

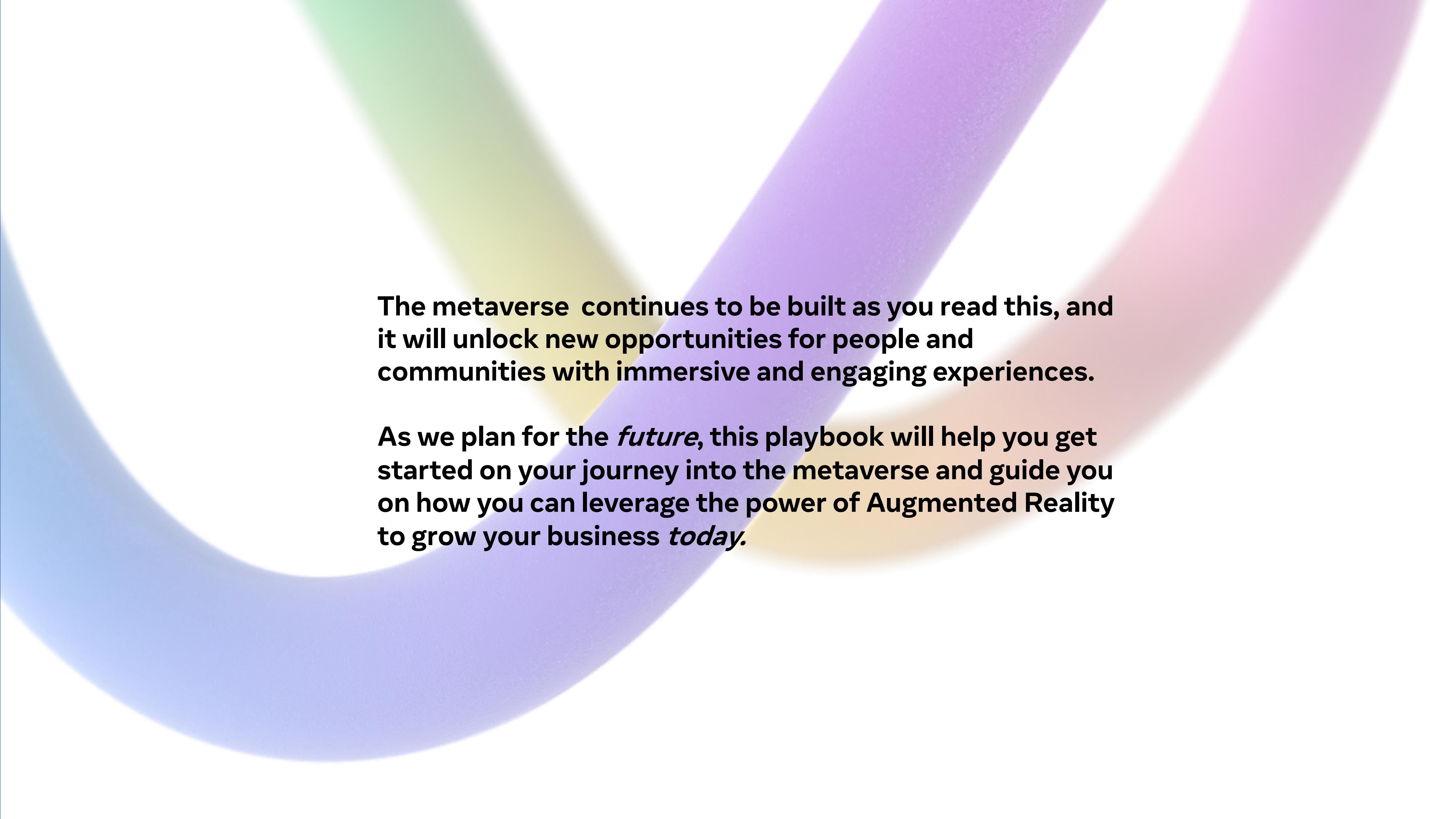


LET'S START



# Augmented Reality Playbook

∞ Meta



**The metaverse continues to be built as you read this, and it will unlock new opportunities for people and communities with immersive and engaging experiences.**

