

# Just Eat Announces Sales Success of Facebook Augmented Reality Campaign

Submitted by: Bluestripe Media Services Limited

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Byte London's AR campaign for Just Eat drives direct sales on top of its branding objectives

LONDON, UK - 29 May, 2018: Byte London (<http://www.bytelondon.com/>), the marketing technology agency, today announced that its AR campaign for Just Eat, one of the first UK companies to launch an augmented reality experience using Facebook's AR studio, drove high engagement but also much higher direct orders than expected.

The campaign saw a total of 102k unique interactions, 10% of which resulted in an order. The results prove AR's value as a sales channel in addition to its branding value.

Ben Carter, UK marketing director at Just Eat, said: "Too many people dismiss AR as just another marketing gimmick. Our Facebook AR experience demonstrates that with the right creative approach and strategic implementation, AR can provide incredible engagement while at the same time driving real world sales."

Just Eat's AR campaign, created by Byte London, formed part of its digital strategy for Just Eat's high profile advertising campaign, 'The Magical World of Just Eat'.

The AR experience let Facebook users use their phone's camera to see their favourite takeaway floating into their mouth in the 'real world', and then place an order.

Alex Miller, Byte London's Co-founder said: "AR is an incredibly powerful platform not just for creating engaging marketing experiences but also in delivering real ROI for brands. We were proud to be one of the first agencies to work on the Facebook AR platform and have since launched our AR Studio and capability to further explore its creative potential."

## About Just Eat

Just Eat plc operates a leading global marketplace for online food delivery. Headquartered in London, we use proprietary technology to offer a quick and efficient digital ordering service for over 19 million active users and over 74,500 restaurant partners. Just Eat is a member of the FTSE 250 Index.

## About Byte London

Byte London is an independent marketing technology agency. It unites creative content, paid media, data and technology for its clients to generate revenue. The agency's 70 strong team based on the South Bank, has established a reputation for innovative social media campaigns and pioneering chatbots.

Since its launch in 2014, Byte has enjoyed tremendous success, counting Spotify, ASOS, Just Eat, adidas, Pret A Manger, NBC Universal and The White Company amongst its clients. Over the last 18 months, the agency has developed seven outstanding chatbots and continues to lead in this emerging space.

Byte New York launched in November 2017, to meet demand for its unique combination of creativity and technology innovation. Its first clients include Spotify.

Byte is headed by Alex Miller and Jamie Kenny, formerly the founder and chief strategy officer of social media agency Jam.

Images and videos of AR in action

(<https://www.dropbox.com/sh/uni48u7u2nbnqwl/AACXxvBd4xfTT14FTh1p-8kwa?dl=0>)

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