Is Augmented reality the future of Social media & Marketing?

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Unbounded Future Ltd,
Nadia Aziz, 17th September 2019

AR is already available on social media.. Most of us have experienced it in some form
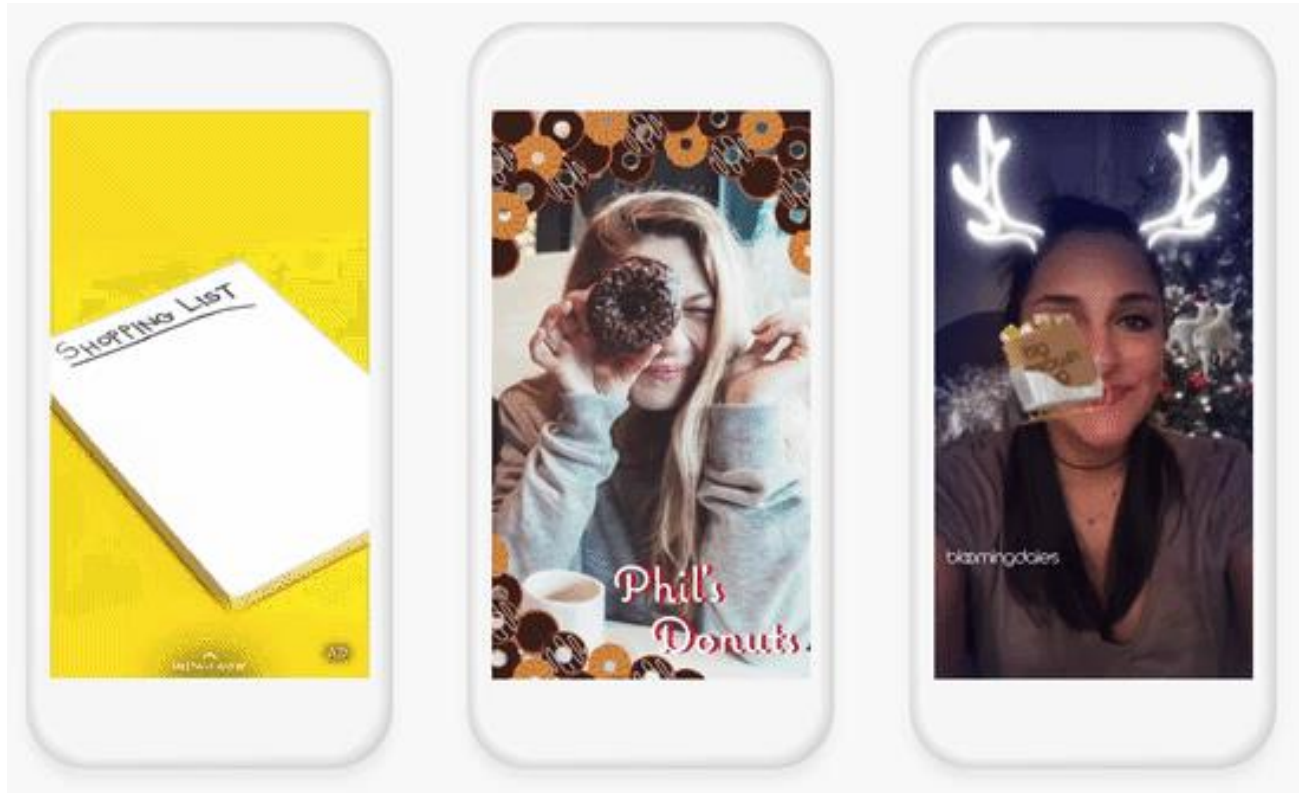
AR has been a huge success for social media marketing on Snapchat, but the audience is everywhere