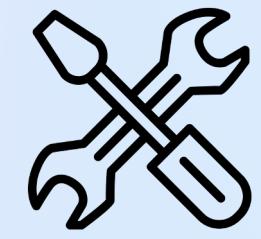
**As we plan for the *future*, this playbook will help you get started on your journey into the metaverse and guide you on how you can leverage the power of Augmented Reality to grow your business *today*.**

# At a glance



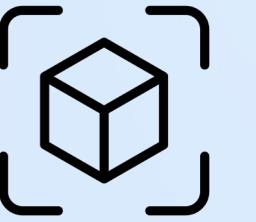
## Introduction to AR and its rise

- What is Augmented Reality (AR)
- The growth of AR: a look at the macro environment
- The rise of AR in India



## Move business outcomes with AR

- Moving business outcomes across verticals: Success Stories
- Reimagine the consumer journey with AR
- Success Stories



## Get equipped

- Build your own effects with Meta Spark
- Types of Effects available
- Possibilities on Meta Spark
- Publishing your effects



## Excel at your storytelling

- Best practices: Creative, Media



## Annexure

- Planning Guide: Timelines, Publishing, promotion and policy



# Introduction

What is  
Augmented  
Reality

The growth of AR:  
a look at the macro  
environment

The rise of AR  
in India

**Imagine a world  
where you can  
be present in  
every moment,  
unrestricted by  
technology and  
distance**



#### Augmented reality

Information is overlaid on top of the physical world, usually via a smartphone (at this time).



#### Virtual reality

A fully immersive experience provided by a headset, surrounding your sense in a virtual universe

# Augmented Reality has gone mainstream

People's interest in AR is growing in the world. It's multi-sensory, highly engaging, allows you to interact in 3D with the world around you, and doesn't need any new hardware.

People are looking for new ways to connect

74%

said they see technology like AR as a way to bridge the online and offline worlds.<sup>1</sup>

Greater access and adoption to AR at lower price points.

44%

Of those who've tried AR/VR to explore products or services, said they did it for the first time since the pandemic started.<sup>2</sup>

Ever-increasing smartphone adoptions

3.55B+

Smartphone Users<sup>3</sup>

1. "Emerging Trends Research" (Facebook-commissioned survey of 12,500 online people ages 18-64 in AR, AU, BR, CO, GB, ID, IN, MX, NG, PH, SA, TH, US and VN) by Ipsos, Sep 2020. N=1,000 for all markets except AU, GB and US (where N=500).

2. "Industry Micro-Shifts Monthly Tracker" by Kantar Profiles (Facebook-commissioned online survey of 96,938 adults across AU, BR, CA, DE, ES, FR, HK, ID, IN, IT, JP, KR, MX, TW, UK, US), Oct- Nov 2020. Unless otherwise specified, data is a cross-country average across all 16 markets.

3. eMarketer, Feb 2022



# Businesses are adopting AR like never before

Businesses are increasingly adopting AR solutions as they bridge the gap between online and offline shopping by allowing customers to experience the products and engage closely with the brands.

# Indian consumers have embraced AR in the recent times

**87%**

Think AR will be useful/important in the next 5 years<sup>1</sup>

**81%**

Feel it is a fun way to interact with brands<sup>1</sup>

1. "Emerging Trends Research" (Facebook-commissioned survey of 12,500 online people ages 18–64 in AR, AU, BR, CO, GB, ID, IN, MX, NG, PH, SA, TH, US and VN) by Ipsos, Sep 2020. N=1,000 for all markets except AU, GB and US (where N=500).



