THE AUGMENTED REALITY PLAYBOOK
UNDERSTANDING THE ROLE OF AR IN THE PURCHASE JOURNEY
AR IS UNDENIABLY UNIQUE

AR allows consumers to...

- See what new furniture looks like in their living room
- Try on makeup from their home
- Playfully interact with brands
BUT WHERE EXACTLY DOES AR FIT IN A MARKETER'S TOOLKIT?
WHO WE TESTED AND WHERE

RAN EXPERIMENTS TO UNCOVER...

1. The true capabilities of AR ads
2. The role of AR ads in the consumer purchase journey

VERTICALS

- Auto: Car
- Clothing
- Telecommunications

- Retail
- Toys
- Candy

BRANDS

- Kmart
- LEGO
- HONDA
- HERSHEY'S
- stc
- Levi's

TESTED IN 5 COUNTRIES:

- CA
- USA
- FR
- SA
- AU
OUR METHOD

Who
Recruited from a representative mobile panel
n=9,177

Randomization
Once users qualified for a media platform based on natural habits, users were randomized into a test cell:
Control Ad // Test Ad

Media Experience
Explored one of three Snapchat AR experiences
or

Watched video on video aggregator with 15-second pre-roll ad served

Responses
Post-exposure survey measuring impact on branding metrics
THE PURCHASE JOURNEY, DEFINED.

BEGINNING OF JOURNEY

Those who are not immediately considering purchasing the category

MIDDLE

Those who are immediately considering purchasing the category

END

Those who are immediately considering purchasing the category and who are including the test brand in their consideration test
THE TRUTH
ABOUT AR ADS
HOW AR COMPARES TO TRADITIONAL PRE-ROLL
AR ADS ARE MORE THAN FUN. AR PROVIDES UTILITY AND INFORMS ABOVE AND BEYOND PRE-ROLL ADS

Ad Opinions | All Brands
Deltas (AR – Pre-Roll)
- AR Ads
- Pre-roll Ads

Fun ........................................ +8%†
Enjoyable .................................. +6%†
Informative ................................ +5%†
Useful ....................................... +6%†

Exposed only, AR Ad N=3271, Pre-roll Ad N=1363
† = Statistical significance between Exposed and control groups at >=90% confidence level
AR ADS PERFORM JUST AS WELL AS PRE-ROLL IN ACHIEVING BRAND OBJECTIVES

Impact of Ads

- Deltas (AR – Pre-Roll)

<table>
<thead>
<tr>
<th></th>
<th>AR Ads</th>
<th>Pre-Roll Ads</th>
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<tbody>
<tr>
<td>Unaided Brand Awareness</td>
<td>↑</td>
<td>↑</td>
</tr>
<tr>
<td>Aided Ad Recall</td>
<td>↑</td>
<td>↑</td>
</tr>
<tr>
<td>Purchase Intent</td>
<td>↑</td>
<td></td>
</tr>
</tbody>
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AR, Exposed n= 3268, Control N= 3187; Pre-roll, Exposed N= 1359, Control N= 1363
↑: Statistical significance between AR ad and Video ad at >=90% confidence level
AR’S PERSONALIZED EXPERIENCES HELP BUILD DEEPER CONNECTIONS

Ad Opinions | All Brands
Deltas (AR – Pre-Roll)

Pre-roll Ads
AR Ads, +14%↑

The ad…
Helps me feel closer to the brand

Pre-roll Ads
AR Ads, +9%↑

The ad…
Gets me excited about the brand

Exposed only, AR Ad N=3271, Pre-roll Ad N=1363
↑: Statistical significance between AR ad and Video ad at >=90% confidence level
AR CONSISTENTLY BUILDS DEEPER CONNECTIONS COMPARED TO PRE-ROLL ACROSS MARKETS

<table>
<thead>
<tr>
<th>Ad Opinions</th>
<th>By Market</th>
<th>USA</th>
<th>CANADA</th>
<th>FRANCE</th>
<th>AUSTRALIA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Was Informative</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad Was Useful</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad Helped Me Feel Closer to Brand</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad Got Me Excited About The Brand</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
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Significant Deltas (AR – Pre-Roll)

Exposed only: USA, AR n=678 Pre-roll N=223; Canada, AR n=675 Pre-roll N=239; France, AR n=737 Pre-roll N=237; Australia, AR n=488 Pre-roll N=449
AR ADS DIFFERENTIATE BRANDS WHEN IT MATTERS MOST

As people are closer to making a purchase, AR ads position brands as “unique”

