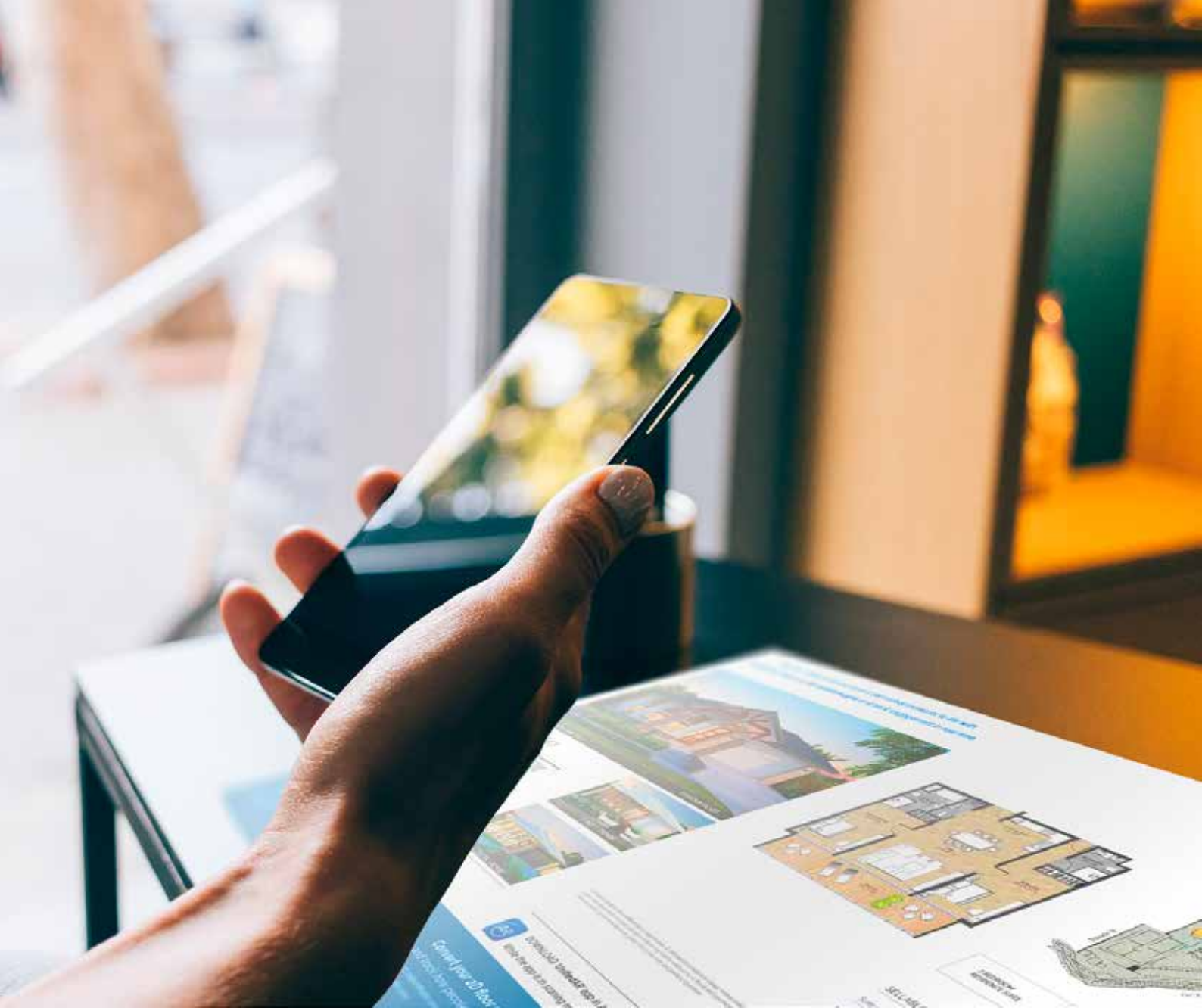


AR FOR BUSINESS

UNIFIED **AR**[®]



FOR MANY YEARS PRINT HAS BEEN A KEY ELEMENT OF A STRONG MARKETING STRATEGY

Business cards, brochures, pull up banners,
event booths, direct mail, labels, packaging

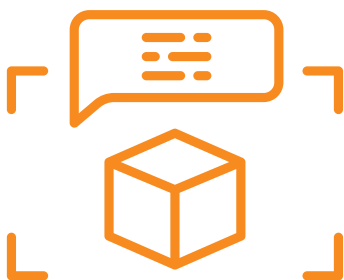
AR

FOR BUSINESS

THE BENEFITS OF PRINT BASED AUGMENTED REALITY

Printed elements play a critical role in brand identity and feature across all stages of the buyer lifecycle but for many marketers the challenge has been bridging the gap to digital and keeping the audience engaged.