**Meta**  
is building and  
democratizing AR and  
helping brands reach  
wide audiences with  
immersive experiences



Already use Meta Spark for AR across Meta apps every month (global)<sup>1</sup>



of Reels use effects. (global, sept 2022)<sup>2</sup>

1. Facebook Statistic Q1 2022.  
2. Internal Data

Before we move ahead,  
dive into an example of  
how you can drive  
brand action with AR

Scan the QR code with your smartphone camera to open the Facebook app, dive into a shark cage in South Africa and book an adventure with a fictional business, all in a single experimental moment.





# Move business outcomes with AR

Strengthen the purchase funnel with AR

Moving business outcomes across the funnel: Outline

Success Stories

# Transcending barriers with AR

Brands across verticals can leverage AR to help consumers come closer to products

## Mental Barriers

### MIND

When devices and distractions are limiting our ability to be truly “there” in every moment, AR can allow us to participate in a brand’s story

## Physical Barriers

### DISTANCE

When geography separates us, AR lets you teleport across the globe to be there where your consumer is.

### BODY

When we are not able to do the things we love because of physical limitations, AR can give us the tools to experience them as if those limitations didn’t exist.

## Societal Barriers

### MONEY

When we cannot afford to do the things we love or explore new passions, AR can give us access.

### TIME

When demands on our time are limiting our ability to connect with others, AR hands us new ways to reach out and participate on our own terms.

### EQUITY

When our options are limited by socioeconomic status, race or gender, AR can break barriers, tell stories and open doors

# Keep in mind the core values of Augmented Reality to drive action

Brand Value



Amplifies the emotional connection to a brand.

Brand Purpose



Reinforces the reason a brand exists in the world.

Product Value



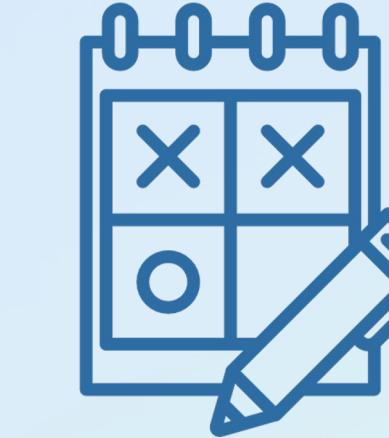
Celebrates the personality and positioning of a product.

Product Purpose



Elevates the product benefit and the reason to believe.

Product Trial



Allows people to experience the product.

Promotions



Coupons and deals to drive purchase and in-store.

