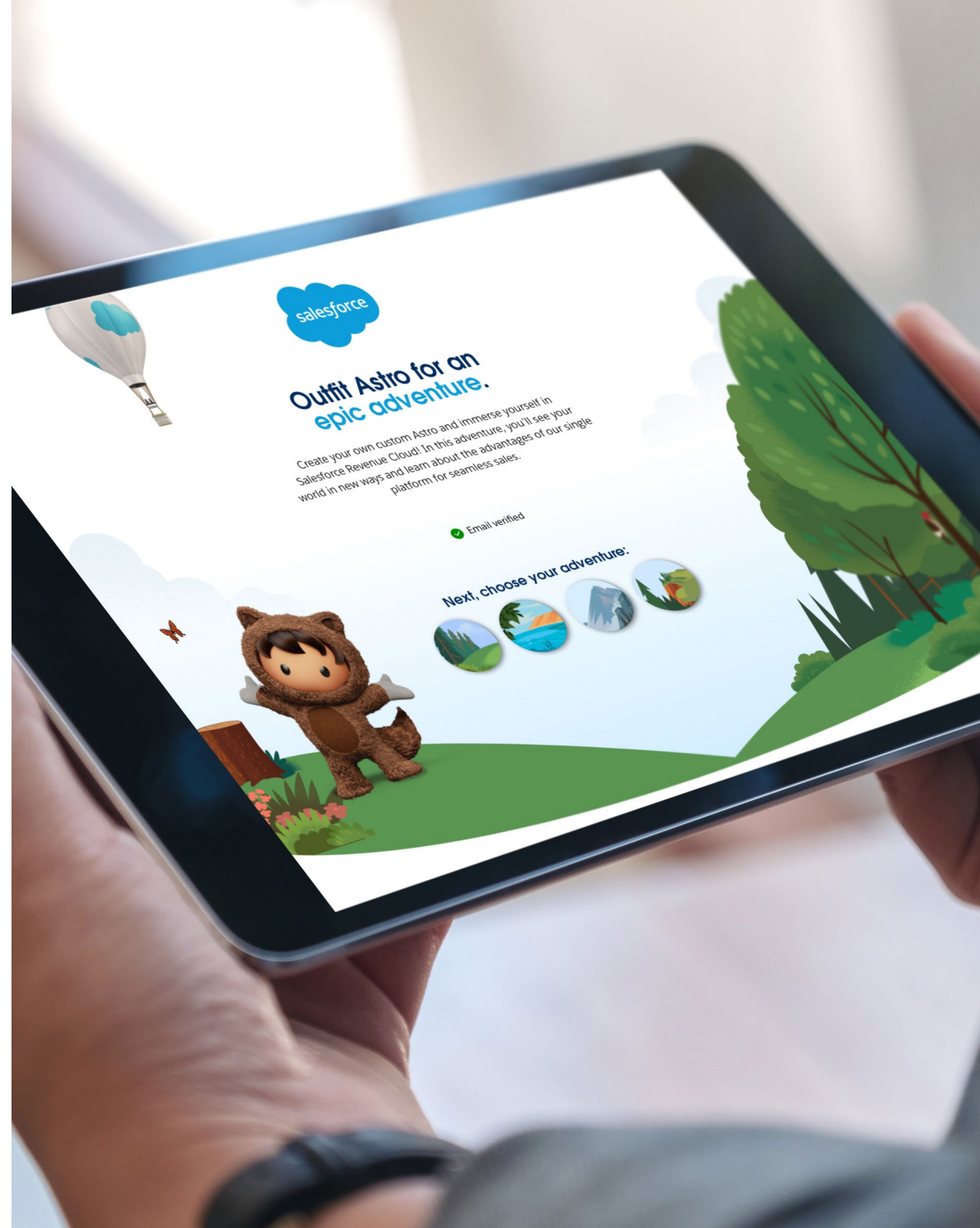


**278 Design (Web)  
Interactive Capabilities**

# Salesforce Configure a Character

## RIVERS

Rivers Agency  
601 West Rosemary Street, Ste 108  
Chapel Hill, NC 27516  
919-932-9985  
Riversagency.com



# The Project

Global tech mega Salesforce just hosted its 19th annual Dreamforce conference for customers, analysts, investors and the press and Rivers Agency had the opportunity to help the brand's character, Astro, literally dress for success at the event. Our team of designers and developers spent four months creating a live, interactive experience and learning tool for attendees that allowed users to configure Astro in a variety of different outfits and outdoor scenes, all while learning about the company's e-commerce and AI products. At the end of the experience, guests were able to pick up their customized Astro plushie at a separate space in the event arena.



[Click to View](#)

# INTERACTIVE EXPERIENCE

Welcome!

Enter your first and last name, then tap the arrow to get started.



Tap to change the color of Astro's outfit.

Drag Astro to see their outfit from every angle.

Here's how it works.

- Pick A Scene -

Pick clothes -

- Pick colors -

Choose the path to more subscriptions.

Revenue Cloud optimizes customer journeys for simple, self-service subscriptions.