Oberlo

Social media users by generation

90.4% Millennals

77.5% Gen X

48.2% Baby Boomers

Millennals	90.4%
Gen X	77.5%
Baby Boomers	48.2%

(Emarketer, 2019)
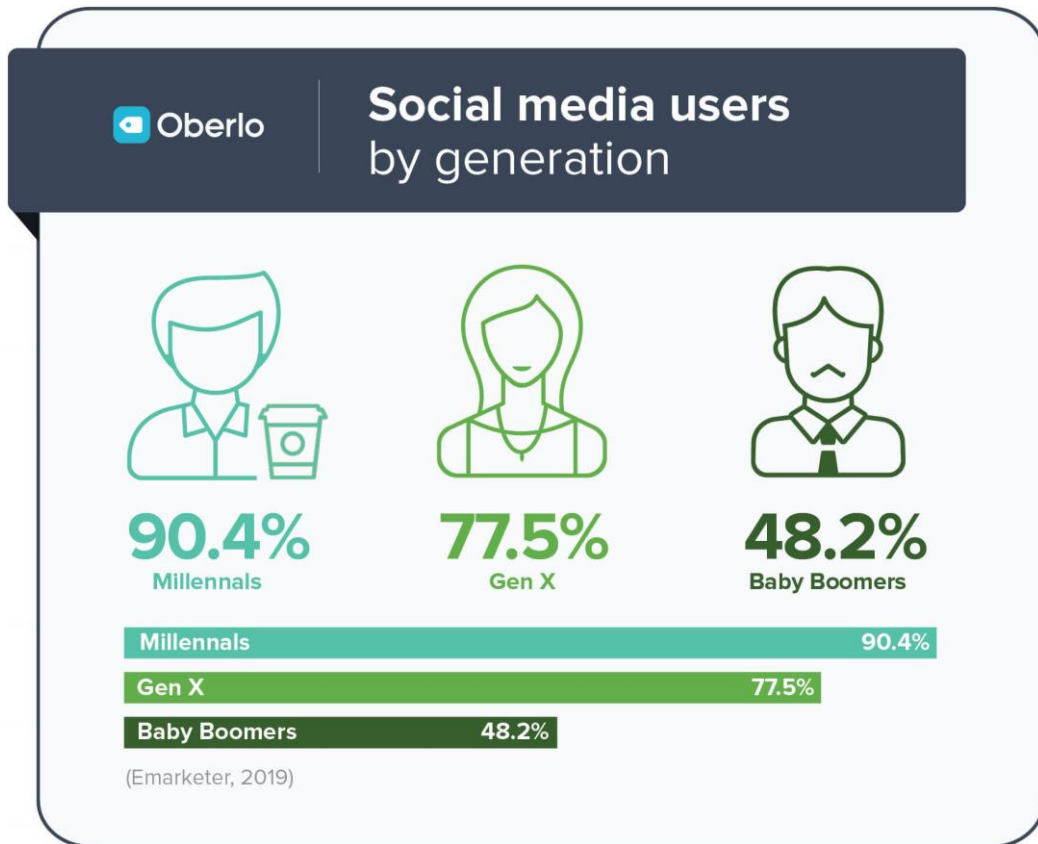
Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...

	50+	30-49	25-29	18-24
YouTube	56%			94%
Facebook	55		80	
Snapchat	7			78
Instagram	16			71
Twitter	14		45	

0   20   40   60   80   100
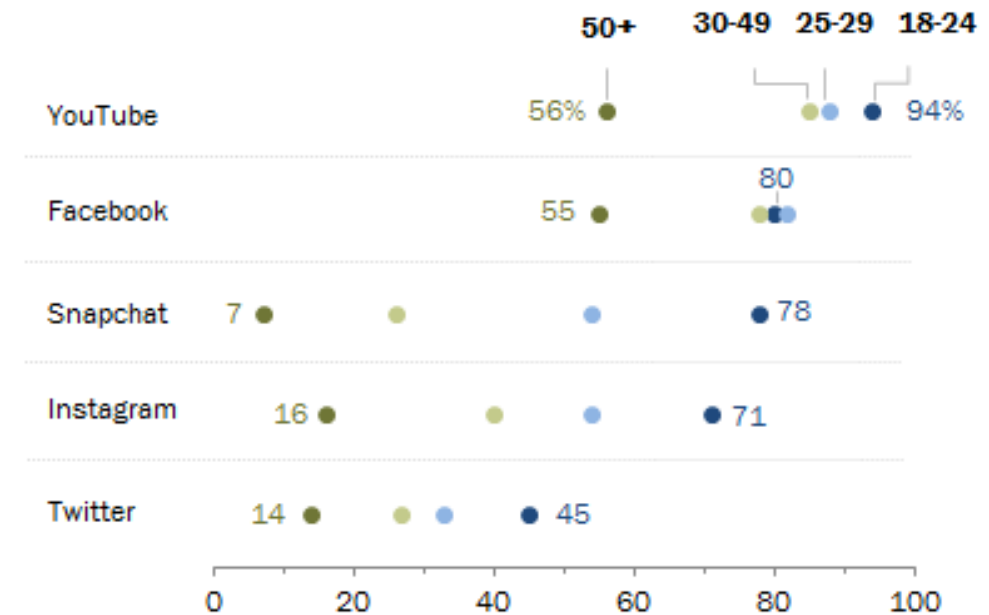
Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

