



AR FOR AGENCIES

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ONE OF THE BIGGEST CHALLENGES FACED BY MARKETING AGENCIES IS INCREASED COMPETITION

According to a report by [Wix Digital Agencies](#) in 2020: A Glimpse into the Future, 50% of digital marketing agencies agreed that increasing competition was an issue.

AR

FOR AGENCIES

To stay ahead of the competition, marketing agencies have had to strengthen their service offerings and expertise to include tools and strategies that embrace changing marketing trends, technological advances and the demands of their clients.

The Wix report also suggests that the way ahead for agencies is to include an integrated approach to marketing in their service offering and stay on top of digital trends so they can offer innovative and emotionally appealing strategies to their clients.

The Wix study also listed the top growth opportunity for agencies as “offering higher-end design” followed by offering additional marketing services.

One way for agencies to set themselves apart from the competition and position themselves in the face of increased competition and offer higher end design options is to adopt Augmented Reality (AR) solutions and include it in their service suite.



WHY AR

Augmented reality is the blending of digital objects with the real-world environment, accessible on smartphones or tablets

It is also the perfect conduit between traditional print media and digital channels, bringing together the tactile value of print and the efficiency of digital into a seamless engaging customer experience.

Print and digital can now work perfectly together.

It offers greater visual accessibility and interactivity—both pivotal to customer engagement and positive buyer response, which are necessary for marketing strategies to be successful and deliver results that maximise return on investments (ROI).

Research shows interactive content is more effective at grabbing people's attention than static content, and 88% of marketers reveal that interactive content is [more effective in differentiating their brand](#) from the competition.

Interactivity offered by AR starts with a set of graphical elements, which when scanned will trigger interaction in the form of 3D animation and objects, a game, any combination of images, sound and video, or access to website and inquiry forms.

The triggered interaction offers greater visual accessibility while displaying further information about the marketing campaign.

Such interactive AR marketing is easy to set up starting with print collateral and transforming it into immersive AR experiences, especially with AR marketing platforms made specifically for agencies, with built-in campaign management and customer management, such as the one by [UnifiedAR](#).

Marketers can engage and target customers with immersive experiences at any stage in the buyer's journey, thus increasing customer satisfaction, which is one of the key drivers of customer purchase decisions—and an important factor for companies to consider when hiring marketing agencies to manage their campaigns.

According to research by Oracle, 61% of businesses using virtual or augmented reality [have increased customer satisfaction metrics](#) because of using immersive technologies. When asked, 84% agreed that the virtual and augmented reality experiences their companies offer over the next five years will have a bigger impact on customer experience metrics than experiences in the physical world.

According to [The Drum](#), AR experiences “have led augmented reality to yield results unprecedented in traditional marketing and advertising. The best campaigns can lead to dwell times of over 85 seconds, interaction rates of up to 20% and click-through rates to purchase of 33%—numbers that dwarf anything across print, online or television advertising alone.”

Marketing agencies are well aware of the benefits of visual content in their marketing strategies with [56% of marketers are already actively using visuals in their marketing](#) in 2019, while 69% of marketers said strong visual content was important to their marketing strategies.

AR definitely fits the definition of visual content marketing with brain studies backing the impact of AR on memory encoding and [retention](#).



A [study](#) into the consumer, neurological and brand impact of AR, conducted by [Neuro-Insight](#) in partnership with Mindshare UK and Zappar, found that AR drives almost doubles the visual attention in the brain compared to non-AR tasks, showing AR's ability to generate a more powerful emotional response than non-AR experiences.

The same research revealed memory encoding is 70% higher for AR experiences. This is important for any marketing strategy to be successful, as positive customer experience needs to be encoded into long-term memory for it to affect any future actions.

Businesses hire marketing agencies to identify marketing strategies that will drive business benefits and deliver results that maximise return on investments (ROI).

The very nature of AR platforms like [UnifiedAR](#) enables agencies to monitor real, tangible metrics and measure ROI, now even from print based marketing. This is a powerful game-changer, as any marketing agency knows that marketing metrics are vital to track and reach marketing campaign objectives.

Immersive AR experiences in marketing campaigns deliver deeper engagement—at least [200% more engaging](#) with a [45% higher level of visual attention](#) than TV.

As any agency would know, depth of engagement is a precursor to customer loyalty with actively engaged customers making 90% more purchases and spending 60% more in each transaction. Marketing agencies that deliver these results can definitely deliver value to their clients while positioning themselves as valuable solution providers to businesses that hire them.

While costs and complexity may have put AR out of the reach for some, new self-service AR marketing and communication platforms like [UnifiedAR](#) have made integrating augmented reality into marketing campaigns and developing branded AR solutions apps cost-effective and easy-to-use with no technical experience required. requirement for coding.



WHY AR

Let's look at some ways AR can be successfully integrated into marketing campaigns and offered as a high-end service to your clients.

ENHANCE PRINT CAMPAIGNS

The augmentation of print collateral is probably one of the most transforming benefits of AR.

With AR, marketing agencies can create immersive, interactive and engaging AR marketing experiences, right from a printed brochure, a print ad or any other print collateral.

AR gives a new lease of life to static printed marketing collateral by adding interactivity and visualisation that drive engagements and memory retention, estimated to be at [70% for AR experiences](#).

According to a [report by Vertebrae](#), 78% of consumers too, prefer brands with AR and 56% find AR more engaging than static imagery. AR can also strengthen sales by letting customers purchase directly from print originated experiences with integrated calls-to-action.

Here are some examples of printed marketing collateral that can be transformed with AR:

PRINT ADS

Accelerate Auto Electrics and Air Conditioning ran an AR-enabled press ad in the [Sunshine Coast Daily](#) where viewers could trigger an informative video about pop-top camper trailers and visit the Jayco website for more information straight from the app.

