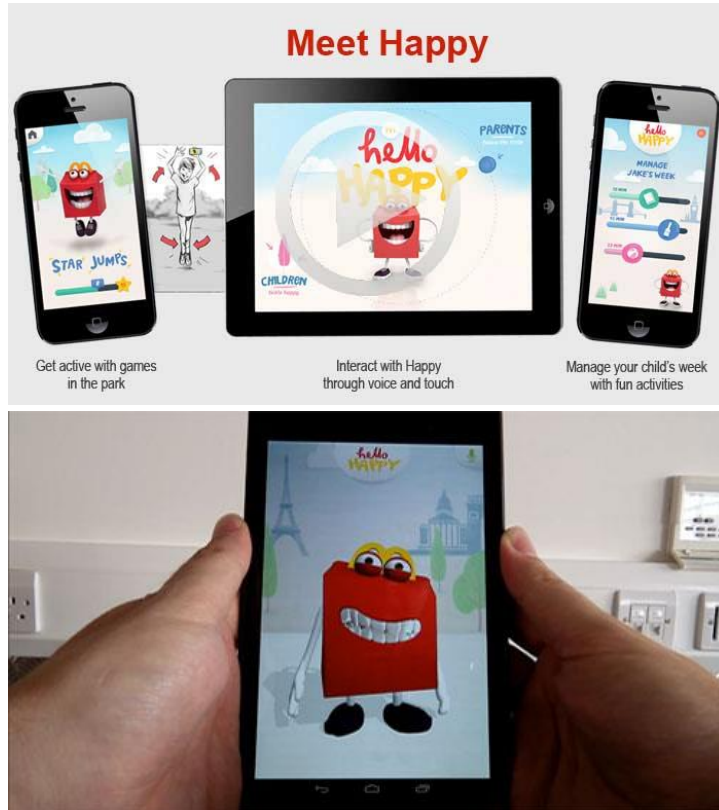
As part of the pitch process for Britvic, we came up with an idea for Robinsons with their strong association with the Wimbledon Championship and given the growing popularity of immersive technologies such as Oculus Rift, to allow drinkers of Robinson to 'get closer to the action' through a 'more democratic' version of this technology, a free promotional cardboard flat-pack headset into which fans would be able to mount their smartphone. A mobile site would stream live the 360° view from the umpire's chair during a match although for the actual prototype it was not possible to get hold of actual 360° footage of Wimbledon so instead I used a 3D model of the Centre Court and into which I added players, ball boys and umpires. The app accesses the gyroscope and accelerometer information from the device so allowing the view to change when you turn your head. By using the cardboard headset with a slightly different viewpoint of the scene for each eye a stereographic effect is achieved.



This idea and prototype, which took around three days to develop were produced in February 2014 so produced before the highly-publicised Google cardboard headset and the BBC trials of using the Oculus Rift to allow spectators to see the action at the Commonwealth Games in Glasgow.

# APP-BASED – McDonalds (2014)

Kester Sheridan



## Voice-Activated Avatar Android App

As part of pitch process for McDonalds' Happy Studio which is their online gaming platform for children, we explored a creative territory using the Happy Meal character, Happy at its core. This concept was to make Happy into your child's virtual friend who was able to curator your child's daily routine through a series of fun and educational activities ranging from star jumps in park utilising the accelerometer in the device, making animal noises together, reading him a good-night story to brushing your teeth together. As part of this application to allow the child to interact with Happy in a more natural way, the concept of 'Siri for kids' was suggested so for the pitch we developed a prototype in around three days that utilised the Google Speech API to illustrate this concept, in which a series of animations would be triggered if a particular phrase was uttered as well being able to tickle Happy by rubbing his belly on the screen.

