

New C2C Labs becomes certified Blippar partner

Interactive print and new media agency, Digital Narrative, has teamed up with global digital marketing agency, Clicks2Customers, to form C2C Labs, an innovation hub that will focus on augmented, virtual and mixed realities. The new entity has also announced that it is now a certified partner for Blippar in South Africa.



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Although it made its mark as a search-engine performance specialist, Clicks2Customers, which is part of the incuBeta Group, has expanded into a full-service digital media agency. Its offering includes digital strategy, performance display, DoubleClick technology, data analytics and SEO.

Digital Narrative specialises in connecting offline with online campaigns, making use of augmented reality (AR) and virtual reality (VR), underpinned with DoubleClick integration. C2C Labs will operate out of the Clicks2Customers Cape Town offices where the team will design and develop solutions for Clicks2Customers' global clients.

Blippar is a mobile visual discovery app, using augmented reality and artificial intelligence to connect 65 million users with more than 1,000 global brands using content-rich, consumer-centric interactive experiences.

“Over the past few years, Digital Narrative was a Layar Certified Partner. Going forward as C2C Labs, we are excited to also be part of the Blippar Partner network and continue to grow the adoption of AR in South Africa. As a partner, C2C Labs can now provide personalised local service. It will integrate AR into the marketing mix and apply best practice measurements, giving our clients a full view of the customer journey, both on and offline,” explains Johan Walters, founder of Digital Narrative.

Walters will head up C2C Labs, overseeing delivery and product development as it expands its services into the Clicks2Customers global markets.

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