

AR Experience | User Content Discovery

March 2019

Bring on the Brand Love

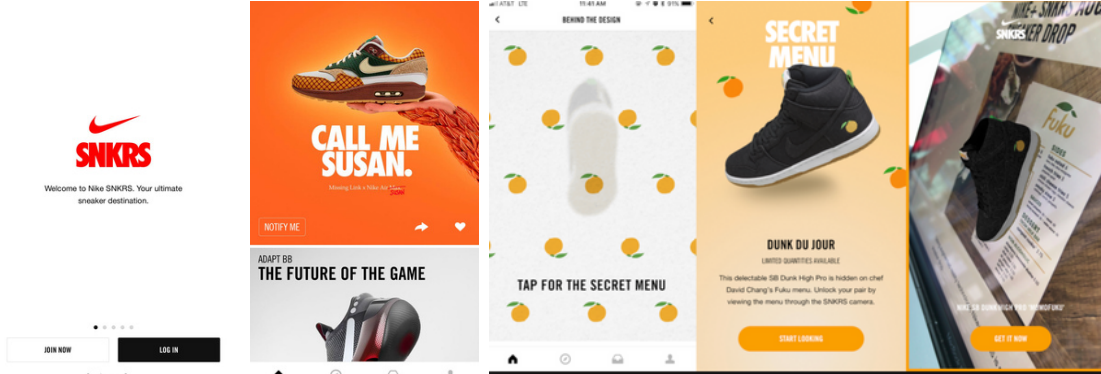


AR – Branding Branded Experiences

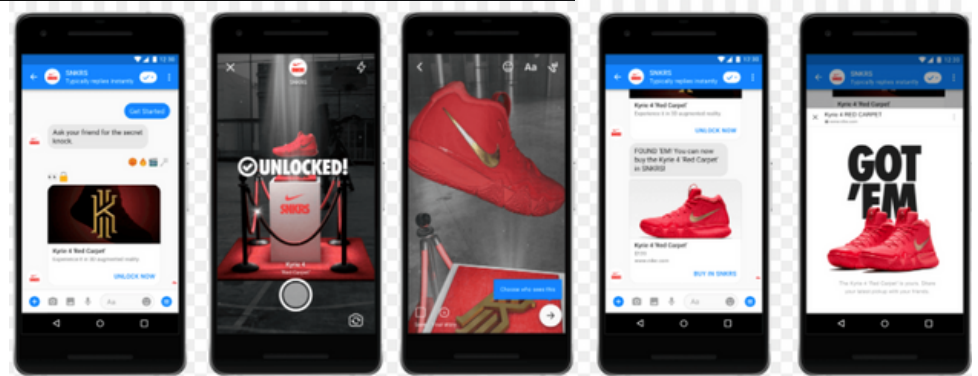
Like any **good story**, a branded AR experience needs an **opening act**, where the customer is introduced to this new world.



Nike SNKRS App



Nike Facebook Messenger AR Experience



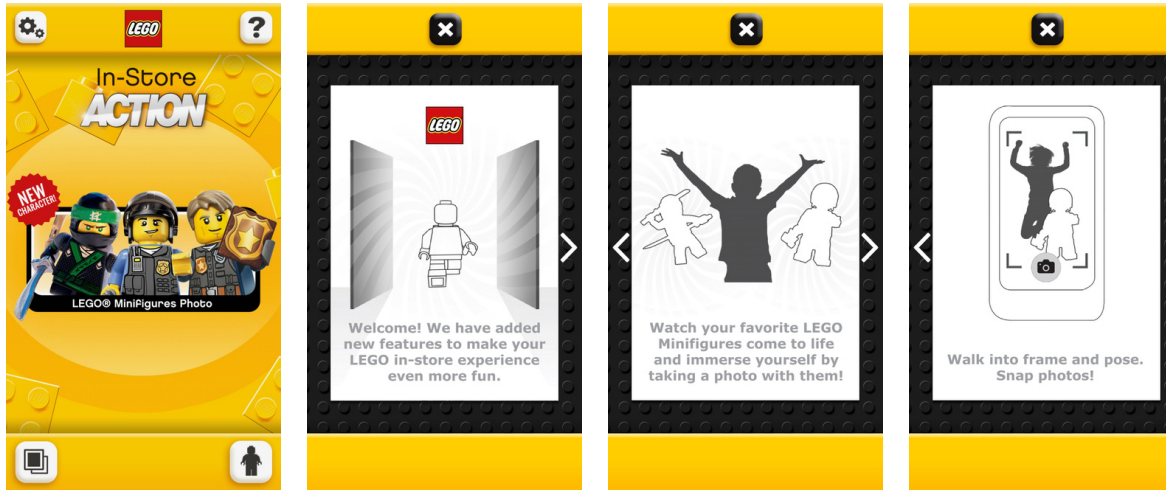
- The best AR experiences/campaigns are **augmented expressions of a brand's core value – and values.**
- From the very first AR interaction, customers should be ***excited about what's coming next.***

AR Branding – User Engagement

With AR, it's important that customer engagement is smooth and deliberate.

- Video games provide a helpful template because to play the game, players first need to understand the rules and controls.

The same is true for AR. Before customers can enjoy it, they need to know *how*.



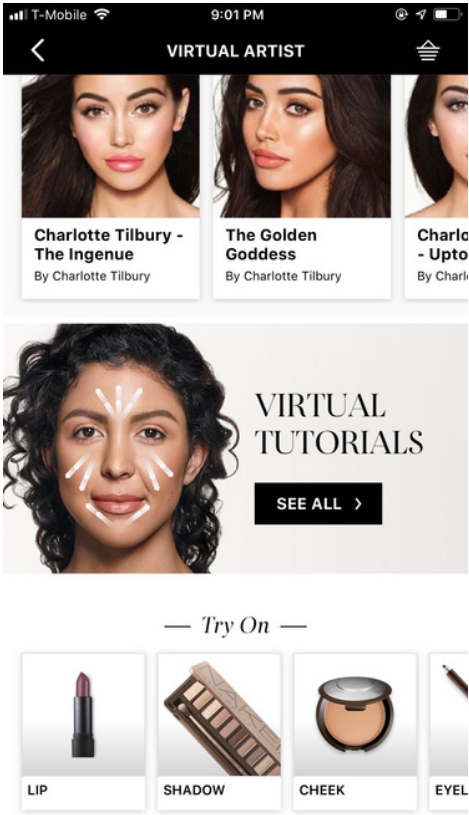
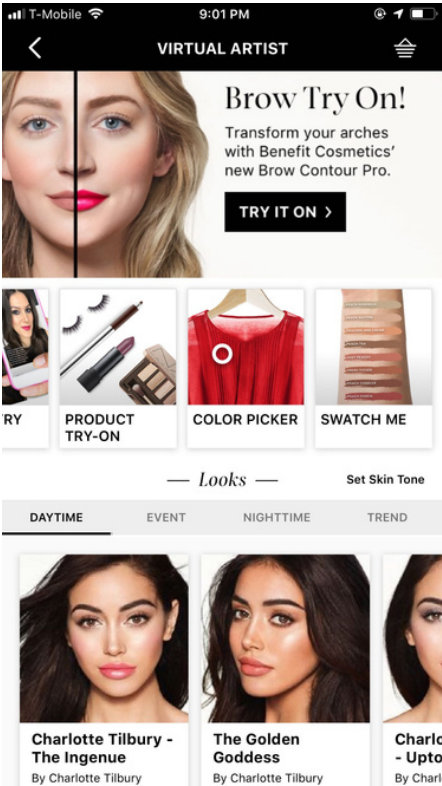
Lego In-Store App

