Augmented Reality for Marketers: Mapping the Future of Consumer Interactions

John C. Havens
SVP Social Media, Porter Novelli
Twitter: @johnchavens

Lynne d Johnson
SVP Social Media, Advertising Research Foundation
Twitter: @lynneluvah
Introduction
You’re already Augmenting Your Reality
Utility = Adoption
Utility = Adoption
QR Codes
THE CITY IS ALIVE WITH SOUNDS, IF YOU KNOW WHERE TO LOOK.

SCAN THE ANIMAL WITH YOUR MOBILE, AND LISTEN TO THE HIDDEN SOUND OF THE CITY.
2-D Barcodes/SMS
Snap to WIN…
Joss styles a look for you!

TAKE AND SEND A PICTURE OF THE JAGTAG ABOVE. ENTER FOR YOUR CHANCE TO WIN THE COMPLETE LOOK.

Get free music downloads**, videos and text messages from Joss. Verizon and AT&T customers text the picture to 524824. All others text or email the picture to nw@jagtag.com.

Cozy Boucle sweater, $79*; Radical Crop jean, $59*; Stone boot, $209*; Crossroads necklace, $38*; Cross roads hoop earrings, $34*; Cross roads bracelet, $32*; Cross roads ring, $26; Pick Pocket medium cross hobo handbag, $79
*shown on Joss

**While supplies last. NO PURCHASE NECESSARY. Must be a legal U.S. resident and at least 18 years old to enter. SWEEPSTAKES ENDS on 10/15/10. Official Rules and free entry method available in the link below. Sponsor: Jones Apparel Group. Messaging and data rates may apply. Not responsible for misdirected, garbled, lost or late returns. Certain other restrictions may apply. For terms and conditions, visit www.jagtag.com/it&c. VOID WHERE PROHIBITED.

See Official Rules →
Augmented Reality
Utility + Ease of Use = Rapid Adoption
Results:

£26 million in revenue

ROI of 1:156

A public relations and advertising value equivalent of £1,950,000

Campaign achieved more positive brand awareness and publicity for IBM than the past five years put together
Swiss watchmaker Tissot saw in-store sales of its watches rise by 85%
“70% of those who went to the site chose to live the experience which is a great conversion rate and of that group 13% then purchased the project – compared to an industry standard website conversion of around 0.5%.” - Myles Peyton, Director of market leading AR authoring company Total Immersion
Hotels.com credits the launch of their AR Virtual Vacation experience with driving bookings up 36%
Analyst firm ABI Research has just released a new study (Q3, 2010) that finds businesses are primed to spend $1.8 billion on location-based ads in 2015, a somewhat surprising number given the small crowd of early adopters currently using check-in apps.
BMW Augmented Reality - the extension of reality

The component is displayed in the data goggles

BMW Augmented Reality - the extension of reality

Release 2 screws
Checking In... To Places
Tagwhat is a new social augmented reality network that lets you create and sh...
Locamoda Brings Foursquare to the City of Lights
Checking In...
To Entertainment
According to Nielsen, **59% of the people they researched use TV/internet simultaneously** and this has grown **35% in the last year**.

“Creating a simple way to share what you watch is just the beginning...this could become a recommendation service - you should watch *The Wire* because three of your friends are watching.”

Miso's founder, Somrat Niyogi
Find the best of what your city’s hiding

Tips

1. **Bus Exit:** The goat helm classic French, but added us a high A la French influences, while the dairy brings fresh & modern thinking, & some friendly service. [Yelp & Google, Lunch $8, Dinner $15]

2. **Asiana:** This means, seed-friendly brats served up well-right, meat warns ‘New American.’ A drinker, as it’s right for snacks like French furniture. [Yelp & Google, Lunch: $8, Dinner: $15]

3. **South Houston:** A is a decidedly unpretentious Southern comfort, tasted by childhood trips below the Mason-Dixon. Try the salt-screen made w/ turkey, cigel, and some, and find food covered in “social media.”

