

ATLAS X ETIKA

ATLAS VENDING PITCH DECK



PRESENTED BY
GOOMBA

ATLAS X ETIKA

REFER TO OUR CASE STUDY VIDEO

<https://youtu.be/8eMJ0S7rASs>



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THE HIGH-TRAFFIC GHOST TOWN

A blurred black and white photograph of a busy transit station. In the foreground, several people are walking past a large, brightly lit advertisement board. The people are out of focus, appearing as dark shapes against the lighter background. The advertisement board is also slightly blurred, showing indistinct shapes and colors. The overall scene conveys a sense of high traffic and movement, yet the lack of focus suggests a lack of engagement or interaction.

(001) THE PROBLEM

Despite being placed in Malaysia's highest-footfall transit hubs and surrounded by thousands of daily commuters, they fail to capture any attention or encourage meaningful interaction.

To the Malaysian youth, these machines are practically invisible.

(002) THE PROBLEM

Due to the purely transactional and automated nature of vending machines, Gen Zs will actively bypass them in favor of a convenience store for the human element and wider variety.

We are losing the battle because the experience ends the exact second the product drops.

LOSING THE CONVENIENCE BATTLE

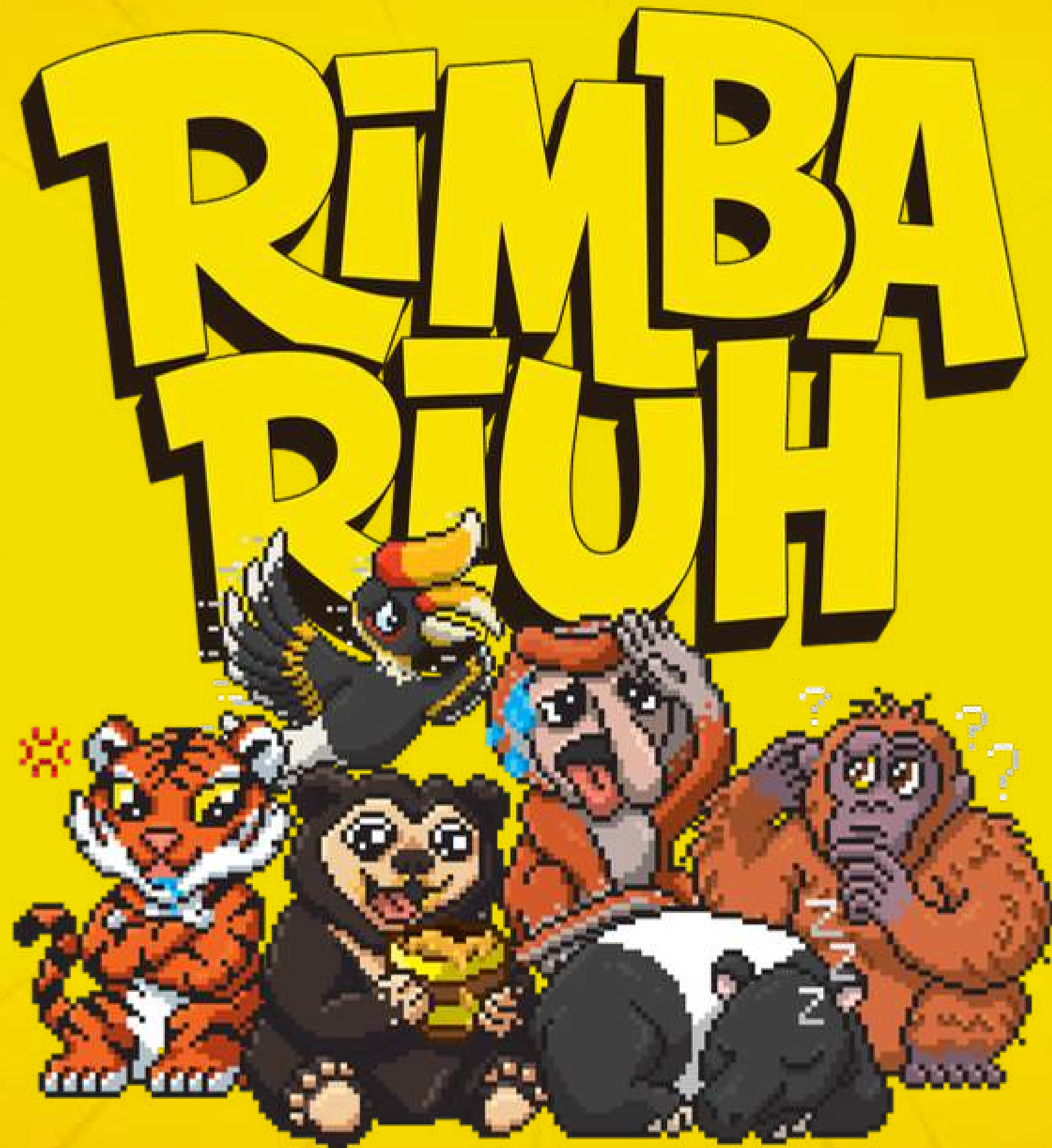


**IN A FAST-PACED SOCIETY,
MALAYSIAN GEN Z FORMS STRONGER
CONNECTIONS WITH EXPERIENCES THAT
REACT, REMEMBER, AND FEEL ALIVE.**



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ATLAS X ETIKA



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What is “Rimba Riuh”?

Rimba Riuh is a group of six 8-bit Malaysian animals that bring personality and interaction to ATLAS vending machines. Each character reflects a familiar commuter personality and is linked to different product categories, helping users form a connection with Malaysia’s native wildlife through the vending experience.

Why?

