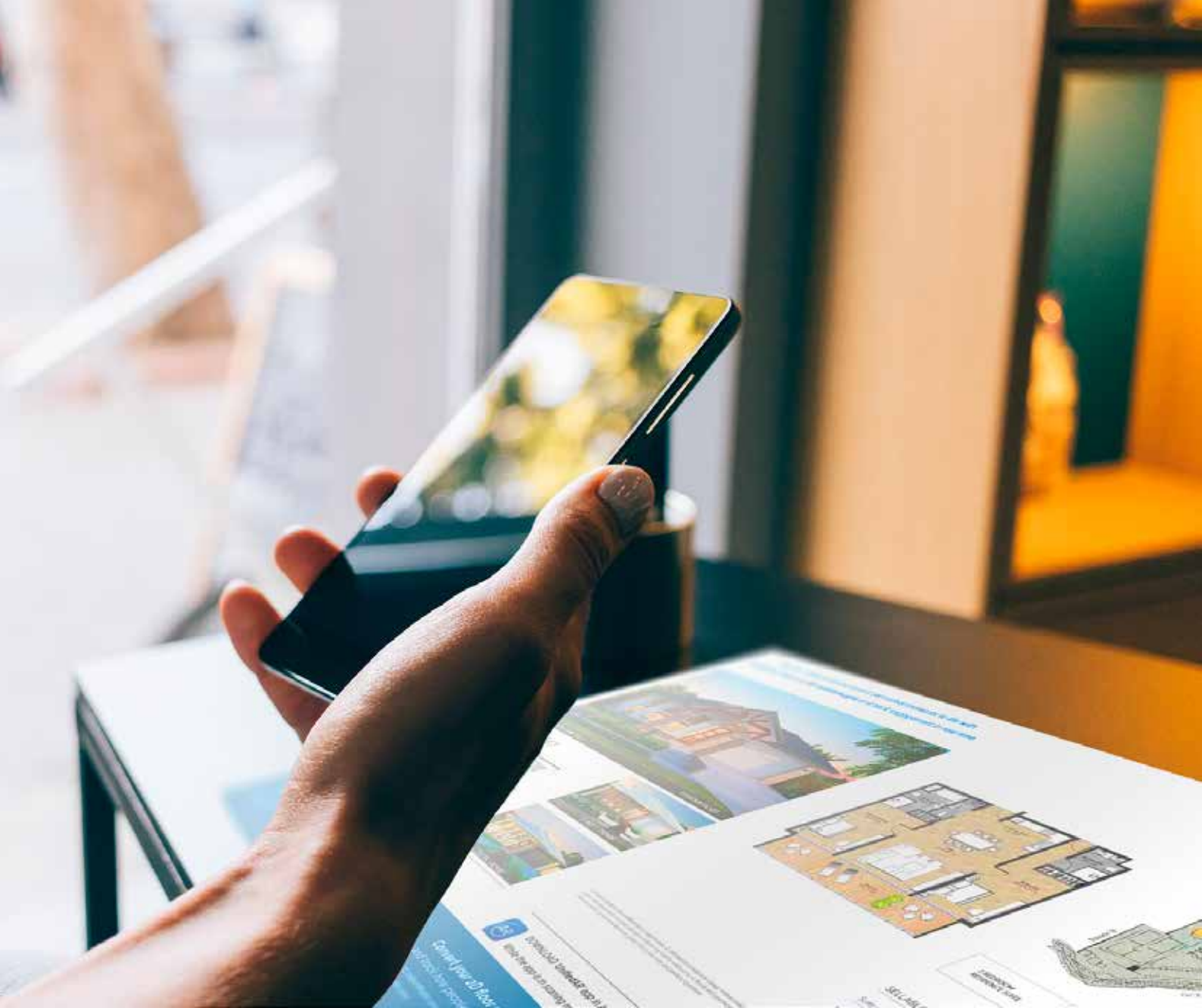




AR FOR PRINTERS

UNIFIED **AR**[®]



THE PRINT INDUSTRY HAS BEEN UNDER THREAT FROM DIGITAL CHALLENGERS FOR A LONG TIME

[Recent research](#) shows this is unlikely to change in the foreseeable future, with the amount of marketing budget being allocated to digital activities predicted to rise to 54% by 2024.

AR

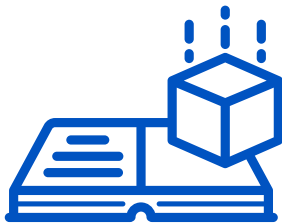
FOR PRINTERS

Yet a report by Marketing Sherpa found that [eight out of ten](#) internet users trusted printed ads to make purchasing decisions, over online equivalents, and printed elements still play a critical role in brand identity and feature in most marketing strategies.

On top of this, industry research organisation Smithers actually predict an increase in the global printing industry from [\\$818 billion in 2019 to \\$874 billion in 2024](#).

To capitalise on this growth and improve your chances of success regardless of any declining spend business innovation needs become a leading priority. So how do printing organisations evolve and innovate in order to stay relevant to their customers?

One recent technology that is showing a lot of promise and developing a whole new stream of business for established print organisations is Augmented Reality (AR).



WHY AR

Augmented Reality, or better known as Interactive Print, is a natural extension to print and it could even be said that AR is key to the evolution of print.

It can be used as a bridge between the physical world and the digital one and enhances the tactile experience of handling a physical document while also enabling a tried-and-true communication piece to remain innovative and relevant.

You can also offer 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.

Using a device, usually a smartphone or tablet, Interactive Print (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.

In 2019, 68.7 million people in the US used an AR product once a month and according to one estimate, the AR market will be worth \$70bn to \$75bn by 2023. So how can forward thinking print organisations capitalise on this burgeoning market.

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



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WHY AR

These are just some of the ways AR can create powerful and unique opportunities to drive brand engagement, sales opportunities and ultimately, enjoyable and memorable experiences -- straight from print.

BRINGING PACKAGING TO LIFE

One of the core areas [Smithers see as driving overall growth](#) in the print market is packaging and labels. As online consumer spending continues to grow, it's predicted that we will see increased demand for printed labels, packaging materials, stickers, cartons and tags.

Interactive Print (AR) has so many great applications in this space as it provides you with a chance to offer companies the ability to add more of their story, brand, and 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 Interactive Print (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. AR really enhances the power of packaging.

EXPERIENTIAL EVENT ENGAGEMENT

Events are a key part of the marketing mix for many industries and require printed banners, booths, merchandise and collateral. However limited print space in a crowded environment can mean lost opportunities for your clients. By offering AR integration into the pull up banners or booths you provide, you offer clients additional messaging and an enhanced ability to capture and engage visitors.

Through AR, clients can create an appealing brand experience, showcase products & services and enhance user engagement & understanding. What's more, through the use of an app to engage with the content, they have an easy follow up mechanism to send visitors relevant content or offers after the show - even if they never physically engaged with them on the day.

SUPERCHARGING COLLATERAL

By integrating AR you can offer your clients a way to take traditional branding materials like business cards and brochures to the next level by adding a virtual component. You can provide them with a mechanism to leverage existing assets and maximise their power by overlaying more information and even drive straight through to purchase.

For instance, a user can scan a brochure to bring up a 3D model highlighting some aspect of the information being conveyed and 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 or load a video outlining the services provided.



Please contact UnifiedAR if you would like more information on the use of augmented reality for property development and real estate 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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