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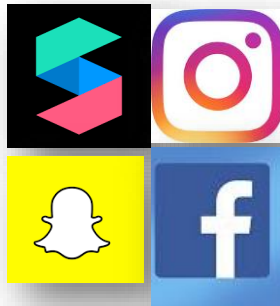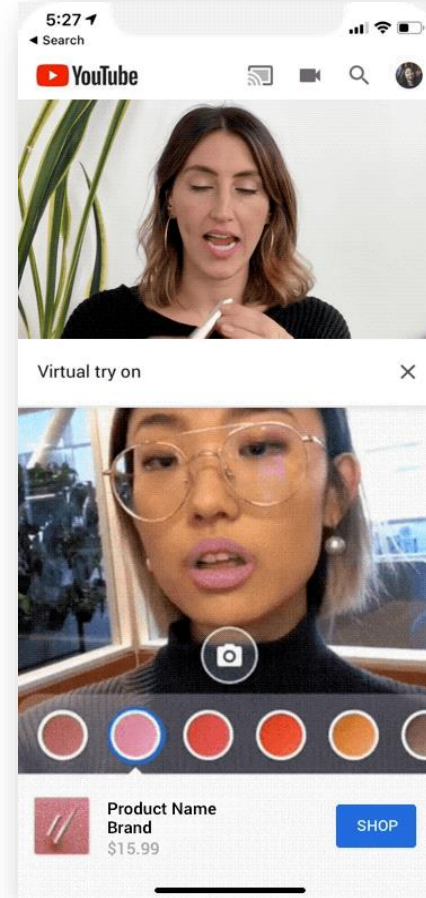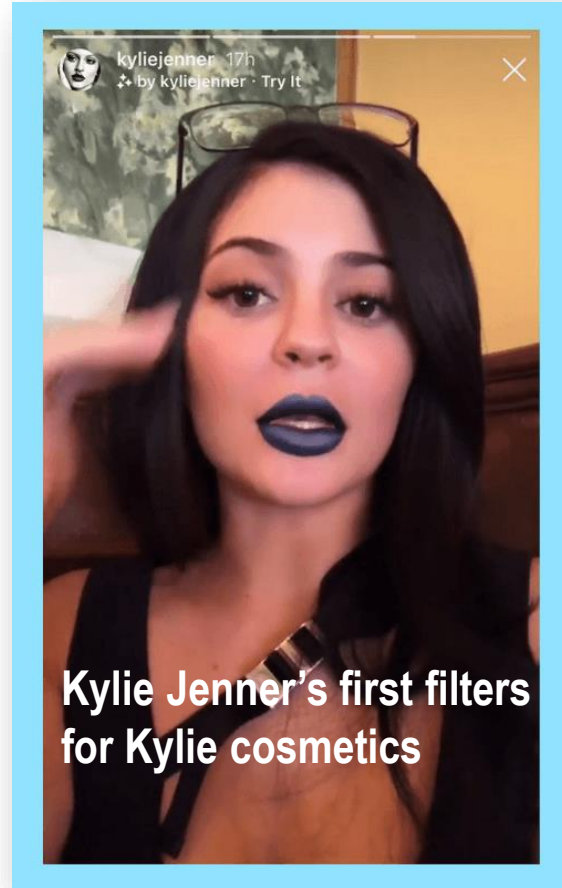
The influencer market is a big space for AR digital marketing
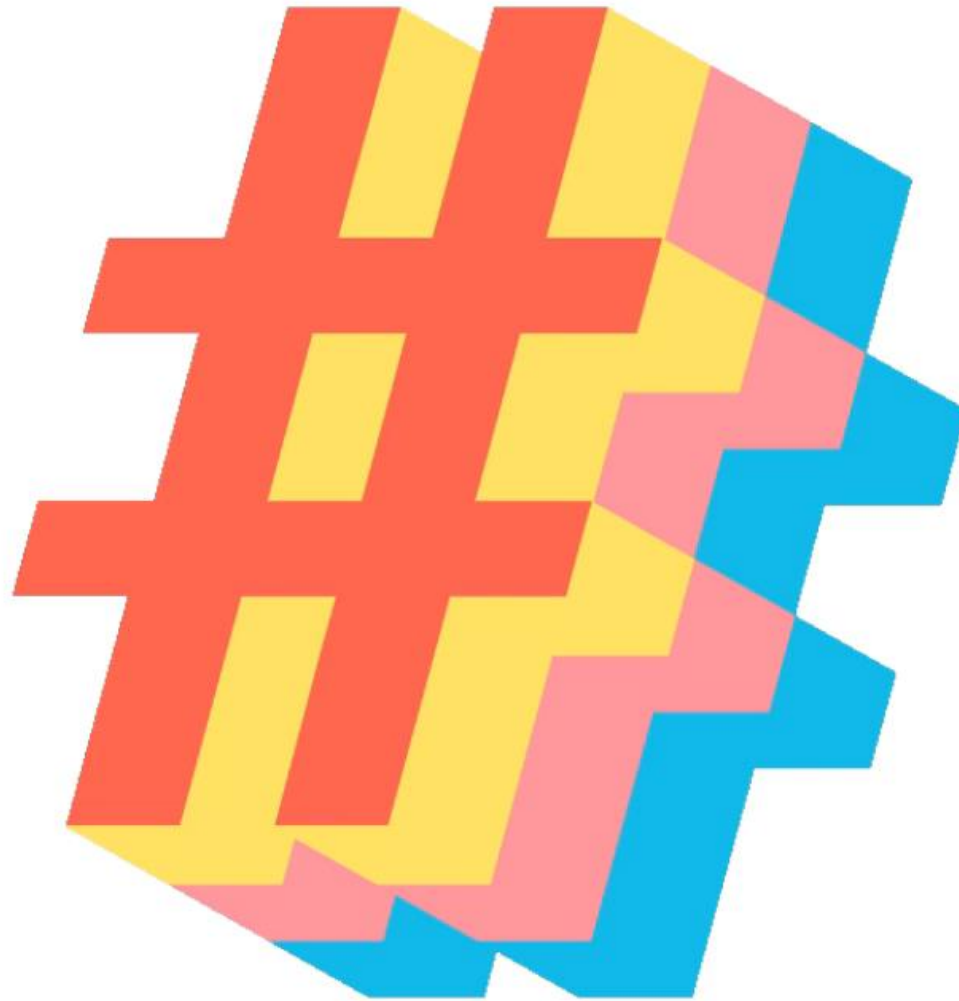
Influencer-driven marketing has become of the biggest (and best) ways for brands to reach audiences.