Onboarding & Control Messaging

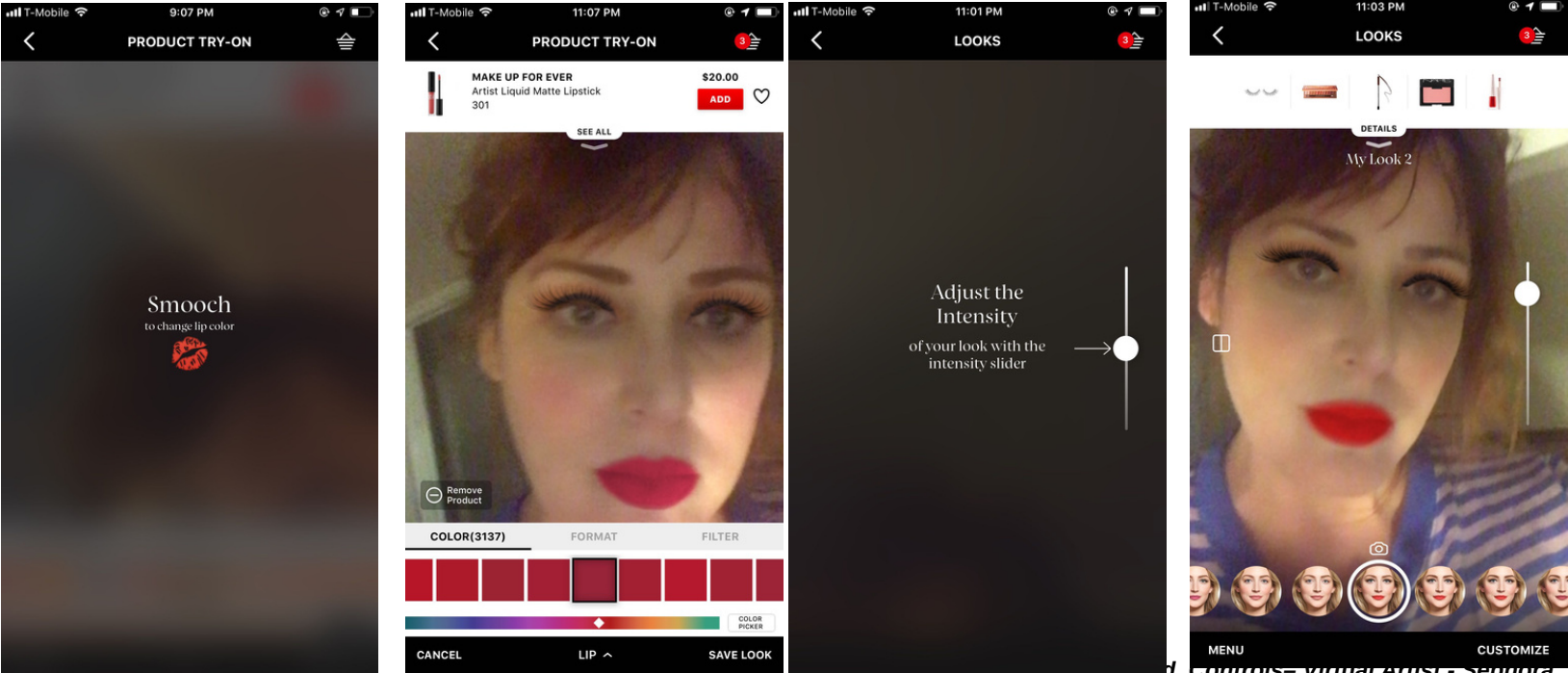
Make the need to know info engaging, useful and on-brand. Create a distinct visual style.

AR Branding

AR Brand Experience – Virtual Artist - Sephora
Multiple distinct AR experiences under a branded umbrella



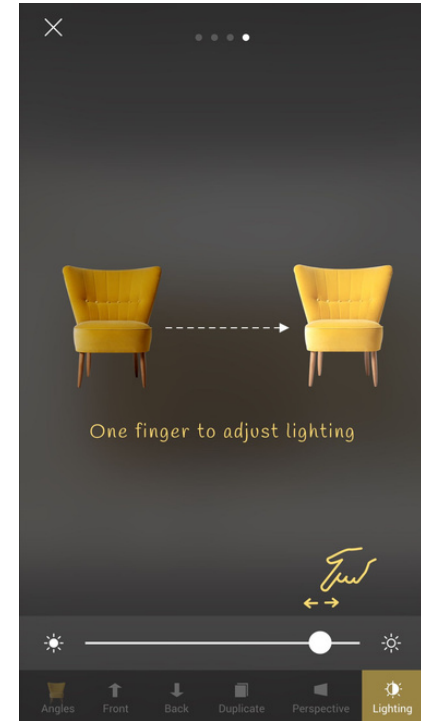
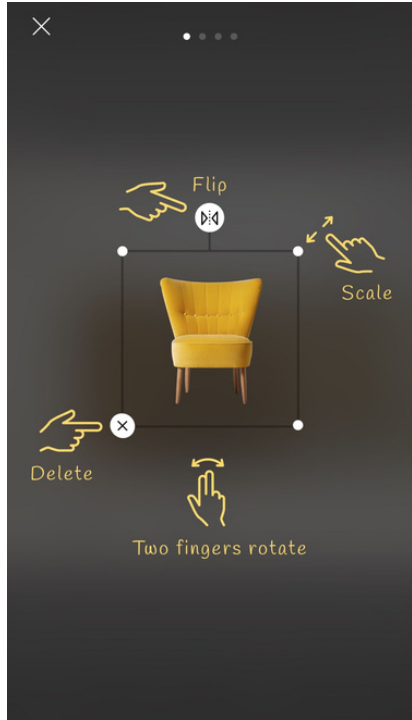
AR Branded Experience Controls



