

# UPS — Founders Day

## AR Museum (Global Access)

Case Study



### Problem

Most employees never see Atlanta HQ's history; global teams lacked a tangible way to connect with UPS heritage.

### Plan

Build a phone-accessible AR museum reachable from anywhere. Curated artifacts and AI-animated historic photos; distributed via QR and intranet post—no app required.

### Outcome

Global engagement and stronger sense of pride/belonging; leaders used it in internal comms and events. The format became a reusable template for future heritage content.



### What shipped

AR "rooms," artifact captions, teaser clips, intranet/QR rollout, accessibility notes.

### My role

Strategy, curation, design/art direction, prototype build, launch comms.

### Metrics

Reached a global audience across AMER, EMEA, and APAC; adopted in internal communications by regional leaders; no app required.