“Rimba” roots the characters in Malaysia’s native wildlife, while “Riuh” captures the lively chaos of the daily commute. Together, Rimba Riuh brings a vibrant squad of local animals and the unfiltered energy of the wild into fast-paced urban life.



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MEET THE GANG



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Role: Food and snack companion

Personality: Sharp, impatient and bossy



Animal Type: Malayan Tiger

Behaviour: Paces the screen until the user selects something to eat

.... MAYA
THE "HANGRY" COMMUTER

GOOMBA

ATLAS X ETIKA

Role: Coffee and energy companion

Personality: Sleepy, drained and easygoing



Animal Type: Malayan Tapir

Behaviour: Dozes off and slowly reacts when the user makes a purchase



TIDOO



THE EXHAUSTED COMMUTER

GOOMBA

ATLAS X ETIKA

Role: Food and snack companion

Personality: Sharp, impatient and bossy



Animal Type: Malayan Sun Bear

Behaviour: Paces the screen until the user selects something to eat



MADU



THE SUGAR RUSH COMMUTER

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ATLAS X ETIKA

Role: Water and hydration companion

Personality: Dramatic, overheated and sluggish



Animal Type: Proboscis Monkey

Behaviour: Slumped against the glass, dramatically sweating.

.... PELULLU

THE SUGAR RUSH COMMUTER

GOOMBA

ATLAS X ETIKA

Role: Energy drink companion

Personality: Restless, rushed and high-strung



Animal Type:
Rhinoceros Hornbill

Behaviour: Darts around the screen as if he is constantly running late



THE HYPER-ANXIOUS COMMUTER

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ATLAS X ETIKA

Role: Default browsing guide

Personality: Curious, indecisive and relatable



Animal Type:
Orangutan

Behaviour: Scratches his head and compares options alongside the user



FIKI



THE INDECISIVE COMMUTER

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HOW IT WORKS?



We are transforming the generic, boxy vending machine into a retro-Y2K virtual pet habitat. By embedding a gamified digital universe directly into the hardware, we turn a solitary, mundane errand into a highly rewarding community destination.