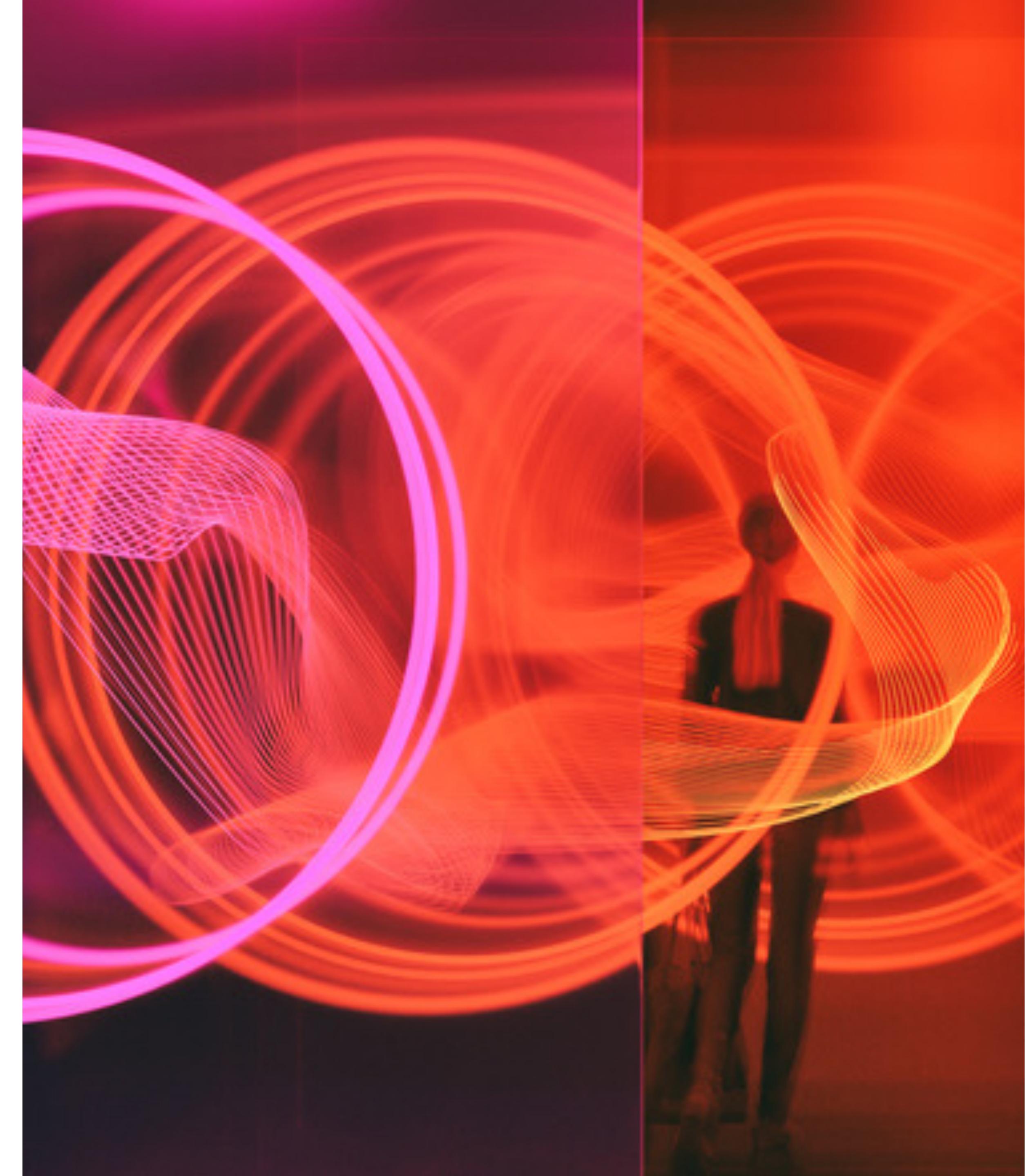
**Consumers** can take multiple actions as they immerse into brands across verticals

AR helps remove distance between you and your consumer, forging a stronger and authentic bond.