Branded Controls - Virtual Artist - Sephora



AR Experience On-Brand Controls



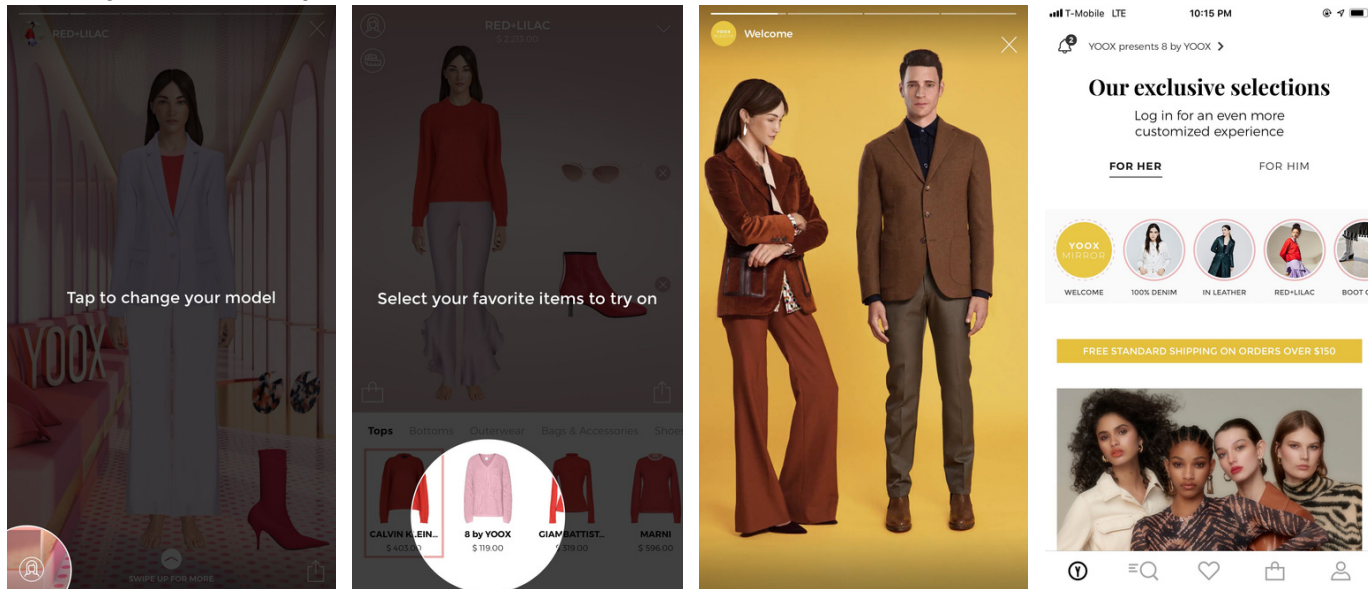
AR Décor Planning – Décor Matters
How To - AR Tools



AR Pathways to Purchase

For a retail AR campaign, the **'plot'** is all about how to lead a customer to make a purchase. Keep in mind that doesn't need to happen exclusively within the augmented reality experience.

Yoox Mirror AR Try On Trends Experience



ABC: Always Be Converting

Just like the intro, **exiting** from AR should be equally seamless and smooth.

If there are other steps (literally or figuratively) we want the customer to take afterward, now's the time to tell them.

Best Buy AR Branding – Looks & Feels

Goal: Now that we're getting more comfortable with the how it works, it's time to add a little more brand and pizzazz to the visual style & copy.

Examples:

We're fluent in what's next.

Wondering is a great place to start.

There are no dumb questions about smart homes.

Our two cents is always free.

Our Blue Shirts are voice activated.

02
How we speak

18 Brand Voice BEST BUY BRAND VOICE 02/11/11



Best Buy AR Brand Values

Guiding ***brand behavior*** aligned with AR:

Make it real

- Bring the extraordinary into every day

Our AR experiences should delight and inspire, making our customers' day a little brighter and their connection to Best Buy's brand a little tighter.



Best Buy AR Branding – Feeling

Guiding **brand role** aligned with AR

Inspiring friend

Our AR tools should literally jump off the screen to delight and help customers make decisions with confidence.

So our **voice and tone** should be:

conversational

helpful

memorable

fun



BBY AR Experience – TV Sizer

TV Sizing AR Experience

Current Experience Entry-point CTA:

See it in your space (consider shift of this headline to overall AR/3D)

EX 'Name': Try on this TV

Supporting/additional copy: Try it in your space.

Why? Brings a little of that 'go see it in-store' magic into the home. Also brings BBY's brand voice playfulness into the AR/digital space (and in a non-promo way!)

Style Tip: Let's step away from literal and focus on the fun.



AR Upcoming Projects

PDP Experience

See it in your
space – AR/3D
Consider keeping
simple and
aligned with
competitors

In-Store

Wayfinding
Promos
Engagement
TBD

AR Discovery

TBD

Other Customer Cases

TBD



Additional Message Types

Content Types

Directional
Context
Hint/Help
Confirmation

User Scenarios

Orientation
Place
Adjust*
Troubleshooting
Save

Permissions

Camera
Photos
Others?

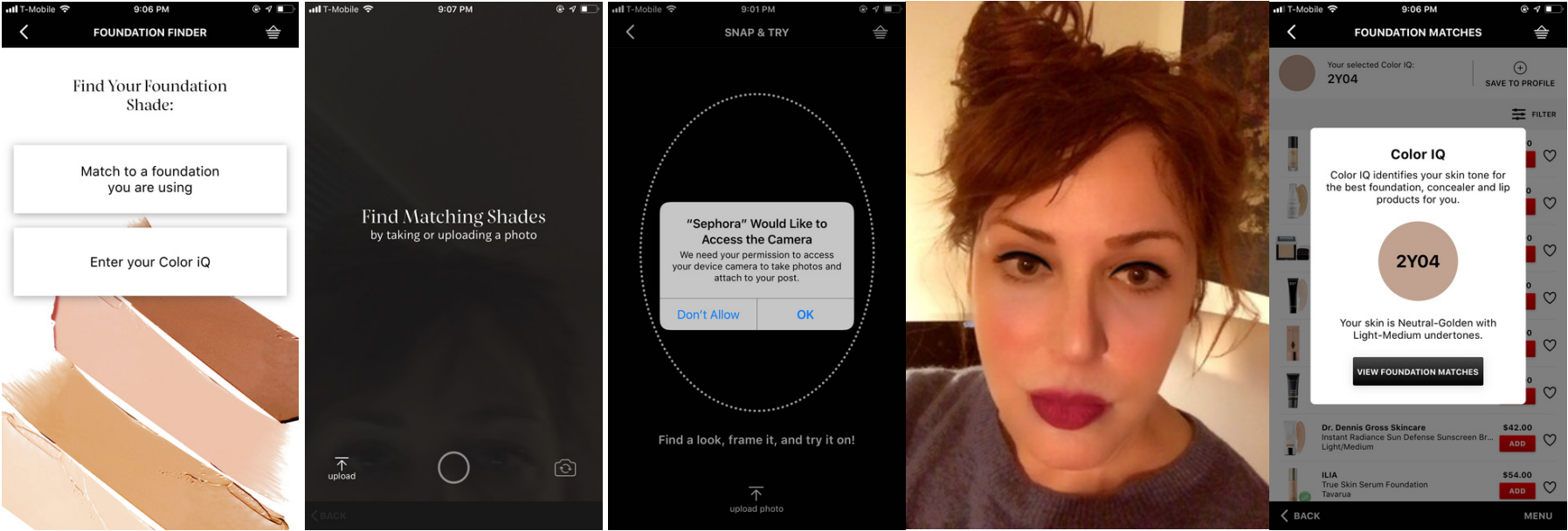
Help/Hint Scenarios

Blank wall
Lighting
Reset/Move
Adjust angle
Customize/change TV size
Tools – mute, etc..
Save



