

AR

AUGMENTED REALITY



Did you know that Augmented Reality is disrupting traditional Virtual Reality?

Augmented Reality (AR) is emerging out of the shadows of its more famous cousin, Virtual Reality (VR), to form a market whose value is estimated to reach \$165 billion by 2024, according to eMarketer.



Augmented Reality (AR) refers to the ability to integrate digital data and content with the physical environment. AR creates a composite view of something by superimposing digital images that augment real-world views.



Unlike Virtual Reality (VR), AR doesn't require special video headsets, and is usually experienced via smartphones and tablet computers.



We interviewed marketers and AR experts from various industries to understand **what AR is, how it differs from VR, and what marketing opportunities AR presents.**



They shared that AR presents brands with a powerful new means of delivering immersive customer experiences and interactive content.

Engagement is one of the best indicators of conversion and, when triggered by a cool AR experience, it gets customers talking about and sharing brand stories. AR is a wonderful medium for letting brands tell stories in rich, immersive ways.



AR can also help brands bridge the gap that may exist between the online shopping experience and a high-touch in-store experience by extending elements of the in-store experience online. For businesses that require consumers to see a demonstration, test, tour, or otherwise experience products for themselves before purchase, AR can let customers experience a product or service in an ideal use scenario.



RECOMMENDED STEPS



Are you looking to leverage AR in your marketing efforts?

ANA members have access to the full report, which includes a case study on AR, but here are three steps to get you started:

1

Learn the ropes.

Plan on a learning curve just as you had with the web, mobile, QR codes, SMS texts, and other technologies. Learn the terminology so you can communicate with creatives and technologists who implement the applications.

2

Check your content workflow.

AR applications need content that you may not have. A company needs to create and manage 3D content, including wireframe models, polygon surfaces, textures, and complicated lighting considerations.

3

Understand the platform choices.

AR requires a platform. Apple, Google, Microsoft, and other companies either have or are developing their own AR programs and apps. Asking consumers to download additional apps to use AR may turn them away, so brands will have to watch which platforms become popular and then choose what to support.



To learn more about how marketers are approaching Augmented Reality, check out the full research report.

You can also visit ANA's Innovation Hub for other cutting-edge marketing topics that are changing the world of marketing forever.