In another innovative use of AR for print ads, real estate agency, [McGrath Estate Agents](#), created AR-enabled property advertisements in a local publication. Each AR-enabled advertisement delivered a video of a property and were prompted to visit the website for more information—seamlessly done with a call-to-action accessed from the print initiated experience.

[Maybelline](#) ran print ads in several US magazines. Readers could virtually try on new colours from Maybelline's new nail polish line, by just using an app. The AR app delivered vital data about engagement time and number of shares on social media while enabling Maybelline to predict which colours are trending each week, demonstrating the power of AR ads and AR marketing campaign platforms.

BROCHURES AND CATALOGUES

[Regional Development Australia \(RDA\) Moreton Bay](#) produced a high quality printed prospectus, delivering informational videos from key points in the booklet, using a smartphone. Readers followed strategic calls-to-action back to the RDA website while RDA tracked and monitored important metrics through the campaign platform.

High schools and colleges, like [Sheldon College](#), implemented AR into their marketing as they deliver branded AR content from their school prospectus, along with calls-to-action directing parents of prospective students to their website to register for campus orientation day.

Business like [Australian Innovative Systems](#) and [BMW dealerships](#) are harnessing the power of AR to enhance their print marketing to deliver product information, and increase engagement and leads, while standing out from the competition.

PACKAGING

[PMD Tea](#) and [Frankie 4 Footwear](#) developed AR-enabled packaging and labels that triggered informative videos, with in-built call-to-action in the marketing campaign to access the website and make purchases.

While [Paul's Scooby-Doo yogurt](#) created AR-enabled packaging from which parents could download Scooby-Doo activities that their kids can then enjoy, by using a smartphone.

AR-enabled print marketing campaigns are a game-changer for many businesses and marketing agencies can easily develop marketing strategies for their clients that include AR marketing campaigns across a range of print collateral, including direct mail, press and magazine advertising, packaging and even large format print like signage and banners. OUTDOOR CAMPAIGNS

Outdoor campaigns are quickly adapting AR technology to engage more deeply with potential buyers. Marketing agencies and their clients can also get accurate numbers on engagement and action taken—major limitations of static 2D campaigns.

For example, Tourism and Events Queensland launched the first ever [Curiosity Brisbane](#) event, an immersive and interactive series of science, art and technology experiences spanning the Brisbane River, with a series of AR enabled event wayfinders.

[Aria Property Group](#) leveraged wall art by a graffiti artist to drive more foot traffic into the cafe precinct of Fish Lane in South Brisbane.

[Harcourts Stafford](#) used AR to enhance on-street property signage, while [Pepsi Max](#) took the technology to another level to create a bus shelter campaign with no scanning required.

AR portals like the portal home created by [Stambol](#), transport viewers into immersive worlds in real-life locations, while [AR windows](#) are an opportunity to display products and offer interactive experiences that entice viewers to enter a store or visit the company's website.



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BLENDING OF DIGITAL OBJECTS
WITH THE REAL-WORLD
ENVIRONMENT, ACCESSIBLE ON
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WHY AR

PRODUCT INFORMATION

The nature of education is changing, with more competition for educational institutions to drive higher student enrolments and deliver marketing campaigns that engage with a more technology-inclined market.

AR technology is not only useful in delivering product information but it also enables buyers to try a product or customise it to suit their requirements, thus increasing buyer reach and improving customer buying experience.

For example, the [BMW iVisualizer app](#) enables interaction with certain BMW models. Viewers can choose assorted colours, interiors and wheels, and preview the car at any location they want.

Companies like Rolex and [Formex](#) use AR technology to enable customers to virtually try their luxury watches before buying, while [IKEA](#) has developed an AR app that enables buyers to visualise how various furniture will look in their house.

EVENTS

Events are a key part of the marketing mix for many industries. With AR, events like trade shows, exhibitions, conferences and festivals come to life, bringing entertainment and providing vital information about businesses, products and services in a more engaging way.

Plus AR plays a vital role in fostering engagement and helping businesses stand out from the competition.

For example, [Smoothwall](#) used AR to entice visitors to their booth at the BETT Trade Show, while [Ford](#) used AR to allow visitors a look under the hood of three different vehicles at the 2017 North American International Auto Show.

With AR, agencies can help brands convert pull up banners and print displays, along with other print collateral into transformative AR experiences to create an appealing brand experience, showcase products and services and enhance user engagement and understanding, just like [HDAA Australia](#) did with AR-enabled event program cards.

Also, marketing agencies and businesses can deepen engagement with users who have downloaded the AR apps, by sending them relevant content or offers after an event.

Please contact UnifiedAR if you would like more information on providing AR as a service to your customers.

WHY AR

In 2020, there are 1 billion augmented reality users with a projected growth of 3.5 billion users by 2022, showing that AR is a game-changing trend for businesses that adopt this technology in their marketing and service offerings.

In fact, 83% percent of early adopters of AR technology expect to realise significant business value within one year of deployment of AR technologies while 58% expect value to be delivered within six months.

In terms of marketing, AR is a vital marketing tool and can be used at any point of the customer's journey—to gain new leads, keep existing customers, and to grow the business.

Content assets can easily be integrated into a cohesive customer experience with targeted calls-to-action and re-targeting those who have shown an interest, thus nurturing and qualifying leads for sales and follow up.







Please contact UnifiedAR if you would like more information on the use of augmented reality for agencies or if you would like to see how the UnifiedAR platform can take your marketing and communications to the next level.

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LOCATIONS

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