AR Branding Examples

AR Brand Experience – Virtual Artist - Sephora
Multiple distinct AR experiences under a branded umbrella

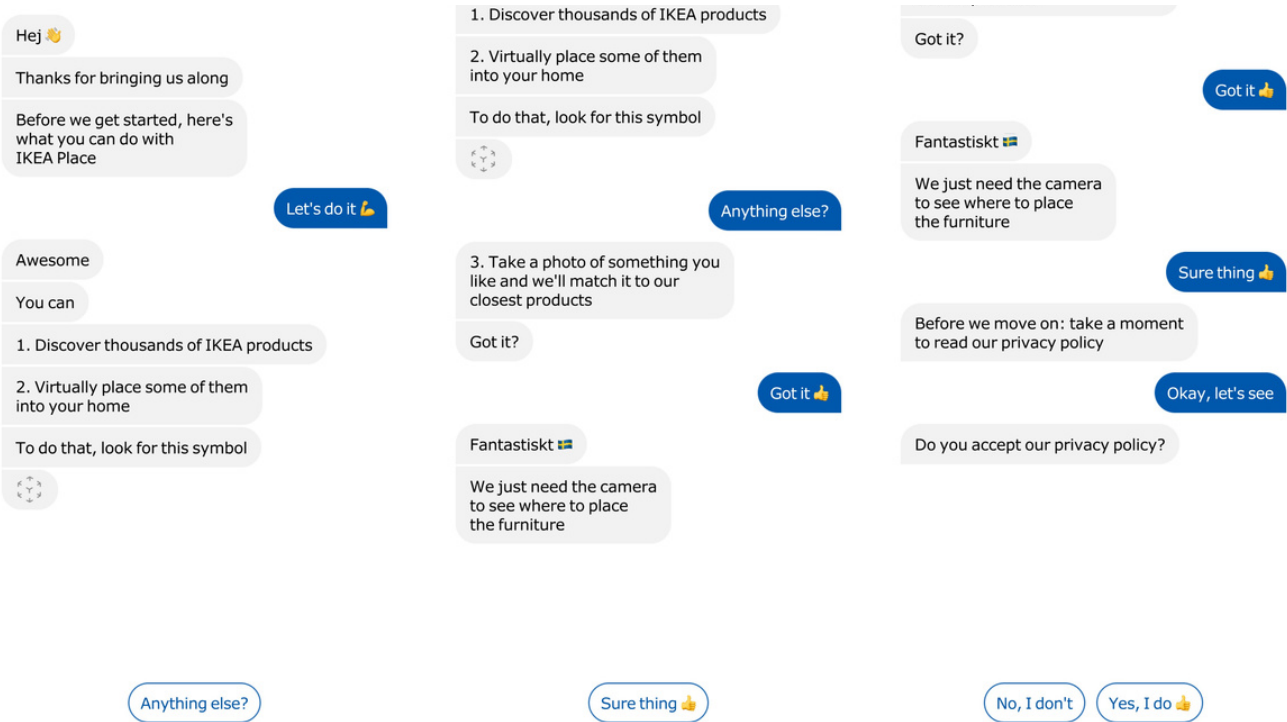


Foundation AR Experience



Competitor Examples

Onboarding – Ikea Place
Welcome “Chat” Onboarding
Introductions, Engagement &
Permissions



Wayfair



Branded AR Experience

In Their Chucks – by Converse
Value-Add Brand Experience

In Their Chucks A 360° Experience

Experience every scuff, stain and rip through their eyes with cardboard goggles or view with mobile device only. Move around every corner of the experience by shifting your handheld device in different directions.



