



Marketing Futures
INNOVATE. ACCELERATE. GROW.

CMO Trend Brief

Augmented Reality

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is Augmented Reality?

Augmented Reality (AR) refers to the ability to integrate digital data and information with the physical environment. A well-known, simple example of AR is the yellow “First Down” line visible to viewers during televised football games. This line is digitally added for the benefit of the viewers, but it isn’t a part of the physical field markings. AR creates a composite view of something by superimposing digital images that augment real-world views. The technologies of AR are gaining adoption in sports, medicine, education and marketing. Unlike Virtual Reality (VR), AR doesn’t require special video headsets. AR is usually experienced via smartphones and tablet computers.

Why Should Marketers Care?

Creating outstanding, memorable customer experiences is a strategy that has proved most effective as a differentiator and builder of customer loyalty. AR presents brands with a powerful new means of delivering immersive customer experiences and content. An AR experience is highly innovative, and there is certainly value in awe that such an experience can create. Good AR experiences also produce better engagement that keep consumers connected with brands and their content. Engagement is one the best indicators of conversion and when triggered by a cool AR experience, it gets customers talking about and sharing brand stories.

Key Augmented Reality Stat

eMarketer forecasts that by 2019, nearly **one-fifth of U.S. internet users will be augmented reality users.**

Expert Perspective



Brad Hajart

Chief Innovation Officer
Brand Connections

“Marketers must be careful not to treat AR as a traditional advertising platform, or they risk wasting its potential. The problem with many early AR pilot programs is that they were either developed with a brand-first mindset or didn’t consider how the tech was actually used by consumers.”

CASE STUDY

19 Crimes



19 Crimes.

At the 2018 ANA REGGIE Awards, Australian wine brand 19 Crimes won several awards for an innovative AR campaign.

Australian wine brand 19 Crimes saw an opportunity to leverage its brand story and spirit for disruption to defy category norms and create an engaging in-store experience. As the first AR app ever launched in the wine category, 19 Crimes gave millennial shoppers a reason to pick up a bottle and think differently about retail wine tastings by featuring “talking” labels with images of actual prisoners whose punishments were transportation to Australia in the late 1700s.

The brand targeted a male, millennial audience that was more interested in the narrative behind the wine than the tasting notes or provenance of origin. As early adopters of new technology who see their smartphones as their lifeline, 19 Crimes’ audience looks for brands that help them appear in-the-know and add value to their social circle.

The approach successfully cut through the clutter among distributors and shoppers alike, with 98 percent increase in depletions in retail, tasting conversions three times higher than industry standards, and an impact well beyond the aisle via social media and mass media coverage. The brand shattered its target objectives:

- 1,475 sampling events at Kroger stores across the country
- Engaged 45,000 shoppers with a 58 percent conversion rate, leading to more than 2,000 cases sold during the sampling period
- Depletion rate increase of 98 percent, compared to an industry benchmark 3 percent increase

Want to learn more?



ANA Members have access to the *CMO Concierge Research Service*, where our experts can help you get started on innovation by helping you find the right partners, identify industry benchmarks, and learn about consumer behavior around this and other emerging trends.

Contact ASK@ANA.NET for more information.