The social media giants & the Gaming industry are at the forefront of AR digital marketing

Kylie Jenner's first filters for Kylie cosmetics

Experience brand activation not just on the social media platform but outside too.. Its all about experience which can be shared or convert a CTA

burger king boosted downloads of its mobile app by 1.5 million

We call it #Cameramarketing!

So, as a marketeer what do you hear most when you begin a new campaign?

Biggest hurdles for creatives

Creatives are excited about AR, but they face challenges.

39%
too many technical challenges

38%
lack of customer knowledge on how to use AR

26%
perceived consumer fear to try new things

20%
not sure how to use AR for their product or campaign
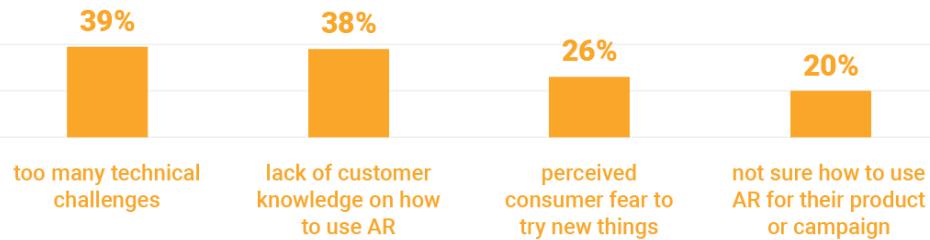
2 biggest hurdles to implementing AR:

Technical
(25%)

Financial
(39%)

Consumer demand is scaling faster than technical competency.

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Survey done by Unity

So what should you know?

So many tools exist

...and many more!

Tell your story to grab the attention!