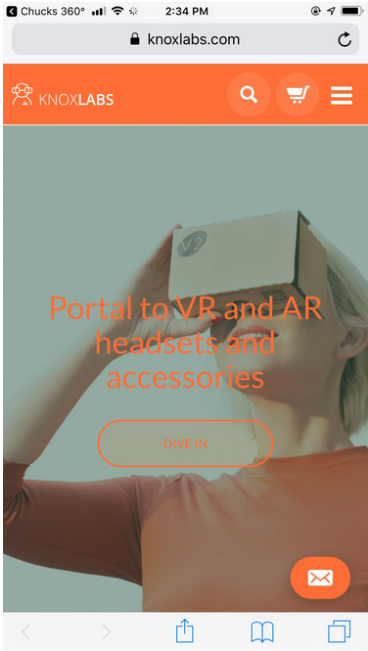
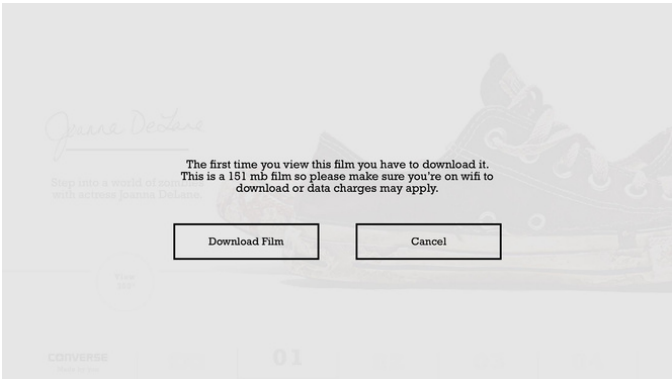
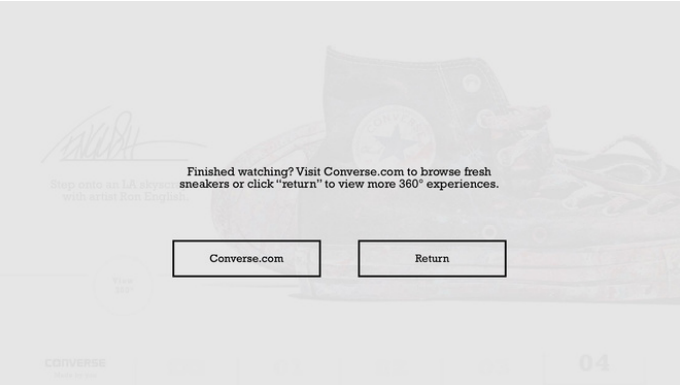
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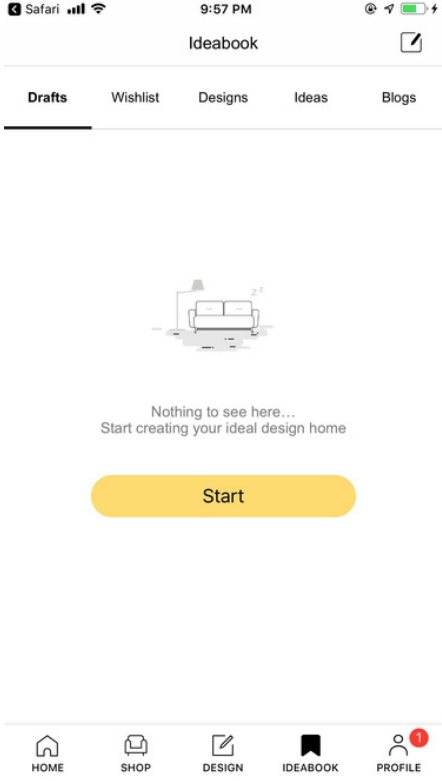
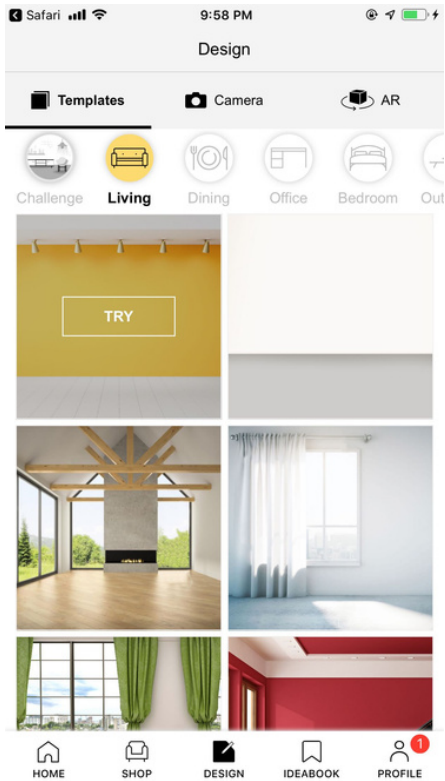
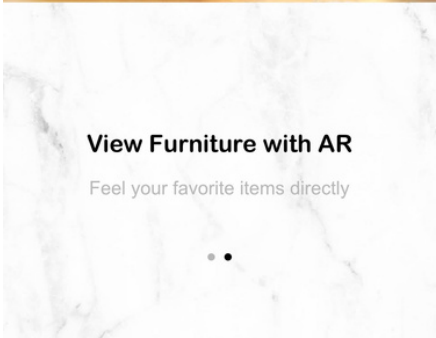
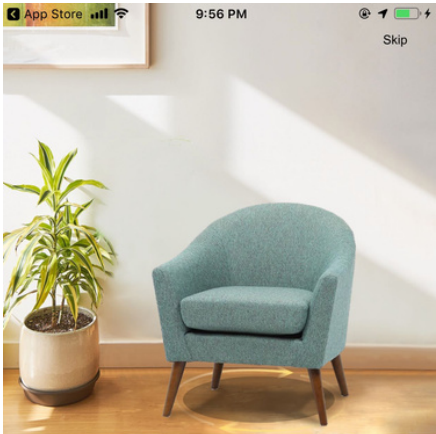
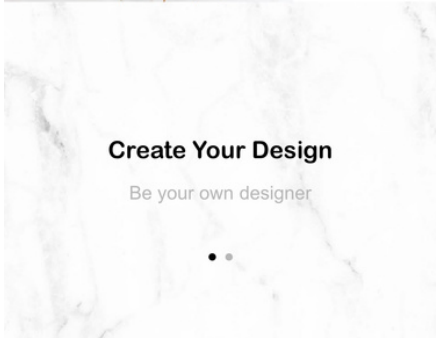
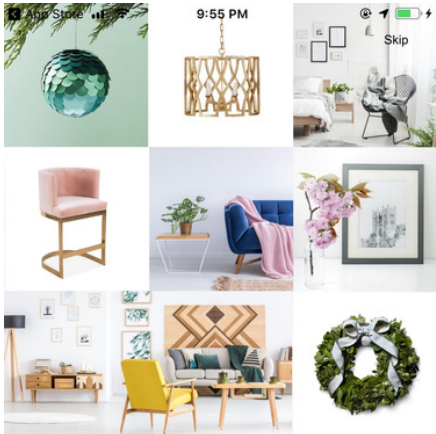
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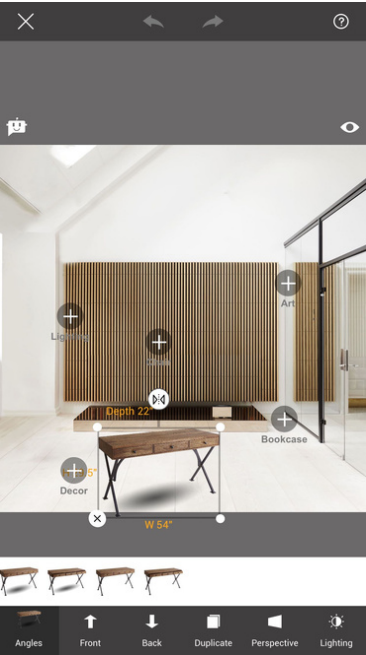
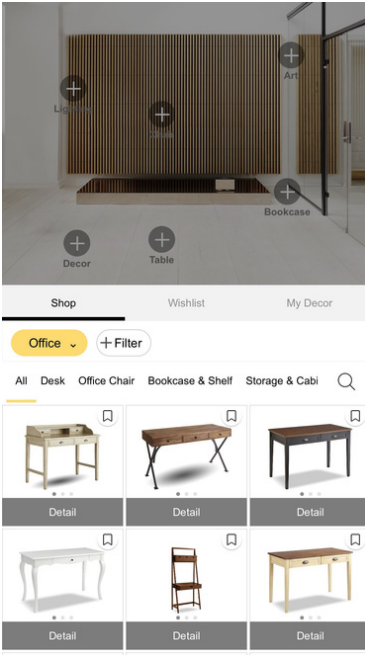
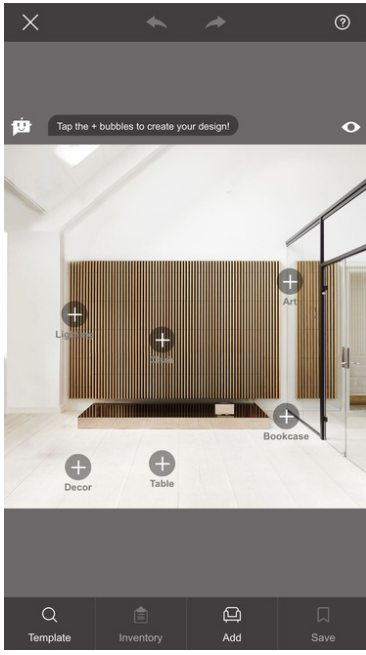
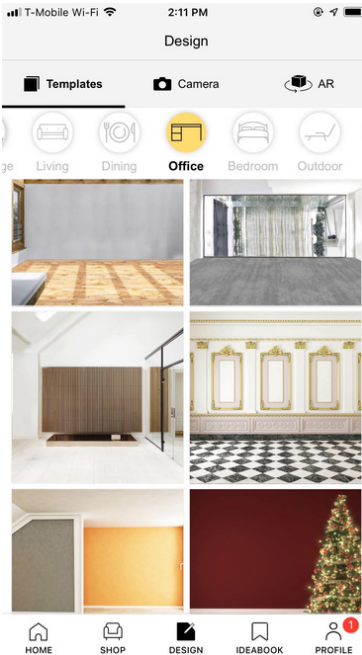
Bundled AR Experience