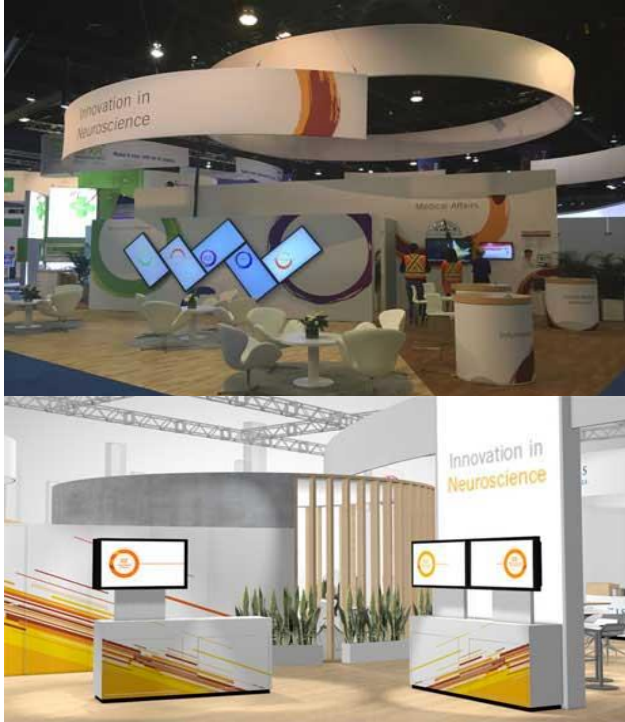




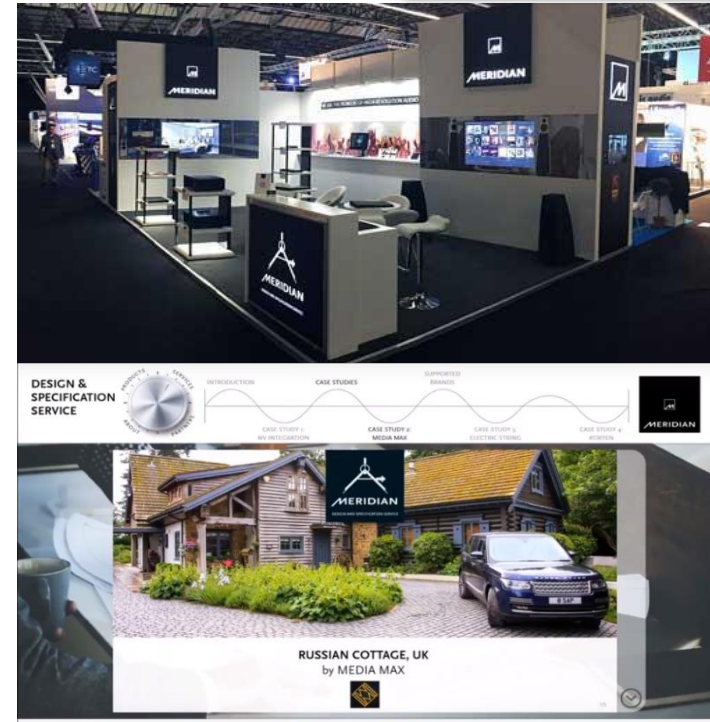


# WEB-BASED – A Selection of Web Kiosks

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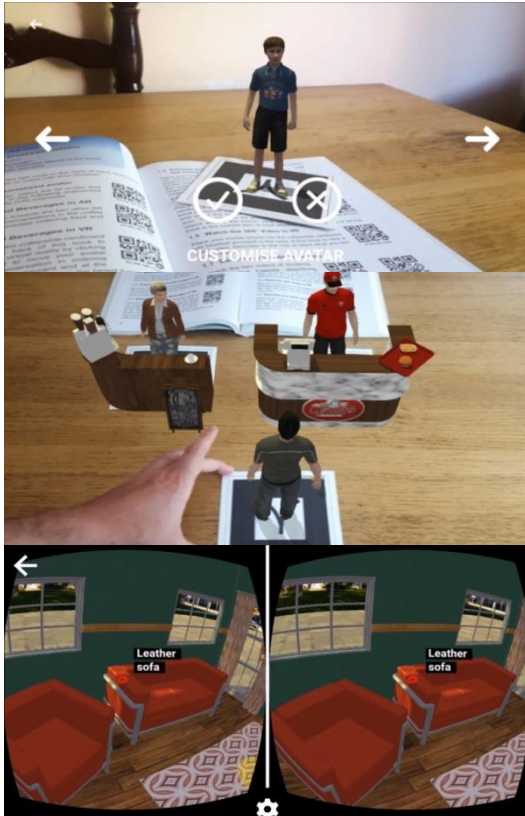
Novartis Web Kiosks (2015-16)