One recent technology that is showing a lot of promise in helping marketers achieve this outcome is Augmented Reality (AR). With [recent research](#) showing that 81% of marketers believe that interactive content grabs attention more effectively than static content, bringing your existing efforts to life with AR could significantly increase your marketing effectiveness.



WHY AR

Using a device, usually a smartphone or tablet, AR adds an extra layer on the viewer's physical surroundings. That layer could be an animation, a 3D model, a game or any combination of images, sound and video that, together, create an interactive experience for the viewer.

[Research](#) conducted by Zappar and Mindshare found that AR delivers almost double the levels of visual attention compared to their non-AR equivalent and memory recall was 70% higher in AR interactions compared to non-AR. This has a huge impact on the effectiveness of your brand and advertising assets.

Additionally, by integrating AR you're able to streamline – and speed up – the customer journey from awareness straight through to purchase with a recent survey showing [71% of consumers](#) would shop more frequently if an AR experience was offered. You also get instant access to measurable results; engagement rates, time spent within the experience, location, links clicked and more. Something that has long been out of grasp for stand-alone print materials.

From a business perspective, according to [research by Oracle](#), 61% of companies using augmented reality have increased customer satisfaction metrics as a result and 84% agreed that the virtual and augmented reality experiences their companies offer over the next five years will have a bigger impact on CX metrics than experiences in the physical world.

In 2019, 68.7 million people in the US used an AR product once a month, so how are brands capitalizing on this burgeoning market to enhance customer experience? Early adopters most often report that their organizations leverage AR to:

- **Allow customers to customize / preview products**
- **Engage in demonstrations / training sessions**
- **Participate in new experiences and entertainment offerings**

Costs and complexity have put AR out of the reach of many marketers, but new self-service AR marketing and communication platforms like UnifiedAR have made integrating augmented reality into any of your printed assets cost effective and simple with no requirement for coding.

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WHY AR

Let's look at how innovative brands are successfully, and simply, integrating AR.

BRINGING PACKAGING TO LIFE

Augmented reality has so many great applications in the packaging and consumer goods space as it enables you to add more of your story, your brand, and your product information than could typically be printed on traditional packaging.

There have been some great big brand examples like [Jack Daniels](#) and [Bombay Sapphire](#) with custom built AR experiences but we're also seeing many smaller brands

leverage existing video footage to share their story and elevate the brand messaging on their labels. A bag of coffee beans that shares a story about the roasting process. A local wine label that talks about the land where the grapes were grown. In a competitive market, leveraging existing assets to create an immersive experience can be that differentiator that allows a brand to stand out from its peers and create sustained discussion and name recognition.

EXPERIENTIAL EVENT ENGAGEMENT

Events are a key part of the marketing mix for many industries but getting your message across at a Trade Show with so many other competitors competing for attention can be hard. You often have limited printed space on a pull up banner or booth and at peak periods staff can be significantly outnumbered so you may miss your opportunity to speak with attendees. Integrating AR into event assets enhances your ability to capture and engage visitors.

Through AR, you can create an appealing brand experience, showcase products & services and enhance user engagement & understanding. What's more, if users have downloaded your app to engage with the content you also have an easy follow up mechanism to send them relevant content or offers after the show – even if you never physically engaged with them on the day.



SUPERCHARGING COLLATERAL

Augmented reality can take branding materials like business cards and brochures to the next level by adding a virtual component. Users are able to scan printed materials with their mobile devices to access a range of features giving them more information and ways to get in contact with the brand and even drive straight through to purchase.

For instance, a user can scan a brochure to bring up a video highlighting some aspect of the information being conveyed, bringing a dynamic element to the static text on

the brochure. Alternatively, a business card can use AR to present a variety of contact options that will allow the user to get in touch with a single click, whether through email, LinkedIn or by phone call.

AR also can save you money by helping you to create evergreen collateral pieces. Print the information that doesn't often change and save any content that is frequently updated to the AR experience. Change the experience as often as you'd like, without the need for a new print run every time.

Augmented reality is more than just a novelty or a new frontier in gaming. It stands to be a key driving force behind sales and marketing innovations over the next decade. Whether you're teaching people something new or engaging an audience already familiar with your brand, you can use AR strategically at every step of the customer journey – to acquire new leads, increase loyalty among your existing customers and grow your business.

Additionally, by thinking through how you integrate assets into a cohesive experience you stay focused on what you want your call to action to be and help nurture leads through the buyers lifecycle to a more qualified place for sales to follow up.





Please contact UnifiedAR if you would like more information on the use of augmented reality for your business 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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