AR Décor Planning – Décor Matters
Examples of packaging a suite of related AR experiences



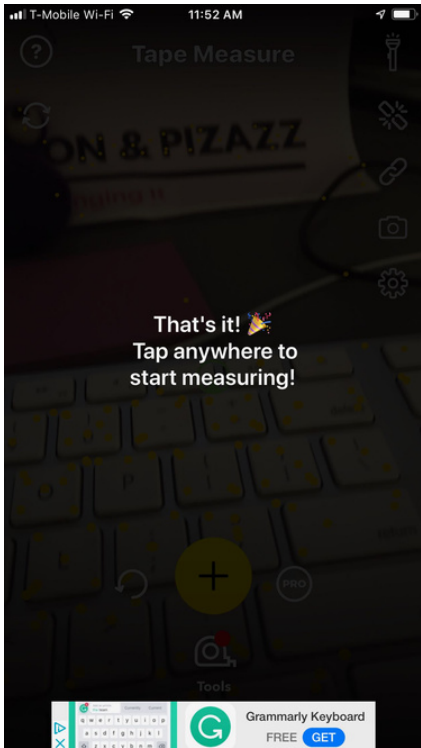
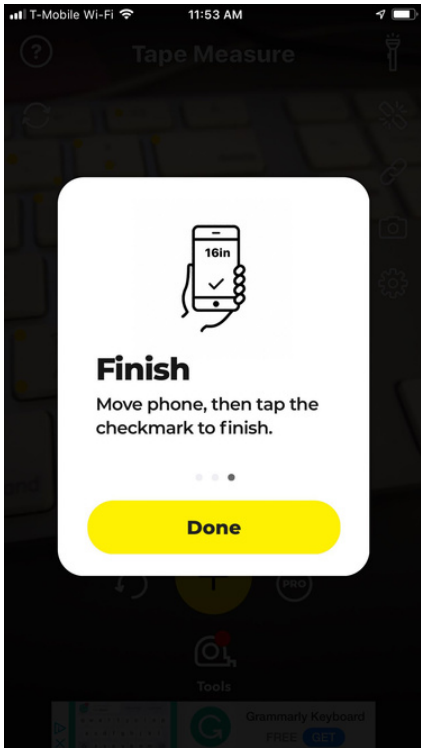
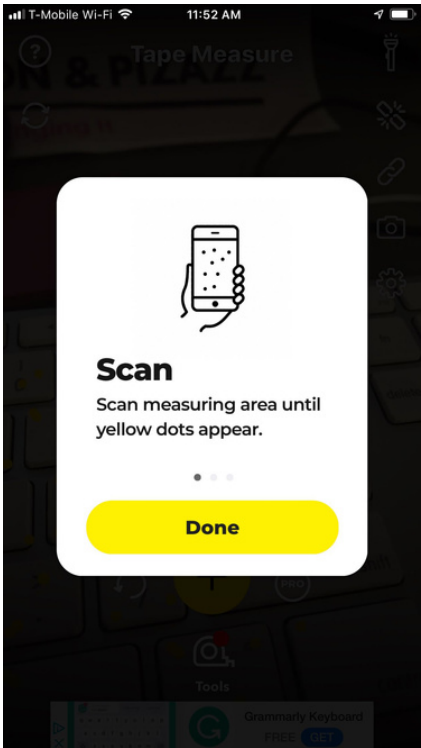
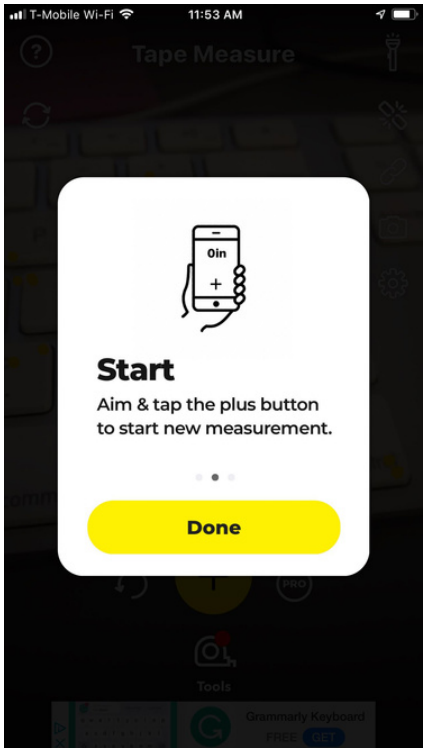
Bundled AR Experience

