

JD Sports turns Oxford Street store into the world's biggest arcade game

What is it:

Partnering with Snapchat, JD Sports launched an immersive filter where customers can transform its store into a playable arcade machine using augmented reality (AR).

Why does this matter?

Retailers are investing in AR to enhance customer experience and there will be a continual blending of online and offline experiences in the future. The AR filter gives loyal customers a reason to go to the store.

Strategic implications:

Enhancing customer experiences will win loyalty. Retailers will maximise AR to create in-store theatre.

Winning Strategies:

Beyond-reality experiences

Innovation and ingenuity



"JD has always been at the forefront of progressing youth culture and supporting talent hustling to be at the top of their game. With this year's campaign celebrating the spirit of competition and the magic of Christmas, we also wanted to push boundaries with dynamic experiences enabling fans to experience the energy and euphoria of the JD ARcade."

Nadia Kokni, global group marketing director at JD Sports