

TURCHETTE
B2B MARKETING & PUBLIC RELATIONS

MARKETING WITH AUGMENTED REALITY

By **FRED GHILINO,** Account Director

Right now, augmented reality (AR) is generally considered a novelty in the marketing world...but that is rapidly changing. As technology improves, the price barrier drops, making it a more affordable option for more brands. As AR campaigns become more widespread, we will soon be bombarded with this new "reality." Over time, younger generations entering the workforce, will bring with them the social media filters and AR experiences to which they have become accustomed.

AR's "wow factor" alone contributes to its ability to outshine more traditional advertising platforms - print, digital, and television - in terms of recognition. AR can capture viewer attention for over 85 seconds, increase interaction rates by 20 percent, and improve click-through to purchase by 33 percent.

20%
increase in AR viewer attention and interaction

33%
increase in AR click-thru rates to purchase

85
average seconds spent on AR viewer interaction

The current state of AR in marketing

With rising shipping costs, and logistical nightmares throughout the supply chain, AR has become a cost-effective solution for many companies when it comes to tradeshows. Without having to ship anything, AR allows customers to interact with products on the tradeshow floor itself and take said products "home" with them. This provides a unique opportunity for both companies and customers alike.

AR is ideal for:

- Tradeshow product demonstrations
- In-home product experiences
- Technical product support
- Interactive marketing campaigns

While many marketers are hesitant, or simply aren't sure where to start, recent advances in the technology have opened the door for companies of all sizes to take advantage of this effective – and impressive – marketing tool. The beauty of AR is that you are only limited by your imagination.

Ultimately, as the media landscape changes, AR will become mainstream. Marketers should be thinking about AR now to stay ahead of the curve. That's where Turchette comes in – to help strategize, plan, and outline your AR project.

9/10 major brands currently use AR in their campaigns



3.5B mobile augmented reality users are projected by 2027

That's approximately 44% of the world's population.

Augmented reality is more than just a novelty. It stands to be one of the **driving forces in sales and marketing innovation over the next decade**. Forward-looking businesses using AR will be able to upgrade the customer experience, positively impacting business opportunities and sales.

Five ways to use augmented reality to enhance your marketing strategy.

1. Let customers try before they buy

Potential customers always want to try products before buying them. Using AR, customers can model and try on makeup, clothing items, and a wide range of home-related products without needing to directly interact with them. This eliminates the need to keep substantial amounts of physical inventory.

2. Augment touring and assistance

Augmented reality offers the potential for businesses to add a digital component, in addition to their physical locations and products. Customers can scan a product or object to pull up an AR experience –tailored either toward giving additional information about the product or some form of supplemental brand-related experience.

3. Augment branding materials

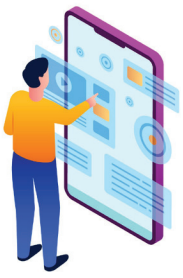
Augmented reality can take branding materials - like business cards and brochures - to the next level by adding a virtual component. Users can scan printed materials with their mobile devices to access a range of features, providing them with more information and multiple ways to contact the brand.

4. Create buzz around a brand

Creating a novel, unexpected or fun AR experience, if executed properly, can result in significant "buzz" for a brand. By employing AR strategies, companies can generate invaluable earned media. In a competitive market, an augmented reality campaign can be the differentiator that allows a brand to stand out and create sustained discussion and name recognition.

5. Leverage the power of AR for B2B

Augmented reality stands ready to transform the B2B customer/vendor experience in several ways. One of the most significant areas in which AR can improve B2B sales is in creating dynamic sales presentation materials. Using digital devices, sales teams can access customized augmented reality applications, and even present a virtual 360-degree look at their product lines.



The value proposition of augmented reality

- New content channel for consumers
- Mobile-native
- Consumers act in both digital and physical worlds
- Convergence of social, location and context
- Interactive and targeted
- Measurable and trackable results
- High emotional and repeat engagement

The time to explore AR is now! Call Turchette today and let's discuss how we can develop an effective AR experience for you and your brand.

TURCHETTE
B2B MARKETING & PUBLIC RELATIONS

3799 Route 46, Suite 100, Parsippany, NJ 07054
973-227-8080 x1 • jgorab@turchette.com
turchette.com

NJBIZ AD AGENCIES TOP 10