AR Décor Planning – Décor Matters
Multi-Function AR Experience



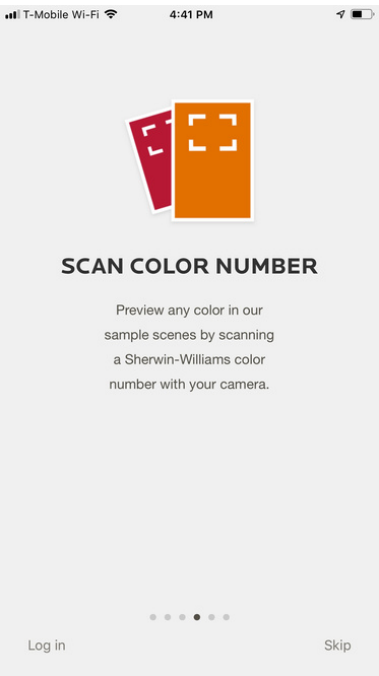
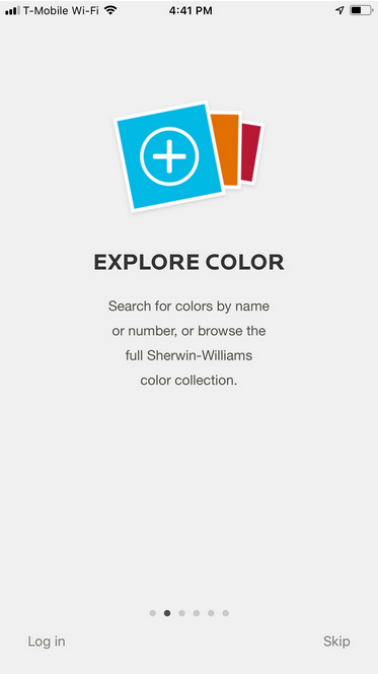
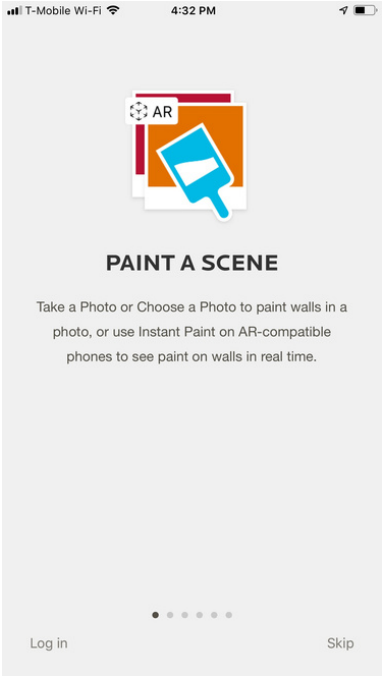
Competitor Examples

Tape Measure User Scenarios



Competitor Examples

Onboarding Experience – Sherwin Williams
User Value and Features Review - Experience Intro Format

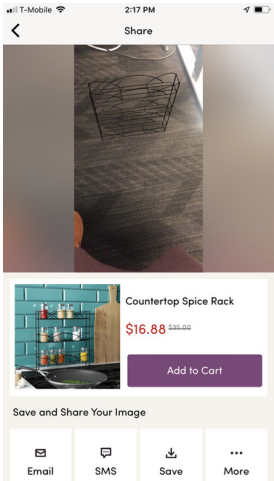
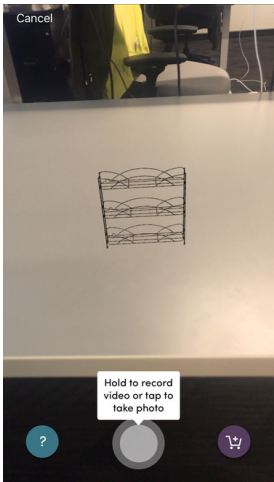
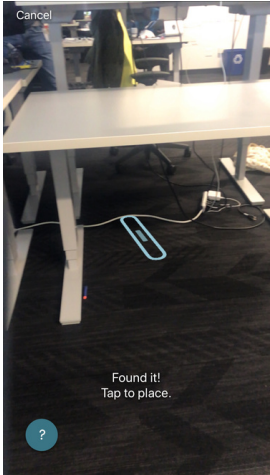
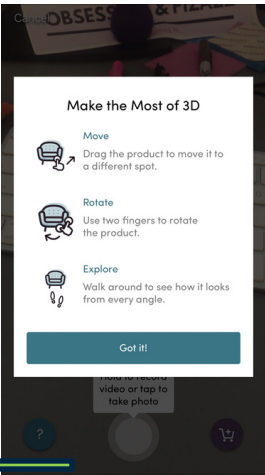
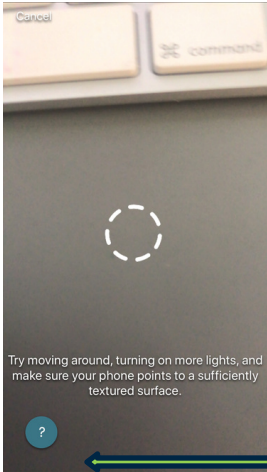
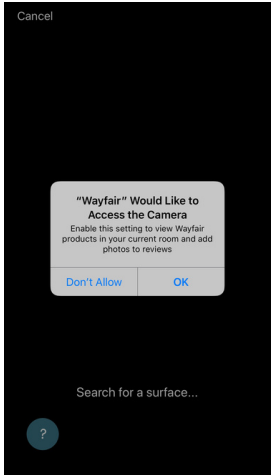
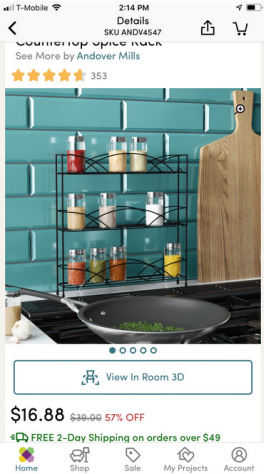


Wayfair



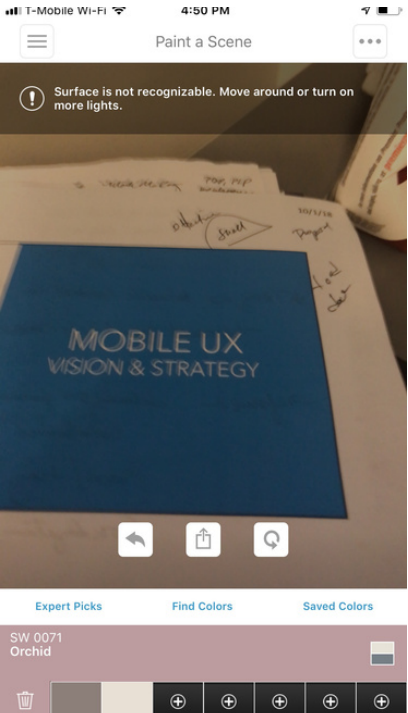
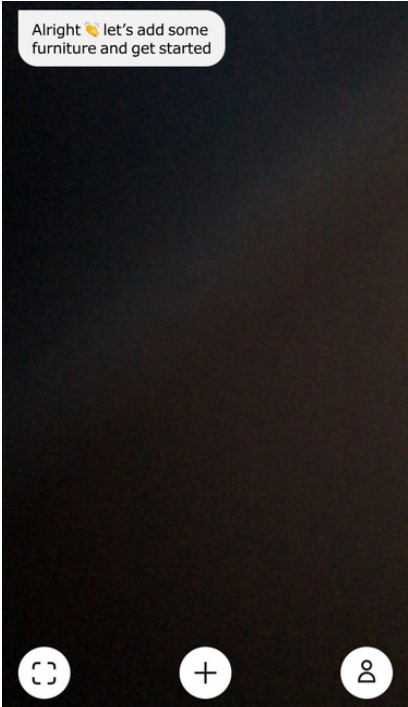
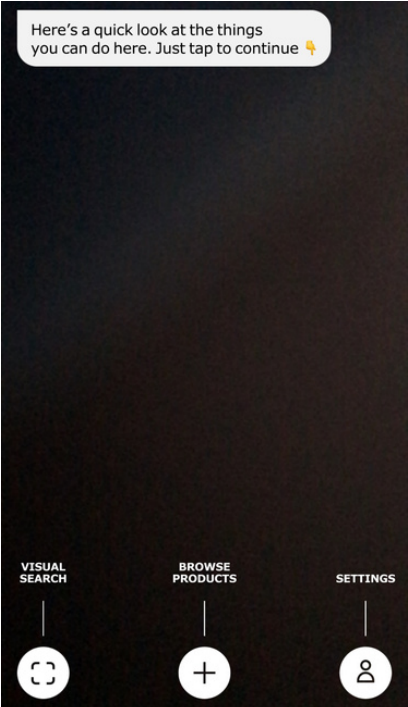
Competitor Examples

