

Claims

1. A method comprising:

registering asset data, wherein registering the asset data comprises at least one of the following:

registering a first geolocation associated with one of the following:

a physical asset, and

a virtual asset;

receiving media content to be associated with at least one registered asset, wherein the media content is configured to be operative with a content interaction layer and a consumer tracking layer to enable:

interacting with a consumer of the media content in conjunction with, at least in part, the media content, and

tracking the consumer of the media content in conjunction with, at least in part, the media content;

specifying a plurality of rules for selecting the media content to deliver to the consumer, wherein specifying the plurality of rules comprises specifying:

a first rule for delivering the media content, the first rule being associated with at least one element of profile data corresponding with the consumer, and

a second rule for updating the media content, the second rule being associated with a second geolocation;

receiving an activation command for triggering a delivery of the media content, wherein receiving the activation command comprises at least one of the following:

determining that a spatial trigger has occurred,

determining that a time-based trigger has occurred, and

determining that an event has occurred,

comparing the first rule and the at least one element of profile data associated with the consumer in order to determine whether to deliver the media content to the consumer;

delivering the media content to a device associated with the consumer when the first rule is met;

tracking a location associated with the consumer further to the delivery of the media content;

comparing the second rule and the location in order to determine whether to update the media content; and

updating the media content at the device associated with the consumer when the second rule is met.

2. The method of claim 1, wherein registering the asset data comprises registering a mobile asset, the mobile asset being associated with location tracking technology.

3. The method of claim 2, further comprising:
tracking the mobile asset, and
updating a database with an up-to-date location data associated with the location tracking technology.
4. The method of claim 3, wherein tracking the mobile asset comprises accessing the database with the up-to-date location data and retrieving the up-to-date location data.
5. The method of claim 3, wherein tracking the mobile asset comprises communicating with the location tracking technology associated with the mobile asset.
6. The method of claim 2, wherein receiving the activation command for triggering the delivery of the media content comprises determining that the consumer is in a spatial proximity to an up-to-date location of the mobile asset.
7. The method of claim 1, wherein registering the asset data comprises registering a brand asset, wherein the brand asset is comprised of a digitization of at least one of the following:
a trade name,
a trade design,
a trade logo, and
a source-identifier associated with a brand.
8. The method of claim 7, further comprises:
receiving a multimedia content, and
processing the multimedia content to ascertain an object within the multimedia content that corresponds to the brand asset.
9. The method of claim 8, wherein receiving the activation command for triggering the delivery of the media content comprises ascertaining that the brand asset is present within the multimedia content.
10. The method of claim 8, wherein receiving the multimedia content comprises receiving the multimedia content comprising an image captured by the consumer.

11. The method of claim 1, wherein delivering the media content comprises delivering a plurality of content types, wherein each of the plurality of content types is configured to be delivered based on tailored delivery rules.

12. The method of claim 11, further comprising tailoring at least one of: a content type and a delivery rule to the at least one element of profile data associated with the consumer.

13. The method of claim 11, further comprising tailoring at least one of: a content type and a delivery rule to a characteristic of a device type associated with the consumer.

14. The method of claim 1, further comprising tracking at least one action associated with the consumer, wherein tracking the at least one action comprises communicating with the consumer tracking layer operated on at least one device associated with the consumer.

15. The method of claim 14, wherein tracking the at least one action comprises employing the consumer tracking layer to track at least one of the following:

location data,

sensor data,

telemetry data,

device usage data, and

a unique identifier.

16. The method of claim 15, further comprising compiling analytics based on the at least one action.

17. The method of claim 1, wherein delivering the media content comprises engaging a transmission module configured to transmit the media content when the consumer is within a physical proximity to the first geolocation.

18. The method of claim 1, wherein determining that the spatial trigger has occurred comprises: receiving location data from the consumer tracking layer in operative communication with at least one device associated with the consumer.

19. The method of claim 18, further comprising, determining, based on the location data, that the recipient is in proximity to the first geolocation.

20. The method of claim 1, wherein determining that the time-based trigger has occurred comprises at least one of the following:
determining that a predefined time has been met,
receiving a manual triggering event, and
accessing schedule data from a data storage.

21. The method of claim 1, wherein determining that the time-based trigger has occurred comprises at least one of the following:
receiving a designation of a time, and
determining that the consumer is in a proximity to at least one of: the first geolocation and the second geolocation at the designated time.

22. The method of claim 1, further comprising specifying, for the media content, interactivity criteria.

23. The method of claim 1, further comprising receiving an indication that the consumer is moving at a particular path, towards the second geolocation and within a designated period of time.

24. The method of claim 22, wherein specifying the interactivity criteria comprises specifying:
a change in a physical location associated with the consumer,
a particular destination to which the consumer must navigate, and
a particular time period in which the consumer must fulfill the interactivity criteria.

25. The method of claim 22, wherein tracking the location associated with the consumer comprises tracking the location relative to the interactivity criteria.

26. The method of claim 25, further comprising tracking, via the consumer tracking layer, telemetry data.

27. The method of claim 24, wherein updating the media content comprises updating the media content upon a fulfillment of the interactivity criteria.

28. A method comprising:
registering asset data, wherein registering the asset data comprises at least one of the following:
registering a first geolocation associated with one of the following:

a physical asset, and
a virtual asset;
receiving media content to be associated with at least one registered asset;
specifying a plurality of rules for delivering the media content, wherein specifying the plurality of rules comprises specifying:
a first delivery rule associated with at least one element of profile data corresponding with a recipient of the media content, and
a second delivery rule associated with a second geolocation at which the recipient is tracked;
receiving an indication that the recipient is proximate to the first geolocation, comparing the first delivery rule and the at least one element of profile data associated with the recipient;
tracking a location associated with the recipient in response to a matching comparison;
comparing the second delivery rule and the location in order to determine whether the recipient is proximate to the second geolocation; and
delivering, upon fulfillment of the first delivery rule and the second delivery rule, the media content to the recipient.

29. A computer-readable medium comprising a set of instructions which when executed perform a method, the method comprising:
registering asset data, wherein registering the asset data comprises at least one of the following:
registering a first geolocation associated with one of the following:
a physical asset, and
a virtual asset;
receiving media content to be associated with at least one registered asset;
specifying a plurality of rules for delivering the media content, wherein specifying the plurality of rules comprises specifying:
a first delivery rule associated with a period of time, and
a second delivery rule associated with a second geolocation at which a recipient is tracked during the period of time;
receiving an indication that the recipient is proximate to the first geolocation;
tracking a location associated with the recipient in response to a matching comparison;
comparing the second delivery rule and the location in order to determine whether the recipient is proximate to the second geolocation; and
delivering, upon fulfillment of the first delivery rule and the second delivery rule, the media content to the recipient.