

“Tilakka” A New Way to Bond with Consumers

Placing experiences on products. A simple idea, huge impact.



Barcelona, Jan 23, 2020 (Issuewire.com) - Emotion-centered-designer Eva de Lera launched today Tilakka.art, a new brand/concept created to introduce a unique and valuable way for connecting with fans, by placing experiences right on the products themselves. On their site, Tilakka shares the potential of an audio tilakka, a text tilakka, and a “live” tilakka, to invite people to ideate their own. The [Create a Tilakka instructions](#) are available to all, for free, so brands, makers and organizations worldwide can capture and adopt this new concept, and deliver enhanced and richer experiences.

The use of “tilakkas” in designs, products, ads, or other, helps retain the person’s attention on the item, without being redirected to an informational website, or video. Tilakka recommends the use of audio or short text tilakkas, for the intention is to add to the moment, to amplify, augment the actual experience. And for a smoother and more enjoyable experience, the [Tilakka App](#) reads .mp3 files, so when the tilakka is captured, the play button appears. Scan, play, listen. It also formats the text on a clean page.

“I believe tilakkas solve the attention challenge that designers, marketers and advertisers have been facing for decades, while offering a new way to bond and connect, and for almost no cost” said Eva de Lera, Tilakka’s conceptual artist and Founder. She also likes to clarify that QR codes and tilakkas can perfectly co-exist in one same product, the QR leading to more information, and the tilakka leading to an experience.

The tilakka’s 45° spin is used to visually alert the person about the existence of an experience. It is a simple concept with huge potential and impact.

For more information about Tilakka.art or Eva de Lera, please contact press@tilakka.art or call +34 696 950 537.



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