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Convergence of technologies : Facial recognition &
Augmented Reality

Enable several brand engagement
opportunities, marketing, product focus study,
mental health, facial muscle training and
perhaps many more

Breaking this down for you

✓ Defining the goal & the audience

✓ Keep it simple

✓ Make it engaging

✓ Make it shareable

✓ Choose the platform accordingly

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How did I do this?
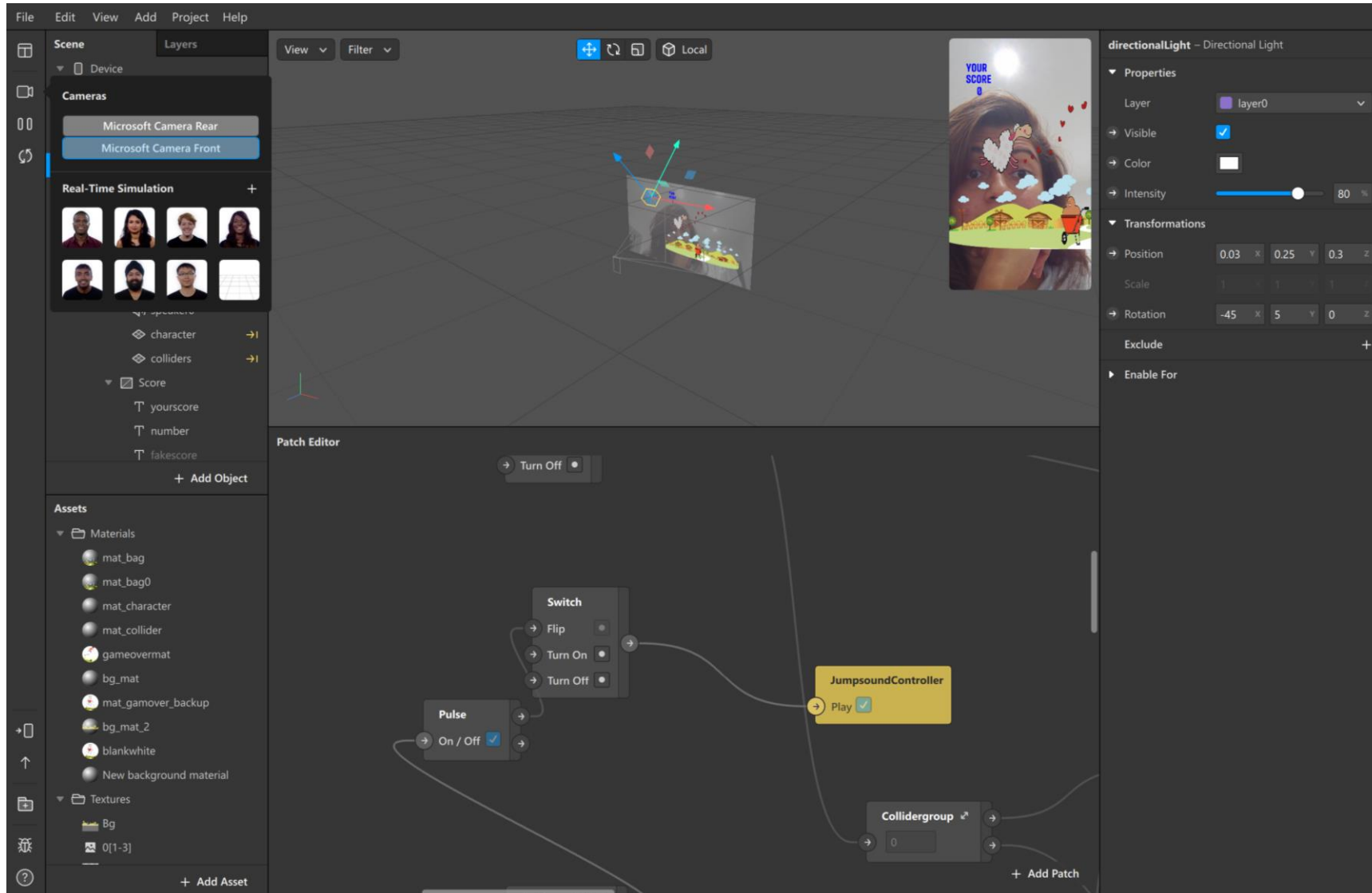
In summary?

Storyboard & Character game assets

SparkAR platform

Scripting

CLEVER GIRL!

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What is behind the scenes – the technology framework

Facial & emotion recognition algorithm

An AR framework: Camera vision, plane detection...

An engine

A graphics design tool

Scripting

Build & deployment on a platform

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What is expected quite soon?

- ✓ More AR content & ads on facebook feeds & Instagram stories

- ✓ Youtube will have influencers engaging through AR

- ✓ Multi-user AR experience, true spatial, persistent mobile AR

- ✓ With Unity Ads integration, games will be able to create an AR/VR ad campaign within the games

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Thank you!

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