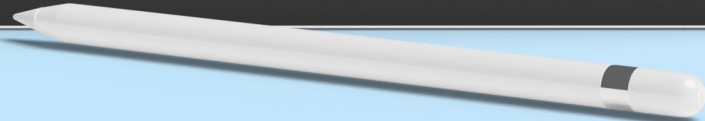
- Customize Astro -

- Pick clothes -

- Pick colors -

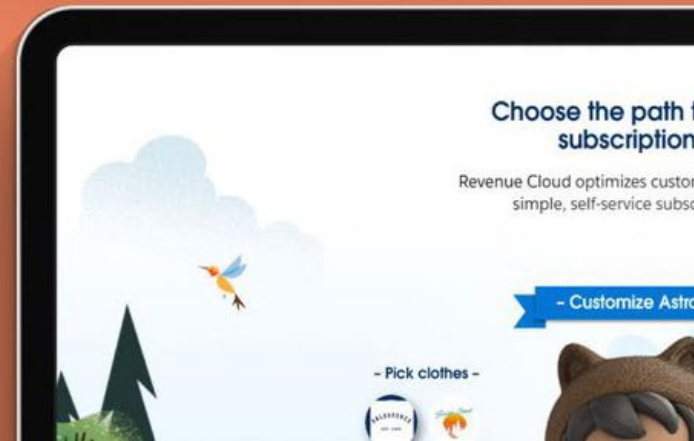
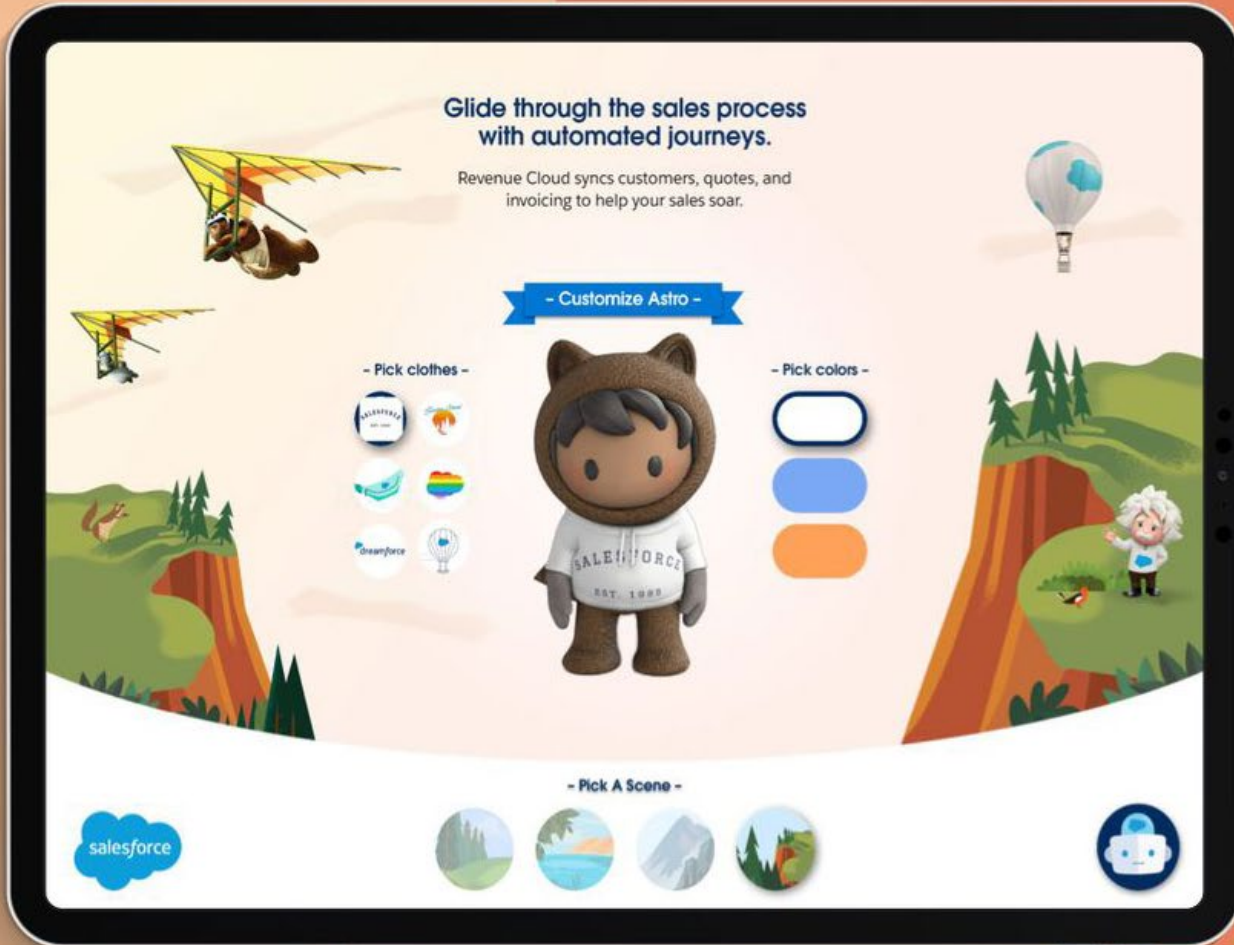
Choose your adventure:

Save & Continue





# INTERACTIVE EXPERIENCE





DREAMFORCE CONFERENCE BOOTH

