

AR and brand experience

Introduction:

More than 60% of the world population owns smartphones [1]. The digitalization of consumers creates the needs of a digital way to engage the customers. The innovative amalgam of AR with mobile apps helps retailers to engage, influence, and satisfy their customers. Various researches proved AR as the key player to positively influence brand engagement. [2] We have speakers to talk about the creation of better brand experience through AR, including Alfonso Marian, who is the Chief Creative Officer of Ogilvy One. He is the marketing veteran that has received more than 70 creative awards owe to his revolutionize work in marketing. Angela Fung is the other speaker who is leading the team of 40 digital producers, business analysts, information architects, and content strategists at Ogilvy. Bart jenniches can give a closer touch to AR because he is leading the technology and commercialization efforts for AR at Google.

Body:

In a short time, there are hundreds of million devices that are AR-enabled. It generates the Pace of innovation and scale, which makes AR as the top priority for Google. The transformation of brand messages to its potential clients has become appealing due to AR. Brands are witnessing marvelous outcomes owing to the use of AR technology.

The difference between how a brand engages its customers and how they need to engage is the difference of brand success and failure. It is relevant for sure because, for the future, the brand which will know how to engage feelings of customers for any product will win. The adoption of AR technology can foster new ways in brand awareness.

The world around us is revolutionizing rapidly, so to pace with this change, it is essential to know the way to create a good brand experience by AR.

I am amazed to see how creatively, Kiwi brand used this AR technology to engage its customers and convert formal visitors into loyal, long-term customers.

This knowledge builds my understanding of the brand experience and the use of AR technology, creativity, and innovation to craft the best user experience.

Our old experience says that the product which innovatively targets its audience hits the highest sales growth. And AR, indeed, an innovative way to present the products to your potential clients that ultimately can save the client time and cost too.

AR technology in KSA can transform business practices. It can help both brands and customers to manage the projects, save money/time, improve human performances. [3] AR technology along with the creative use, can help brands to reach customers effectually, and facilitates customers to choose the right product for the application.

Yes, I like it because the very best of any brand can create by interlinking technology and creativity.

The availability of technology can be a limit.

I, along with everyone, need to understand the useful interaction between AR objects and physical objects. I need to develop a core understanding of this interaction and the availability of technology to cater to the excellent brand experience.

Conclusion:

Environment reorganization, motion tracking by our devices due to AR codes, enable 3d interactions, which ultimate nurture huge marketing benefits for the businesses where one can help customers to see, evaluate, and interact their products more realistically and appealingly. “Longevity in the business is about being able to reinvent you or reinvent the future.” AR technology is an appealing way to reinvent the business. It helps customers to gain insight into the product in engaging ways – and ideally draw them further down the path to purchase.

References:

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