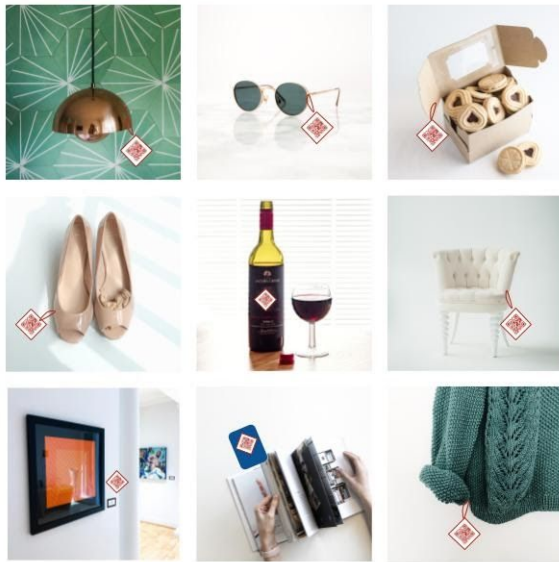


INSTRUCTIONS TO

## Create a “tilakka” for your fans!



### Tilakka is:

An **experience attached** to your product.

A way **to connect and bond** with your audiences in an authentic way.

**Priceless value** at a very low cost.

A world of **infinite possibilities**.



### Ingredients

- Unique story or fun experience.
- Audio recorder (i.e. phone or other).
- Internet access.

### Preparation

1. **Decide on the format** of your experience. Audios or short texts are best to augment “the moment”, vs. to redirect. The [Tilakka App](#) includes an mp3 player & text reader.
2. **Think of an experience they will love.** A behind-the-scenes story, a how-is-made sensorial description, music, words, nature sounds, or a daily song, joke or message (as in the [Whispering](#) concept).
3. **Make it authentic.** Communicate as you would with your best friend, be honest and personal. Spark the senses, connect!
4. **Record & Upload** the audio to the server (i.e., <http://server.com/mytilakka.mp3>).
5. **Create a QR.** Paste the url (or text) in a QR generator tool ([option](#)), to generate the image file. Download the QR image.
6. **Rotate it 45°.** Used as “experience alert”.
7. **Print or Add** to existing or new labels, graphic designs, print ad campaigns or create a brand new tilakka concept!
8. **Tilakka** your product and awe your fans!

### Need inspiration or help?

I love to partner with people, brands and organizations to help ideate “custom tilakkas”. Please send me an email to help you get started! Contact me at [eva@tilakka.art](mailto:eva@tilakka.art)