***Transactions power the pet.
Consumers become caretakers.***

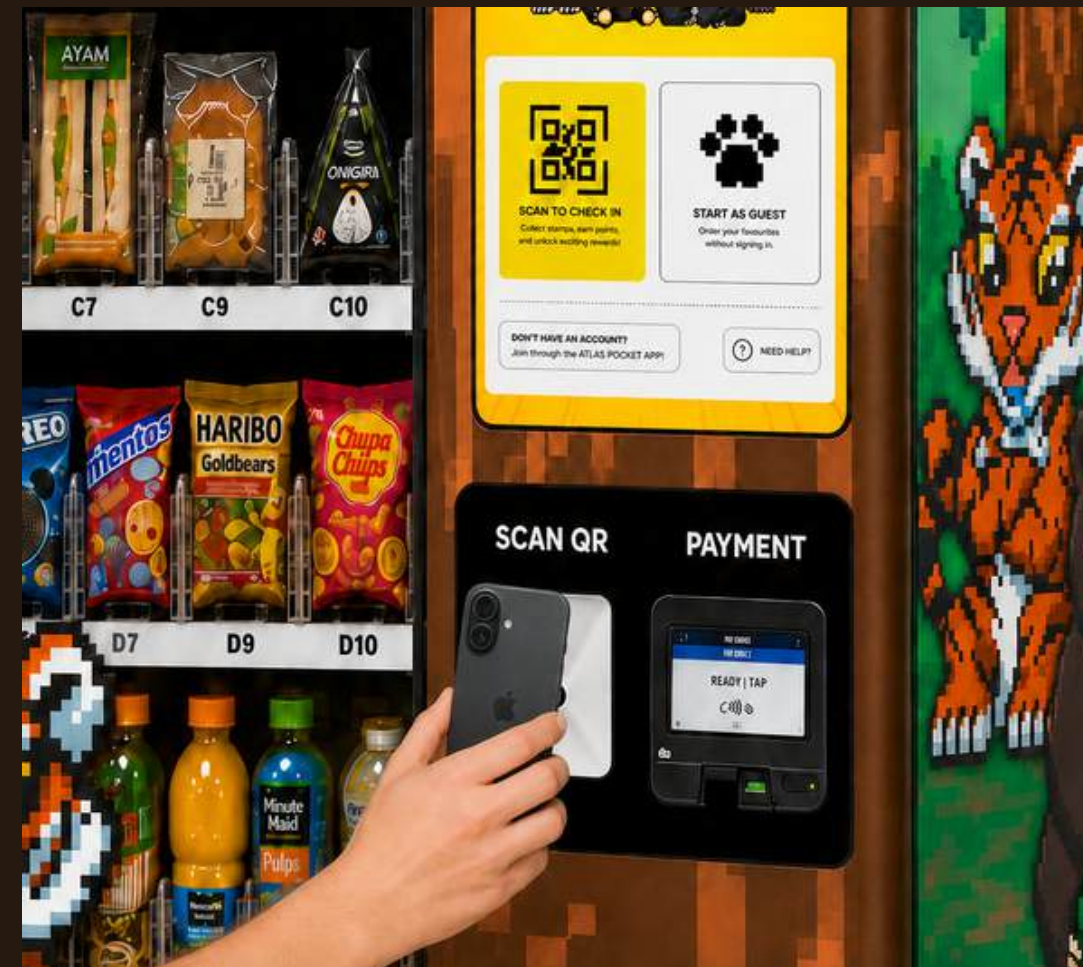


THE USER JOURNEY



APPROACH:

The commuter sees an ATLAS machine with the Rimba Riuh wrap and a location-exclusive character on screen.



ACTION:

The user taps the screen and scans their QR code to link their account, while Fiki, the Orangutan, appears as the guide beside the menu.



PURCHASE:

After the user selects and pays, the product drops into the tray, and Fiki then passes the screen to the animal connected to the product category.

THE USER JOURNEY



INTERACTION:

The product-tied animal appears and reacts with a unique gesture, making the vending moment more lively and memorable.