### Impact of Ads | By Purchase Journey

<table>
<thead>
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<th>Beginning of Journey</th>
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<tr>
<td><strong>AR Ads</strong></td>
<td></td>
<td>Brand is Unique</td>
<td>Brand is Unique</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Significant Increase (Exposed – Control)</td>
<td>Significant Increase (Exposed – Control)</td>
</tr>
<tr>
<td><strong>Pre-roll Ads</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
KEY FINDING

AR ads provide utility and help brands build deeper connections with consumers. Marketers should leverage this to differentiate their brand when it matters most.
INSIDE THE PURCHASE JOURNEY

THE ROLE OF AR IN THE PURCHASE JOURNEY
AR ALLOWS THOSE READY TO PURCHASE TO GO DEEPER

People in the middle and end of the purchase journey spent more time with AR ads.
FOR THOSE CLOSER TO PURCHASE, AR ADS BUILD MORE UTILITY & STRONGER PERSONAL CONNECTIONS

AR Ad Opinions
% Strongly or Somewhat Agree

- **Beginning** of Journey (A)
- **Middle** of Journey (B)
- **End** of Journey (C)

---

### Helps Me Feel Closer to the Brand

- **Beginning** (A): 59%
- **Middle** (B): 69%
- **End** (C): 73% A

### Brand is Informative

- **Beginning** (A): 57%
- **Middle** (B): 69%
- **End** (C): 71% A

### Brand is Useful

- **Beginning** (A): 52%
- **Middle** (B): 67%
- **End** (C): 71% A

---

All AR, Exposed Only, Beginning N=677, Middle N=1043, End N=1548

Beginning: Those who are not immediately considering purchasing the category

Middle: Those who are considering purchasing the category soon

End: Those who are considering purchasing the category soon and the test brand is in their consideration set

A/B/C: Statistical significance between each journey group at >=90% confidence level
AR ADS CAPTURE THE ATTENTION OF BROAD AUDIENCES EARLY IN THE PURCHASE JOURNEY

...AND PROPEL SOME TO DESIRE PURCHASING SOONER.

Aided Ad Recall
Deltas (Exposed - Control)

Purchase Intent
Deltas (Exposed - Control)
FOR THOSE IN THE CONSIDERATION PROCESS, AR ADS SHAPE BRAND OPINIONS

Impact of AR Ads
Deltas (Exposed - Control)

"UP-TO-DATE" +7%↑
"UNIQUE" +4%↑

↑ = Statistical significance between Exposed and control groups at ≥90% confidence level

Middle, Exposed N=1043, Control N=1055
Middle: Those who are considering purchasing the category soon
FOR THOSE CLOSEST TO DECISION-MAKING, AR ADS INFLUENCE METRICS ACROSS THE BRANDING FUNNEL

AR brings the brand top-of-mind, solidifies overall brand opinions, and drives people to take the next step

Impact of AR Ads
Deltas (Exposed - Control)

Unaided Brand Awareness
+3%

Brand Favorability
+3%

Search Intent
+3%
AR ads play a unique role in each phase of the purchase journey. Hence marketers shouldn’t view AR as an add-on but rather use them to build and amplify the brand by matching the right goals with the right target audience.
TACTICS

HARD AT WORK

AR LENS TACTICS

PARIS BY NIGHT

"The Perfect Red! I have NEVER loved and raved about a lipstick like this one."

-- Beauty and the Sanitation

 Rated: 5 / 5 Reviews

Buy

TYPES OF AR ADS & TACTICS TESTED

- Shoppable AR
- Entertainment Gaming AR
- Entertainment Not Gaming AR
- World Facing AR
- Front Facing AR
WHILE EFFECTIVE THROUGHOUT, SHOPPABLE LENSES TRIGGER THOSE AT THE END OF THEIR JOURNEY TO TAKE THE NEXT STEP

Impact of Shoppable AR
Deltas (Exposed - Control)

剁ऑnd 219, Control N= 195; Middle, Exposed N=293, Control N=193; End, Exposed N=402, Control N=425
Beginning: Those who are not immediately considering purchasing the category
Middle: Those who are considering purchasing the category soon
End: Those who are considering purchasing the category soon and the test brand is in their consideration set
↑ = Statistical significance between Exposed and control groups at >=90% confidence level
FUN & INTERACTIVE ENTERTAINMENT LENSES HELP BOOST MEMORABILITY AND BRAND PERCEPTION

Impact of Entertainment AR | Not Game
Deltas (Exposed - Control)

Aided Ad Recall
\(+9%^\dagger\)

Brand is Innovative
\(+9%^\dagger\)

Brand is Unique
\(+8%^\dagger\)