4. **City Room:** Hit us the blame ‘ultra lounge’ boasting five different-sized areas (the match-stick-roofed North Terrace, the bar-room-stacked South Terrace...) set in high-end rooftop bar in New York City. [Yelp & Google]

5. **Lady Jaye:** Li’s is a neighborhood bar dedicated to no-nonsense, straight-laced booth with a vintage shuffle. [Yelp & Google]

6. **13th Step:** Named after the AA term for hiding out with drug’s run by. SIS’s morphed the former Telephone Bar space into a smoke-no-hustle, 33-foam-gun sports bar. [Yelp & Google]

Find the best of what your city’s hiding with Thrillist on Foursquare. We’ve put together an guide with info on the hottest happy hour deals, cheap-o drink特選, and cool new cafes (think ‘Raconne Simple Rule’).

While you’re here, be sure to sign up for Thrillist free daily email update by going to http://www.thrillist.com/signup.

Find us on Facebook: facebook.com/thrillist

Twitter: twitter.com/thrillist

Casa Mezcal
This three-floor adds to Mexican culture features...
Checking In... To Products
Features

Own Shops

- Buy and own your favorite real-life locations
- Collect rent when other people check-in to your shops
- Upgrade your shops to increase their value

Available on the iPhone App Store
MyTown - Product Check-in

Check-in Complete!

Points: 46,675

Items Earned:
- Cash: 10,000
- Storage Safe
- Olay Purifying Cleanser
- Laptops and Xbox 360®
- Mahjongg Tile
- Digital Services Bundle At $35/mo. Order Bundle Package, No Contract!

Level 47

Storage Safe

Scan to Unlock!

It's locked!

Open it by entering the barcode from any product.

Use to start!

Scan a specific item!
“Booyah/MyTown has just hit the 2 million mark.

2010 has been a great year for the iPhone app: hitting half a million in January, 1 million in February, and now 2 million in May.

Foursquare has roughly 1.1 million users, Gowalla is sitting near 250,000.”

TechCrunch, May 5, 2010
Opting In...
To Offers
Placecast ShopAlerts: Location-Triggered Mobile Marketing
Geo-fence noun: a field around any location set to trigger a personalized marketing message to a consumer entering or exiting the defined area.

Flexible and efficient

Easy to create and manage

Any location - stores, stadiums, parks, concerts

Concentric geo-fences enable foot traffic measurement
Placecast ShopAlerts: Location-Triggered Mobile Marketing

- Upon entering a geo-fenced location, consumer receives a location-triggered SMS alert on their phone
- Message presents a personalized offer
- Message could be promotional, branding, sponsorship or a reminder

Text Message
ACME: SUNDAY, SUNDAY, SUNDAY!
Make a game winning drive to ACME Ice Cream after the game for Dollar Sundae Sundays! Nearest location: 123 Main Street
Checking In…
To People
“This is a way to check in on a Social Object.”

Robert Scoble, SXSW 2010
Privacy
Harold Cho  54/m
Network Engineer
haroldc@intech.com
Credit Score: 443

“nice guy, just don’t lend him any money!!” - olmec32

kick me, lol :p
Occupier brought a new TV last week

This house is empty. Owners are away for 2 weeks.
CAN I BUY YOU A DRINK?

BEEP BEEP BEEP

3D optical scan in progress
initiating face recognition

querying central database
identity match found

USER RATING:
☆☆☆☆☆

USER COMMENTS:
"emotionally inaccessible"
"selfish in bed"
"womanizing, lying cheater"

* PAT. PEND.
Virtual Advertising Rights (VAR)
Are We Entering the Age of Augmented Trademark Infringement?

Written by Chris Cameron / July 6, 2010 12:50 PM / 8 Comments
Virtual Advertising Rights (VAR)
Where We’re Going
SAN FRANCISCO — The secret to finding the perfect parking spot in congested cities is usually just a matter of luck. But drivers here will get some help from an innocuous tab of plastic that will soon be glued to the streets.

This fall, San Francisco will test 6,000 of its 24,000 metered parking spaces in the nation’s most ambitious trial of a wireless sensor network that will announce which of the spaces are free at any moment.
The Internet of Things

The E-ZPass Process
©2001 HowStuffWorks
Utility + Ease of Use + Privacy/Marketing Awareness =
Thank You!