REWARD:

The user's phone receives a notification confirming their points and newly collected animal, linking the purchase to their digital collection.



BONUS:

If the user buys multiple product types, multiple animals appear together in a lively "Riuh" celebration.

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RIMBA RIUH ECOSYSTEM



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THE ATLAS POCKET APP

The relationship doesn't end when the user walks away from the machine. The companion app bridges the physical and digital worlds.

App Features:

- **Personal Collection:** Users can capture exclusive Pocket Pals by visiting specific TryBot machines across the city.
- **Stat Tracking:** Monitor your personal pal's health, energy, and overall Chonk Level directly from your phone.

THE WORK

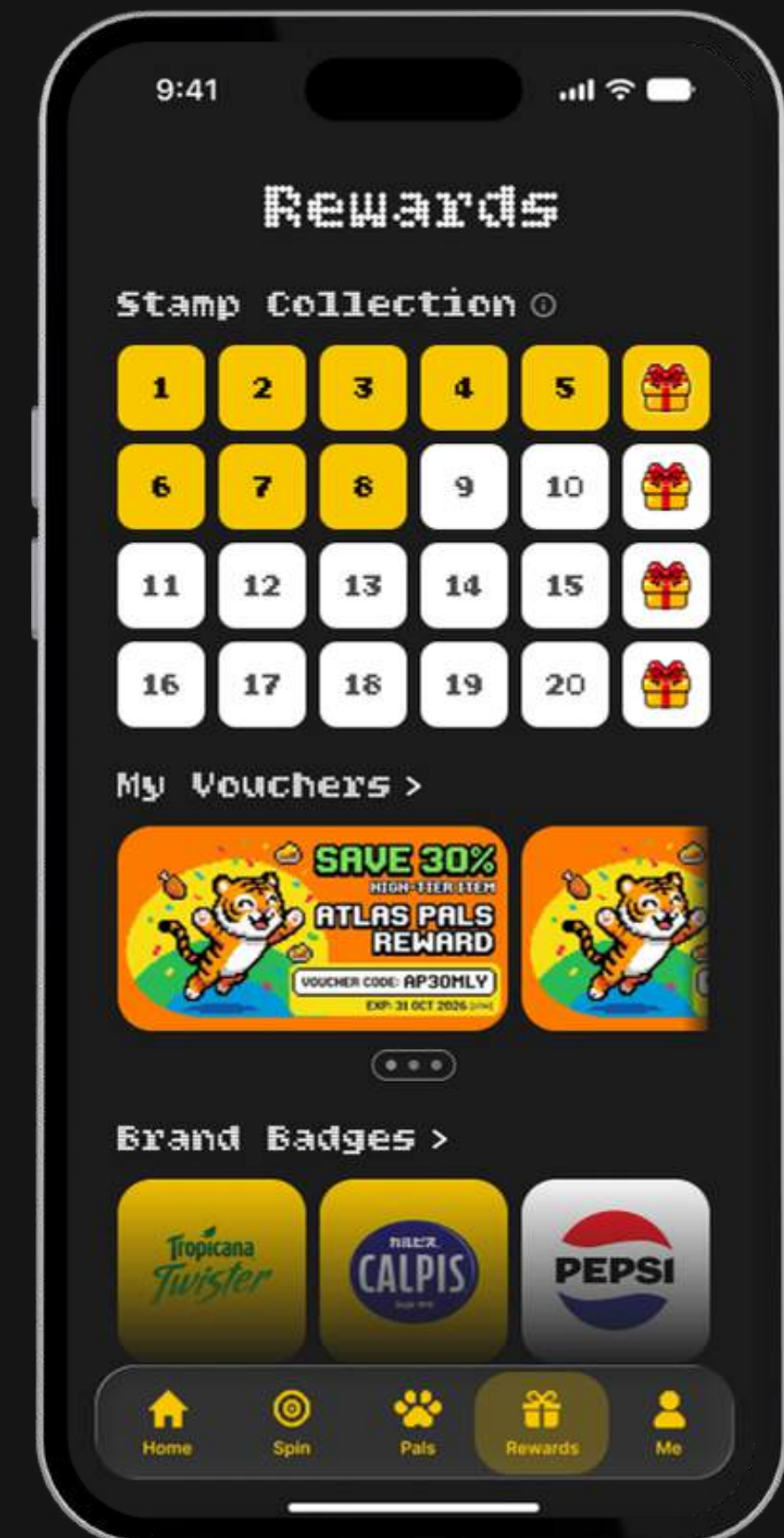
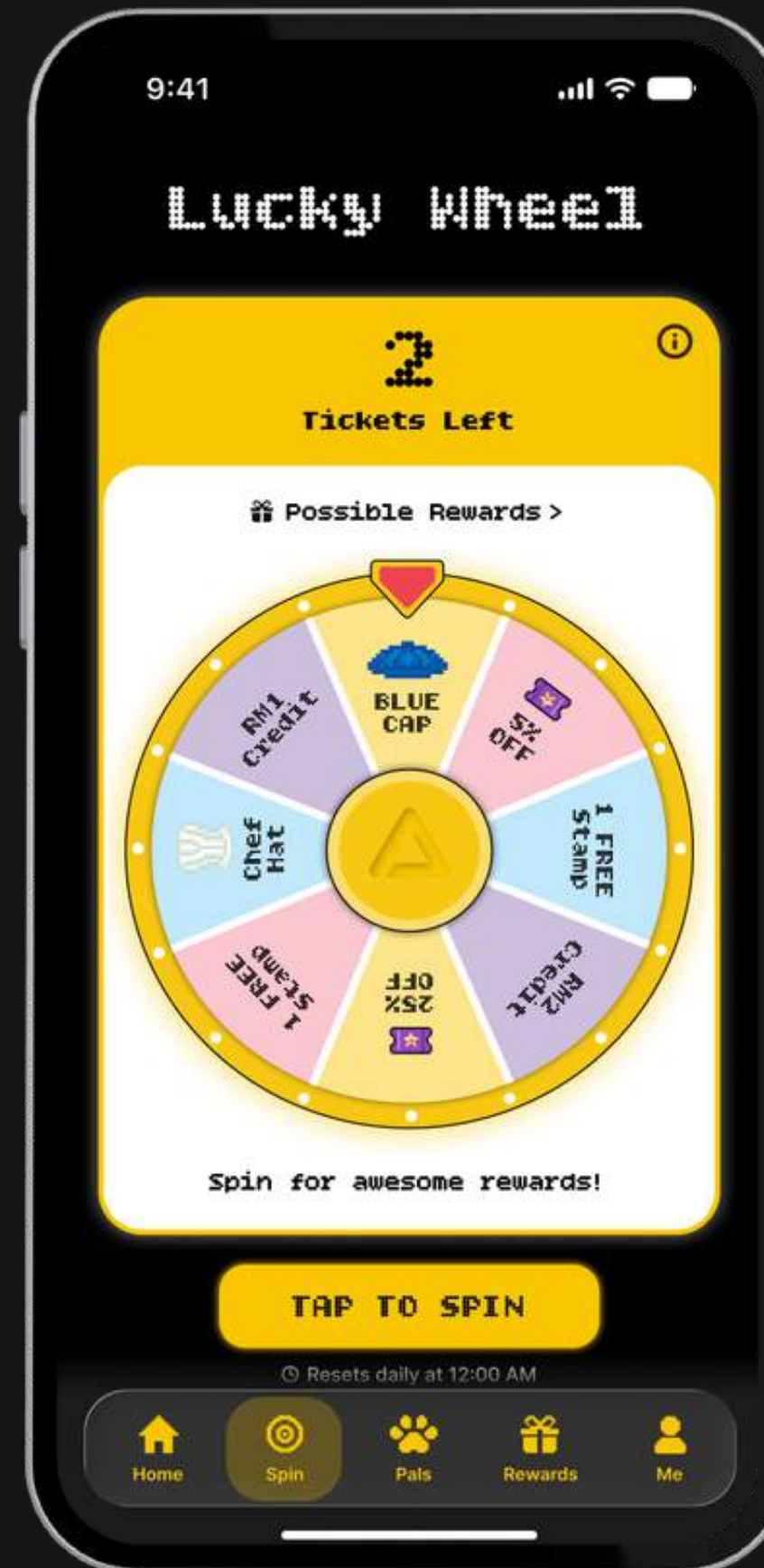