BEGINNING
OF JOURNEY

MIDDLE

END

Entertainment AR, Beginning, Exposed N= 216, Control N= 208; Middle, Exposed N=286, Control N=275; End, Exposed N=433, Control N=428

Beginning: Those who are not immediately considering purchasing the category
Middle: Those who are considering purchasing the category soon
End: Those who are considering purchasing the category soon and the test brand is in their consideration set

\(\dagger\) = Statistical significance between Exposed and control groups at >=90% confidence level
GAMIFIED ENTERTAINMENT LENSES WORK HARDEST AMONG BROADER AUDIENCES BY SHAPING BRAND IMAGE

Impact of Entertainment AR | Game
Deltas (Exposed - Control)

Beginning: Those who are not immediately considering purchasing the category
Middle: Those who are considering purchasing the category soon

↑ = Statistical significance between Exposed and control groups at >=90% confidence level

BEGINNING
OF JOURNEY

Brand is Innovative +12%†

MIDDLE

Unaided Brand Awareness +10%†

Brand is Unique +12%†

Brand is Innovative +9%†

END

Entertainment AR, Beginning, Exposed N=157, Control N=157; Middle, Exposed N=168, Control N=192
Beginning: Those who are not immediately considering purchasing the category
Middle: Those who are considering purchasing the category soon
† = Statistical significance between Exposed and control groups at >=90% confidence level
# ABILITY TO INTERACT WITH PRODUCT THROUGH WORLD-FACING LENSES FACILITATES MID-JOURNEY CONSUMERS MOST

## Impact of World-Facing AR

Deltas (Exposed - Control)

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<tr>
<td><strong>Brand Favorability</strong></td>
<td></td>
<td></td>
<td>+7%†</td>
</tr>
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<td><strong>Brand is Innovative</strong></td>
<td></td>
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<td></td>
</tr>
<tr>
<td><strong>Brand is Relevant</strong></td>
<td></td>
<td></td>
<td>+7%†</td>
</tr>
<tr>
<td><strong>Purchase Intent</strong></td>
<td></td>
<td></td>
<td>+8%†</td>
</tr>
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World AR, Beginning: Exposed N=259, Control N=293; Middle: Exposed N=282, Control N=291; End: Exposed N=405, Control N=428
Beginning: Those who are not immediately considering purchasing the category
Middle: Those who are considering purchasing the category soon
End: Those who are considering purchasing the category soon and the test brand is in their consideration set
† = Statistical significance between Exposed and control groups at ≥90% confidence level
FRONT FACING AR, ON THE OTHER HAND, HELPS LIFT BRAND IMAGE AMONG THOSE CLOSER TO PURCHASE

Impact of Front Facing AR
Deltas (Exposed - Control)

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<tr>
<td>Unaided Brand Awareness</td>
<td></td>
<td>+5%†</td>
<td></td>
</tr>
<tr>
<td>Brand is Relevant</td>
<td></td>
<td>+4%†</td>
<td></td>
</tr>
<tr>
<td>Brand I Prefer</td>
<td></td>
<td>+4%†</td>
<td></td>
</tr>
<tr>
<td>Brand is Unique</td>
<td></td>
<td>+5%†</td>
<td></td>
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Front AR, Beginning, Exposed N=270, Control N=228; Middle, Exposed N=583, Control N=581; End, Exposed N=784, Control N=786

Beginning: Those who are not immediately considering purchasing the category
Middle: Those who are considering purchasing the category soon
End: Those who are considering purchasing the category soon and the test brand is in their consideration set
† = Statistical significance between Exposed and control groups at >=90% confidence level
IN ADDITION TO PLAYING AN IMPORTANT ROLE IN PURCHASE DECISIONS, CONSUMERS WANT TO SEE MORE VIRTUAL TRY-ONS

Virtual Try-On Ad Opinions

- **More Likely to Purchase Brand**
  - 70% Agree

- **Want to See More Brands Use Try-Ons**
  - 71% Agree

US only N=1742
Q: Many brands are starting to use "try-on" AR ads. These types of ads allow customers to virtually "try on" products (like makeup, clothes, etc.) using a phone or any other device with a camera. How much would you agree or disagree with the following statements about try-on AR ads?
While AR can shape how consumers feel about brands, marketers should think about how to use different AR types to help them achieve their desired outcomes.
MIXING IT UP
THE IMPACT OF AD SEQUENCE
SEQUENCING METHODOLOGY

Who
Recruited regular Snapchat users from a representative mobile panel
n=3,202

Randomization
Users were randomized into test or control groups for different ad sequences

Media Experience
Users served a combination of 2 or 3 ad exposures. Ads included a mix of: Snap Ad, AR Ad, and/or Commercial

Responses
Post-exposure survey measuring impact from sequencing on branding metrics
WHAT IS THE IMPACT OF AR IN THE MIX?
AR IS AN INTEGRAL PART OF THE MEDIA MIX
Brands benefit directly with higher purchase intent and brand preference when an AR ad is in the mix.

