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Client: Hackney Council & Olympic committee

Project: Mobile App - Track the Ripper.

As part of the run up to the London 2012 Olympic Games, Hackney Council and the Olympic committee formed a partnership to devise an innovative way to promote the cultural and historical heritage of East London to the many visitors planning to visit the area and wanted to enrich their experience of East London beyond the Olympic Games.



The partnership wanted the tourism project to take the form of a mobile application that could be downloaded and used by all visitors both home and abroad and so the project was tendered out to a number of technology and creative agencies.

We took up the challenge with much relish and began our approach with extensive historical research of East London. We established that one of London's biggest international attraction was that of the Jack the Ripper story and so we used the mystery surrounding the identity of Jack the Ripper to form the basis of our "Clues based" tour application. The tourism application put the user in a detective role of "Sherlock Holmes" to effectively track the ripper across various locations in and around East London. The application used "Geo fencing" to work out where the user was in London in relation to specific areas to feedback clues to the user in real time to advance with the tourism tour.



As users arrive at specific locations, they are presented with clues in the form of "Augmented Reality" that takes the user back in time, giving them a real sense of what East London looked like during that period. In addition to the use of "Augmented Reality", we also filmed specific scenes with actors to provide further historical facts about the area and the tour.

Once all of the locations had been visited and clues collected, Augmented Reality was also used to take users back in time to gain a real sense of the Old East London. Due to the enormity of the Jack the Ripper legacy and the well-established international following, we felt compelled to authenticate all aspects of the App and so researched and collaborated with five of the world's leading "Ripperologists" to ensure that all historical time lines of events, the costumes and actors used, locations included and the end result of the possible suspects generated were as accurate as possible.



The App ends with the user being presented with a choice of three possible suspects as to who the "Ripper" was, in the vicinity of the Three Bells Public House area.

The mobile App was produced for OS and Android platforms and available from the Apple and Google stores. The App proved to be a great success, leading to The Fink Agency being awarded a gold medal by Hackney Council and the Olympic Committee Partnership.



6 Mitre Passage
Greenwich Peninsula
London, SE10 0ER
info@fink.co.uk

www.fink.co.uk

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www.vimeo.com/thefinkagency