

**PUNCH**  
PUBS & CO

# COLOURING MAGIC



Punch Pubs partners with Darabase to create a captivating Augmented Reality (AR) experience that transforms children's drawings into dynamic 3D animations, bringing colourings to life in hundreds of pubs across the UK. This family-focused initiative turns a simple activity into an interactive moment, enriching the dining experience for children and their parents.

"The AR colouring menu by Darabase delights kids and elevates the family dining experience in our pubs. It encourages social sharing, helping to drive footfall and increase sales. Simple yet effective, it keeps children entertained while showcasing Darabase's deep understanding of Punch Pubs and our customers."

**James Goldworthy**  
Head of Digital & Creative at  
Punch Pubs & Co



Scan me or tap the QR  
code below to learn more  
and see our video



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Print this page for your own children to colour in and experience the AR Magic.

## About Darabase

Darabase empowers cities, businesses, and property owners with cutting-edge AR solutions that transform the real world into an immersive experience. Our AR Studio crafts interactive content that blends seamlessly with physical spaces, creating engaging, memorable moments. From concept to implementation, we help clients leverage AR to captivate audiences.

## Trusted by



## Our Work

See more of our project work by visiting <https://darabase.com/our-work/>



Remember to stay within the lines for optimal AR effect.

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