THE LOYALTY LOOP

We secure long-term user retention by perfectly balancing high-energy suspense with guaranteed consumer value.

The Reward Engine:

- **The Gacha Wheel:** Every purchase grants a ticket to spin for randomized tier-based rewards (e.g., 50% off vouchers, instant free drops).
- **The Stamp Card:** Every item bought stamps one digital bowl. 10 items unlock a token for a guaranteed free physical product.



THE DIGITAL ECONOMY

Random, messy machine inventory (cables, skincare, snacks) is no longer a flaw; it is a narrative feature. The pals require a chaotic mix of items to survive and thrive.

The Point System:

- **Digital Flexing:** Points earned at any machine can be spent in the app to buy exclusive digital accessories for your pet.
- **Foot-Traffic Driver:** Physical item redemptions are exclusively locked to TryBot machines, driving users to premium locations.



ATLAS X ETIKA

ONE IDEA, EVERY MACHINE

Designed for ATLAS' existing network, Rimba Rihuh offers full interaction on premium machines and simple scan-based loyalty on legacy machines.

SCREEN-ENABLED MACHINES FULL INTERACTIVE EXPERIENCE



Full animal interactions, location-based collection, points, and rewards, creating a richer flagship experience that drives stronger engagement.

LEGACY MACHINES SCAN-TO-EARN EXPERIENCE



Vinyl wrap + QR scanner lets users earn points and unlock app rewards without costly screen upgrades.

THE WORK



WHY IT WORKS

ATLAS X ETIKA

CULTURAL RESONANCE

Rimba Rih turns a transactional vending experience into a moment of meaningful connection through six Malaysian animals reimagined as expressive 8-bit commuter personalities, while bringing attention back to the country's overlooked native wildlife.

WHY IT WORKS

COMMERCIAL VIABILITY

While the front-end provides a chaotic, fun user experience, the back-end – ATLAS Pocket remains entirely under the client's strict control.

Margin Protection:

- *The reward algorithm is hosted entirely on the company cloud.*
- *ATLAS can dynamically adjust Gacha win odds in real-time to invisibly protect profit margins based on live physical stock.*

RIMBA RIUH COMMUTER TAKEOVER

EXECUTIONS

A connected launch experience that introduces the Pals on trains, brings commuters into compact station pop-ups, and expands into malls and campuses.



FLEX YOUR CHONK

The entire aesthetic is built to be shared. By providing highly visual, platform-native templates, we turn our consumers into organic brand ambassadors.

The Hook:

Users are incentivized to post their fully accessorized, maximum-level "Chonk" pals on TikTok and Instagram to unlock exclusive in-app badges.



EXECUTIONS

EXECUTIONS



ATLAS X ETIKA

QR HUNT

TURNING KL HOTSPOTS INTO COLLECTIBLE TRAILS

To build curiosity offline, ATLAS can place animal paw-print QR codes around selected KL hotspots.

Each paw print acts as a clue left behind by a Rimba Rih character. When scanned, users can unlock teaser animations, character previews, limited digital rewards, or hints leading them to nearby ATLAS machines.

This turns the city into a playful discovery trail and encourages users to actively search, scan, and collect.

EXECUTIONS





MERCHANDISE



LESS RUSH. MORE RIUH.