Meridian Audio Web Kiosk (2017)

# WEB-BASED – Cambridge University Press (2018)

Kester Sheridan



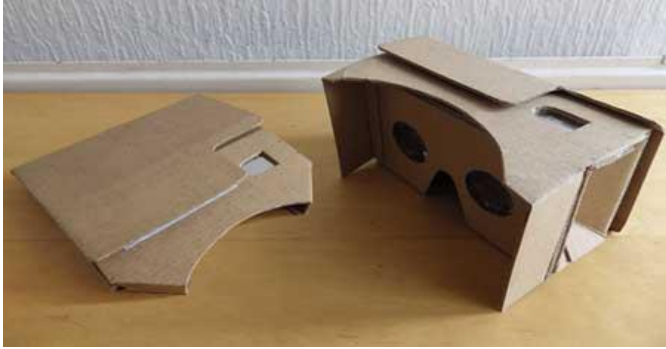
A prototype developed in conjunction with a white paper I wrote for Cambridge University Press to illustrate the potential of developing an interactive website utilising the latest developments in web technologies such as WebAR (ar.js), WebVR and NLP Engines (Google's DialogFlow) to deliver personalised digital content tailored to the strengths and weakness of individual students closely tied to the physical textbook by scanning QR codes to access the relevant digital content throughout the book so mitigating the need for the user to download an app which is the current norm. The current prototype targets only the Chrome browser on Android mobile devices as it uses the free in-built speech recognition available through this browser but could be extended to other devices including those running iOS by using a third-party cloud-based solution for speech recognition such as the one provided by Nuance.



## Haloo – Smart Task Lamp (2016)

A concept pitched to Logitech and Herman Miller for a smart task lamp which utilised an in-built depth camera to recognise the user's task and light the desk appropriately i.e. more light when writing or less light when using a computer to avoid eye strain. The depth camera could also aid the calibration of the office chair and environment based on anthropometric measurements it could take of the user as they walk towards the desk. A prototype was built to illustrate the concept for the pitch including the integration of a voice assistant.





## Collapsible VR Headset (2016)

My design for what I believe to be the world's only fully collapsible Cardboard VR headset with a conductive foil button which requires no assembly by the user. This collapsible version can be sent through the post easier than the existing design for Google Cardboard, making it ideal for marketing purposes. It could even be placed in the back of books to allow VR content to be triggered by images in the book.



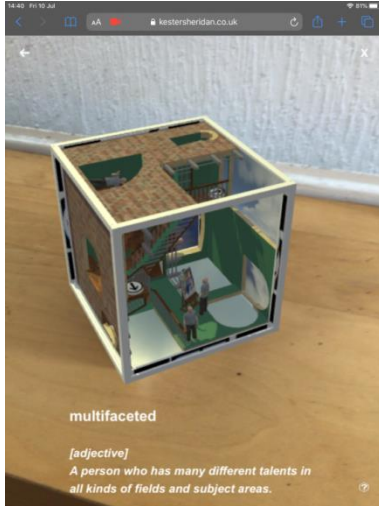
## Children's Book Idea (2017-18)

A concept for an AR/VR children's book with a collapsible headset in the back of the book



# INNOVATION – OWN IP

Kester Sheridan



Multifaceted



Innovation



Teamwork



Interview

## Collapsible Interactive Promotional AR Cube (2021)

A collapsible cardboard cube that can be sent through the post which once removed from the envelope in which it is sent will spring back into shape. The AR experience is activated via the web on both Android via Chrome and iOS via Safari. Each side of the cube is an interactive vignette to illustrate a particular facet of my work/skillset. The cube utilises a number of different technologies including speech recognition and NLP to allow you to interview a virtual me and ask stock questions that you would normal get in an job interview, and the gyroscope measurements of the device so can be removed to allow the physical cube to become the input device so you can move virtual objects using a physic engine by tilting the actual cube.