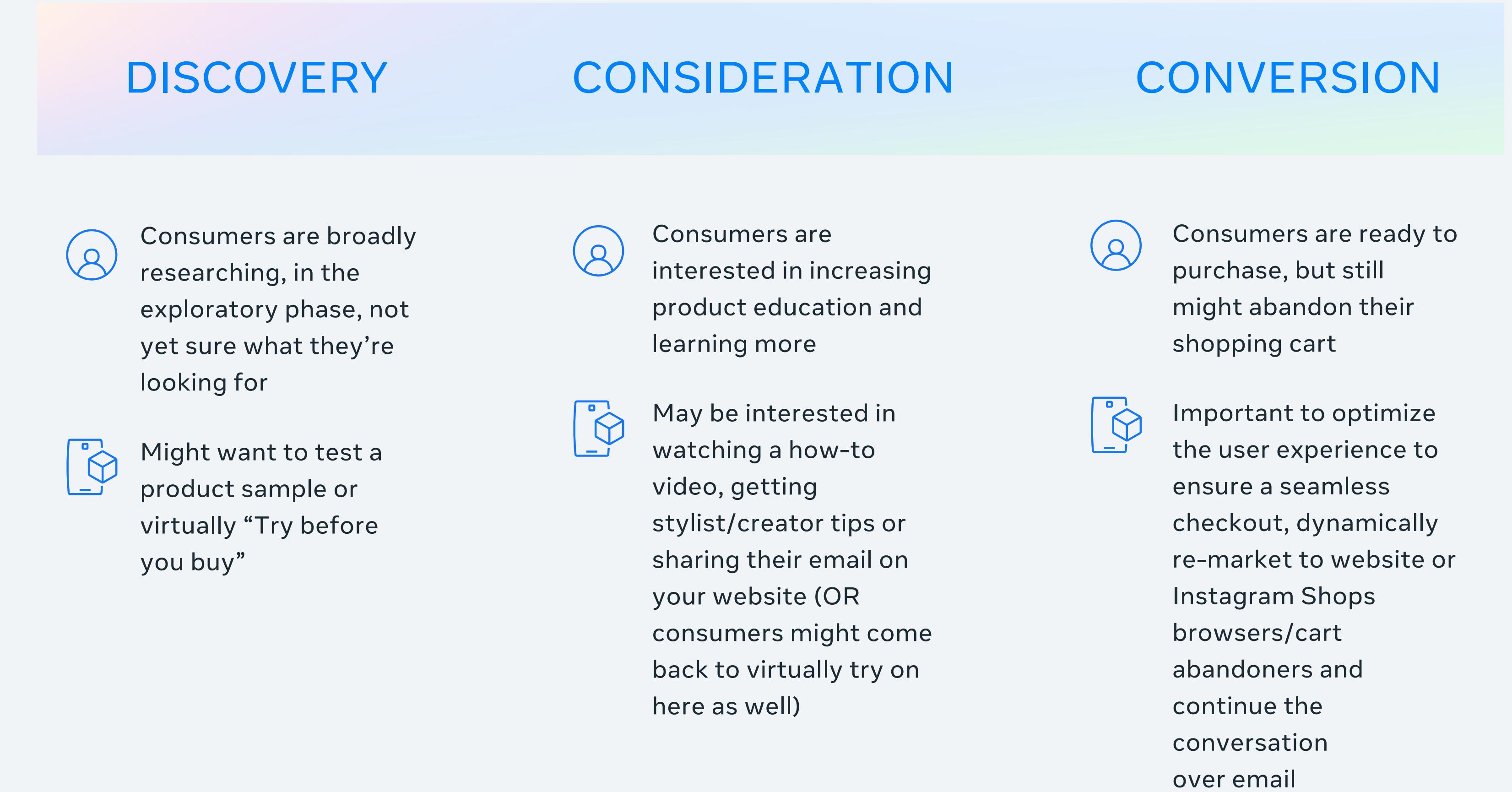
**81%**

Indian consumers believe AR can help bridge the gap between online and offline<sup>1</sup>

1. "Emerging Trends Research" (Facebook-co12,500 online people ages 18-64 in AR, AU, BR, CO, GB, ID, IN, MX, NG, PH, SA, TH, US, VN) by Ipsos, Sep 2020. In all markets, N=1,000, except for benchmark markets (AU, commissioned survey of GB, US), where N=500.



