Augmented Reality For Marketers: Mapping The Future Of Consumer Interactions

Web 2.0 SF 2011
#ARW2E
What Is Augmented Reality?
Is Augmented Reality Ready For Mass Adoption?
“I think what’s interesting really is the way in which the market has evolved,” said Windsor Holden, principal analyst at Juniper Research, Basingstoke, England. “Twelve months or so ago there were only a handful of augmented reality apps around and consumer knowledge was quite limited. The only people who were downloading them were those that were technology savvy and technology literate and they were primarily on Android devices and the iPhone,” he said. “Now there are several hundred across a variety of operating systems.”
But, Are We There Yet?
For Consumers:

1. Provide Utility
2. Ease of Use
For Marketers:
1. Marketing Awareness Potential
2. ROI
Beyond the Hype: Moving From Simple Gimmicky Experiments To Real World Applications
Spectrum of AR

SMS/QR Codes

Webcam/3D

Location-based

POS

Real-world Applications

Simple Experimentation

Gimmicks

Unnatural Behaviors

More Useful & More Natural

Most Advanced, Natural & Useful
Not Everyone Has A Smartphone
Nike/Hyperfactory T90 AR/SMS/3D Campaign

**Product as Hero**

Teens are hard to please.

So what's the best way to market a boot to football crazy teens, and with just a product shot?

We placed a plain, black-and-white poster of different sizes with the T90 logo around town, from paid medium, in-store, to guerrilla stickers and creating giant posters at football courts.

Following instructions on the posters, teens could download a software application to their mobile phones to view the boot from different angles and sizes.

Using Augmented Reality technology, a first for Hong Kong, teens were able to experience the product in a way they never had before, and with just a plain, black-and-white poster.

*Please see attached video for details*
QR Codes: Simple, Yet Effective...
ZOO RECORDS
HIDDEN SOUND / BAT

The city is alive with sounds, if you know where to look. Scan the animals with your mobile, and listen to the hidden sound of the city.

1. Discover hidden animals within the city
2. Scan anywhere
3. Listen to songs and get band profiles on the spot
4. Buy songs directly
5. Share with others
6. Keep scanning to uncover more hidden sounds
QR Codes: Zoo Records Hidden Sound Records
Webcam/3D: Unnatural And Gimmicky, Yet Beginning to Show Results
Webcam/3D: Dabs Acer Augmented Reality Ad

Source: http://www.youtube.com/watch?v=8joWGONTIHI
“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
Tracking their online AR campaign, as well as activity with an AR application affixed to a window at Selfridges department store, Tissot says it saw in-store sales of watches rise 85%.
Hotels.com's traffic jumped 26% and bookings soared by 36%, according to Hotels.com marketing exec Vic Walia. Also, Hotels.com's loyalty program also saw registration spike by 32%.
Location-based: Driving Consumer Adoption, But Still An Unnatural Behavior
Location-based apps driving adoption

- Le Bar Guide
- Quiznos Layar
- Yelp Monacle
- eBay Classifieds
- hotel.info
POS: Utility vs Gimmick
Lego Augmented Reality Kiosk

Source: http://www.youtube.com/watch?v=mUvVvY4c4-A
Now We're Moving Toward
• Real-world Applications
• That Make Life Easier
• And Will Ultimately Make AR More Acceptable
Google Goggles

Use pictures to search the web.

Google goggles

Landmark
Golden Gate Bridge

Golden Gate Bridge

Web Results
Golden Gate Bridge - Wikipedia, the free encyclopedia
The Golden Gate Bridge by night, with part of downtown San Francisco ... Golden Gate Bridge is the most popular place to commit suicide in the United States ...
http://en.wikipedia.org/wiki/Golden_Gate_Bridge
Seacliff Webcam - Weather Seacliff, Golden Gate Bridge (Seacliff)

WORD LENS

BIENVENIDO AL FUTURO

WELCOME TO THE FUTURE
BMW Augmented Reality

The component is displayed in the data goggles.
General Motors AR Windshield

Source: http://www.youtube.com/watch?v=J0xn1BA4mQc
And Remember Those Ski Goggles I Told You About…

Source: http://www.youtube.com/watch?v=d2NvFXH1nAA
AR’s Direct Impact on Sales
Converse Sampler App by R/GA
Virtual Window Shopping With H&M and Goldrun
Invisible Popup Shop with Airwalk and Goldrun

Invisible Store NY
Run ends 11/07/10
The JIM is back! One of Airwalk’s most iconic styles is being relaunched. But there are only 300 pairs available, exclusively at our Invisible Pop Up Store.

To bag yours before they’re gone, follow this run. Then, at 2pm on November 6th, head to Washington Square Park, find the shoe and snap a photo.

Find Stuff!

The Rundown
JIM Tennis | $90
A near replica of the Airwalk JIM.

JIM Plastic | $80
Made for her and inspired by the JIM.

JIM Plastic | $80
Made for her and inspired by the JIM, this limited edition is sleek, comfortable and made for the street with its eye-catching patent leather upper.

Click the Show AR button to capture the Ladies JIM, and take advantage of this special offer.

Stock is extremely limited, so buy your JIMs before it’s too late.

Tap and hold to copy the exclusive link.
Seventeen Mataio AR Motion Capture Online Shopping

Source: http://www.youtube.com/watch?v=fhJuZMEJ4-U
What's Next?
Augmented Reality Contacts

Eye Tracking

Education

Facial Recognition
Could This Be The Future Of AR?

Source: http://vimeo.com/8509167
Future Considerations For AR

For Consumers:

1. Privacy

Occupier bought a new TV set last week.

This house is empty. Owners are away for two weeks.
Future Considerations For AR

For Marketers:
1. Virtual Air Rights
AR Marketing Success Equation

Utility + Ease of Use
+ Privacy/Marketing Awareness
= Transformation
Thank You!

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