Impact of AR in Ad Mix | Controlling for Frequency
Deltas (Exposed - Control)

Without AR, Exposed n=366, Control n=366; With AR, Exposed n=344, Control n=344

↑ = Statistical significance between Exposed and control groups at >=90% confidence level

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AR IS AN INTEGRAL PART OF THE MEDIA MIX
Brands benefit directly with higher purchase intent and brand preference when an AR ad is in the mix.

Impact of AR in Ad Mix | Controlling for Frequency
Deltas (Exposed - Control)

Without AR, Exposed n=366, Control n=366; With AR, Exposed n=344, Control n=344

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Impact of AR in Ad Mix | Controlling for Frequency
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BUT DOES SEQUENCE MATTER?

Start With Snap Ad

Start With Commercial Ad

Start With AR Ad

AR Ad in the Middle

AR Ad Not in the Middle
**PRIME THE AR AD WITH A VIDEO AD TO AMPLIFY IMPACT**

Snap and commercial ads provide more information about the product while AR ads facilitate interaction with the product.

**Impact of Ad Sequence**

Deltas (Exposed - Control)

<table>
<thead>
<tr>
<th>Start with…</th>
<th>Snap Ad</th>
<th>Commercial Ad</th>
<th>AR Ad</th>
</tr>
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<tbody>
<tr>
<td>Brand Favorability</td>
<td>+8%†</td>
<td>+8%†</td>
<td></td>
</tr>
<tr>
<td>Search Intent</td>
<td></td>
<td>+10%†</td>
<td></td>
</tr>
<tr>
<td>Purchase Intent</td>
<td></td>
<td></td>
<td>+11%†</td>
</tr>
</tbody>
</table>

Start with AR, Exposed n=235, Control n=235; Don’t start with AR, Exposed n=498, Control n=498

† = Statistical significance between Exposed and control groups at >=90% confidence level
BREAKING THE VIDEO SEQUENCE WITH AN AR AD HELPS SHOWCASE THE BRAND AS CHEERFUL & BOOSTS SEARCH INTENT

Impact of Ad Sequence
Deltas (Exposed - Control)

AR Ad in the Middle

AR Ad Not in the Middle

Brand is Cheerful
*9%

Search Intent
*11%

Brand is Cheerful
*4%

Search Intent
0%

↑ = Statistical significance between Exposed and control groups at >=90% confidence level
AR IN THE MIDDLE GENERATES THE MOST EXCITEMENT

Impact of Ad Sequence on AR Ad
% Strongly Agree

AR Ad in the Middle

AR Ad Got Me “Excited About the Brand” 27%

AR Ad Last in the Sequence

AR Ad Got Me “Excited About the Brand” 20%

AR in middle, Exposed n=515; AR ad last, Exposed n=482
Statistical significance between each sequence at >=90% confidence level
Ads in a sequence can help achieve more than just high recall
• Start the sequence with a video ad and follow it with interactive AR for amplified impact on traditional metrics
• For a positive brand image, place the AR ad in between two similar ads to offer an element of delight
# IMPLICATIONS: DEVELOPING THE AR PLAYBOOK

<table>
<thead>
<tr>
<th>VIEW AR AS AN AMPLIFIER, NOT AN ADD-ON</th>
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<tr>
<td>Use any AR format to build and differentiate brand personality, but align on right goals with the right target audience.</td>
</tr>
</tbody>
</table>

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<th>BE MORE STRATEGIC WHILE DEPLOYING AR TACTICS</th>
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<tr>
<td>Use Shoppable AR to encourage consumers to take the next step.</td>
</tr>
<tr>
<td>Use Entertainment AR to draw in new customers and to create positive brand perception.</td>
</tr>
<tr>
<td>Use World-Facing AR to allow those in the consideration process to experience the brand/product.</td>
</tr>
<tr>
<td>Use Front-Facing AR to appeal to those closest to purchase.</td>
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</tbody>
</table>

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<th>MAKE AR AN INTEGRAL PART OF THE MARKETING MIX</th>
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<tr>
<td>Use AR strategically as part of consumer’s exposure to the brand on the platform.</td>
</tr>
<tr>
<td>Sequencing ad exposures can help amplify impact. Deliver AR to users after exposure to video.</td>
</tr>
</tbody>
</table>
THANK YOU