Wayfair 3D – Place in your Space User Scenarios



Competitor Examples

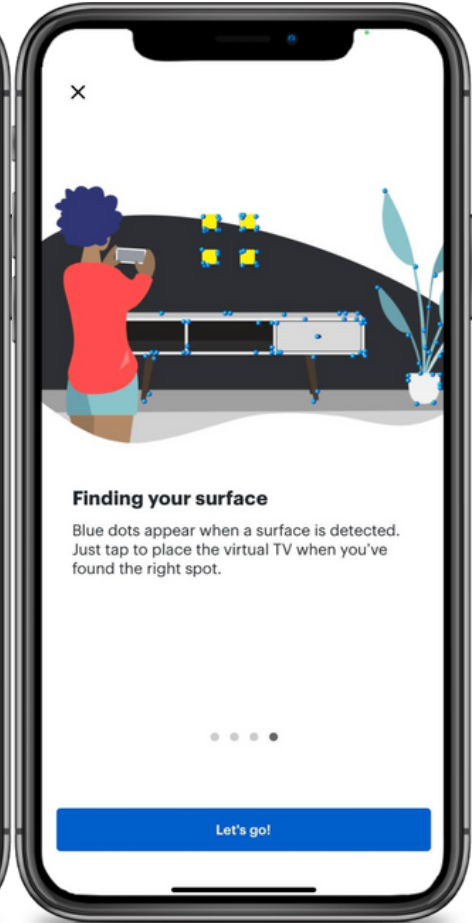
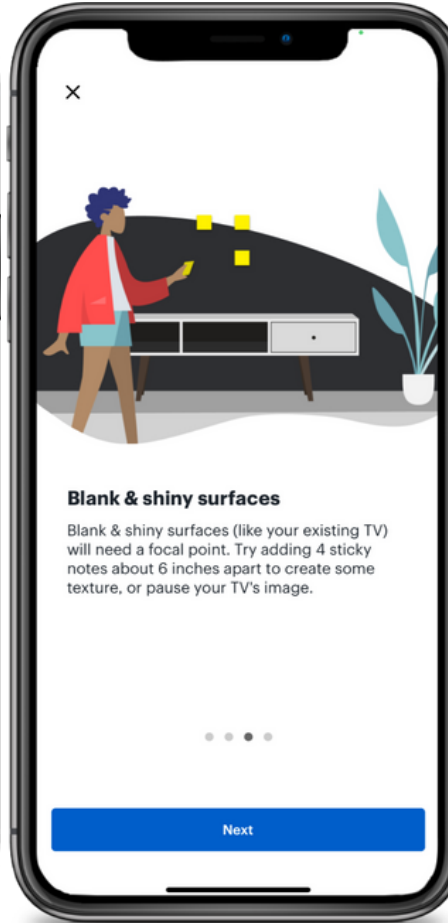
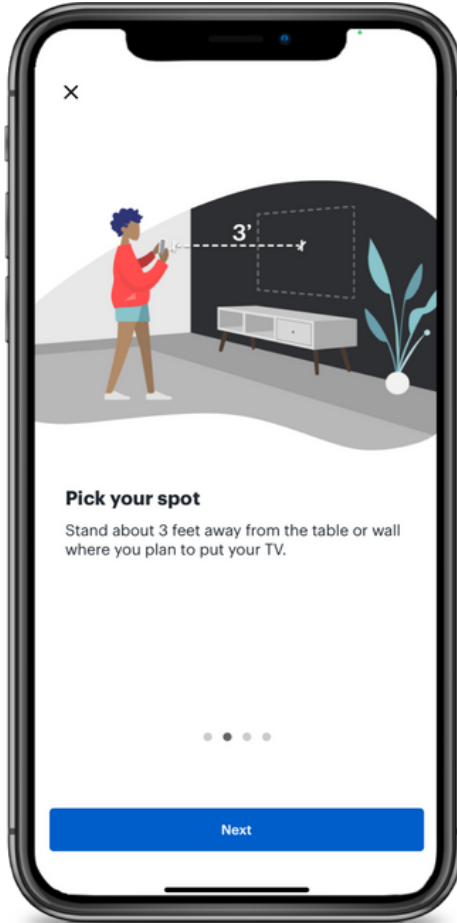
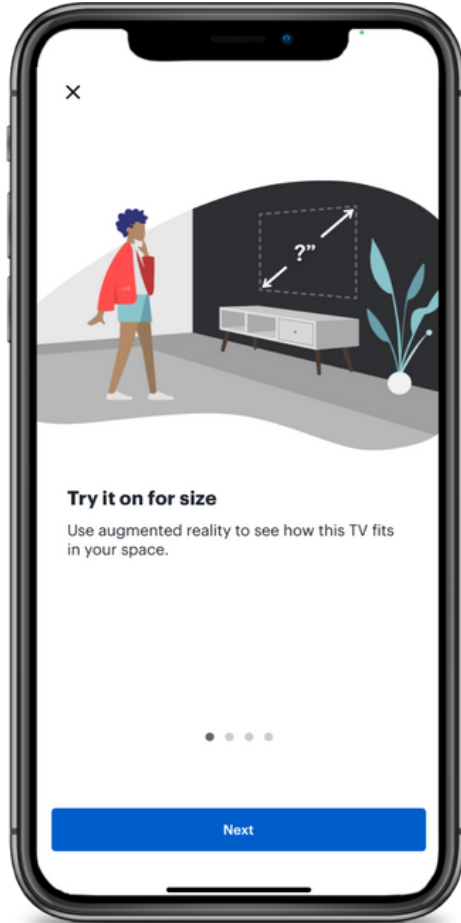
Ikea Place – Help Content User Help Scenarios



Wayfair



BBY's MVP AR Experience



Best Buy's MVP AR Experience

