

## MARKETING IDEAS

# USING AUGMENTED REALITY IN RETAIL SECTOR

---

With thousands of brands targeting a plethora of different consumers, augmented reality has proved to be a boon especially in this era of ever growing competition.



With thousands of brands targeting a plethora of different consumers, augmented reality has proved to be a boon especially in this era of ever growing competition. With various multi-million dollar brands using augmented reality to lure in customers, what once sounded like a sci-fi movie has now become a reality in the retail sector. From trying on glasses to wearing your favorite pair of sneakers, augmented reality has made all of that and more possible without having the customer to leave the four walls of their homes.

## **WHAT IS AUGMENTED REALITY?**

In layman terms, augmented reality can be elucidated as the amalgamation of digital data with the real world environment of the user to provide a more realistic experience. Through this, the software using augmented reality changes the natural environment of a consumer by overlaying electronically generated content over it. This blend of digital content in a three-dimensional space takes the customer experience to a whole new level and facilitates better decision making. Augmented reality marketing can be taken as a powerful tool towards developing an enhanced marketing strategy which allows the customers to develop a personal relationship with the brand. This form of technology coupled with a plethora of marketing ventures could highly improve the efficiency and returns on marketing investments.



# Converse The Sampler iPhone App




Watch later



Share



Watch on  YouTube

## EXAMPLES FOR AUGMENTED REALITY MARKETING IN RETAIL SECTOR

### 1. IKEA:

Ikea as a world leading furniture brand, is known for its ginormous stores located across various countries. However, in these modern times where the Internet drives the world, Ikea too has placed its bet on online marketing strategies using Augmented Reality. With its IOS application Ikea Place, Ikea is now using augmented reality to market more than 2,000 products under its arsenal. The application allows the customer to take a preview of how the furniture would look in their homes. Using Apple's advanced ARKit tech software, Ikea allows its consumers to view how a furniture would fit in their surroundings.

### 2. NIKE:

While celebrating its 50th anniversary, Nike displayed a blend of its past and the future in honor of this milestone. The company provided a web augmented reality experience at 11 selected stores across the globe, including the ones in New York and Paris. For this venture, Nike partnered with a global tech company Buck, in order to promote its DNA – Department of Nike Archives.

### 3. Converse:

The AR-based application by Converse makes online shopping more intuitive as customers can try on shoes using augmented reality. This not only enhances the shopping experience of buyers but also saves them from long hours of scrolling across product pages. This helps buyers make better decisions and benefits the brand simultaneously.

## BENEFITS AND FUTURE OF AUGMENTED REALITY MARKETING

In recent years, augmented reality has grabbed the attention of brands in both ecommerce as well as the retail sector. With the help of augmented reality, brands are able to provide an in-hand experience to their customers as to how a product would serve their purpose. AR also allows customers to experiment with a wide range of customizations. What makes augmented reality marketing different from conventional marketing techniques is the ability of AR to adapt and serve customer requirements. Augmented reality marketing makes decision making easy, which in turn increases conversion and sales for the brand.

In search of interesting and entertaining event ideas? No matter where you are in India, GoKapture has you covered with their picture booths, display products, and social media engagement products. Two fantastic additions to event engagement ideas, in our view, are 360-degree display systems and photo booths. Our 360-degree slow-motion films are easy to share with friends and family via Facebook, email, or Whatsapp. The highlight of the event will be one exceptional guest. Photo booths may be a great marketing tool for event organizers who want to showcase their service, product, or business to the audience. In order to exhibit or share the photo booth's output on social media, event organizers may use large displays. When it comes to event technology, GoKapture has limitless possibilities. We can tailor experiences to specific demographics with the use of our cutting-edge picture and video booths, AR/VR systems, and other gear. Use one of our modern digital caricature booths or one of our retro strip photo booths to celebrate your upcoming accomplishment.