**AR can be used to cut across the marketing funnel and help achieve multiple objectives, across verticals**





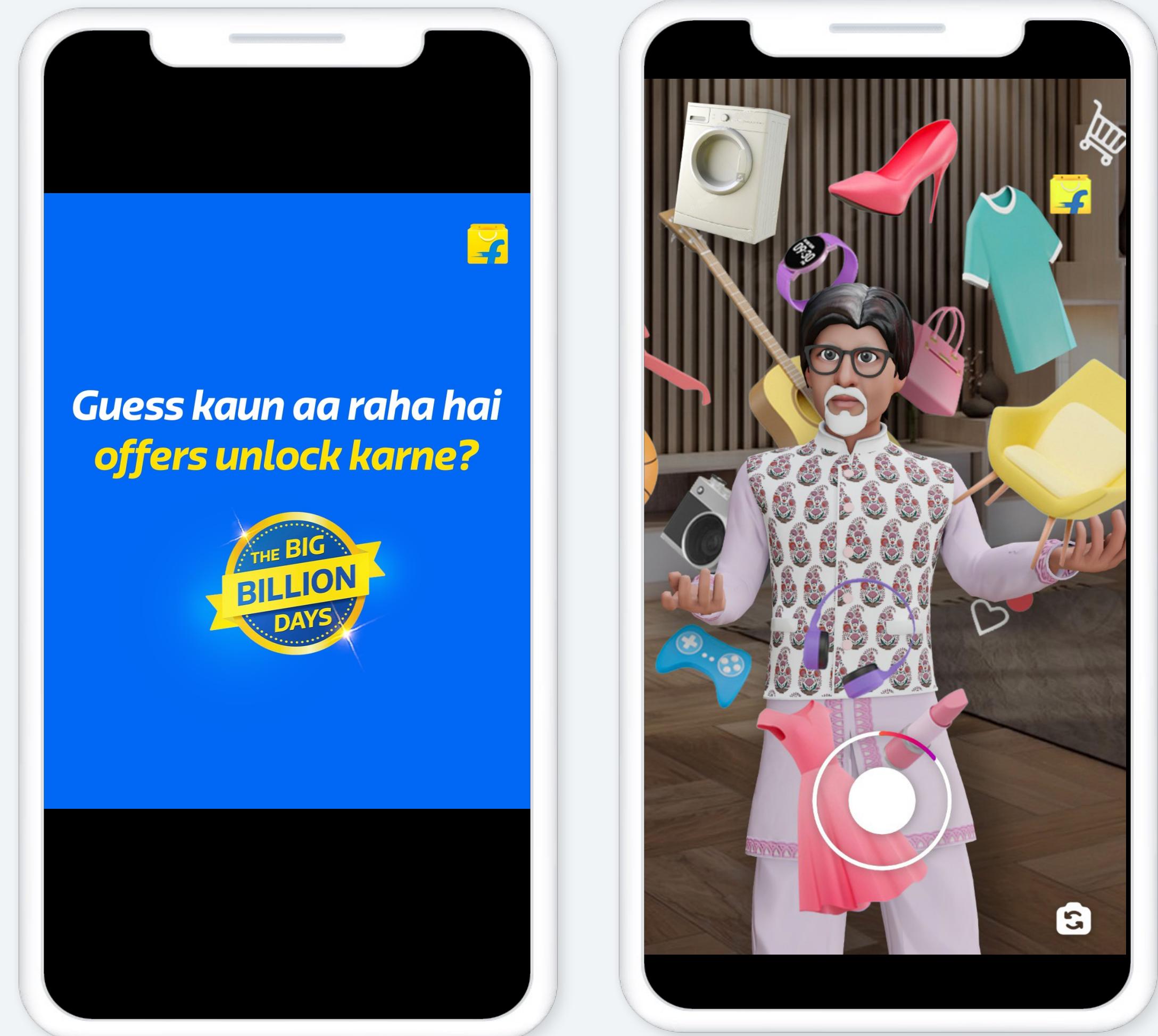
# Retail

# **BIG B as Virtual Shopping Assistant for India's Biggest Shopping Festival**

Big B as the virtual shopping assistant in a brand new 'avatar' to drive offer discoverability for Big Billion Days 2022.

A metaverse inspired 3D avatar of India's biggest celeb – Big B, inside an immersive AR experience where he welcomes users in his iconic style and voice to play a game where users can unlock the best deals of the sale.

**1.5pt** Lift in Message Association



## AWARENESS

# H-E-B

Attracting holiday shoppers to a store with AR filter.

H-E-B is a privately held supermarket chain based in San Antonio, Texas, with more than 340 stores throughout the state.

With a winter shopping season impacted by the pandemic, H-E-B wanted to create holiday magic to make it easier for shoppers to find joy during the holidays

They digitally re-imagined photo-op with Santa, with text overlays: "What if...this year Santa came to you?" It enabled the viewer to snap a selfie with Santa using the front-facing camera.

**6pt**

lift in ad recall

**9.6pt**

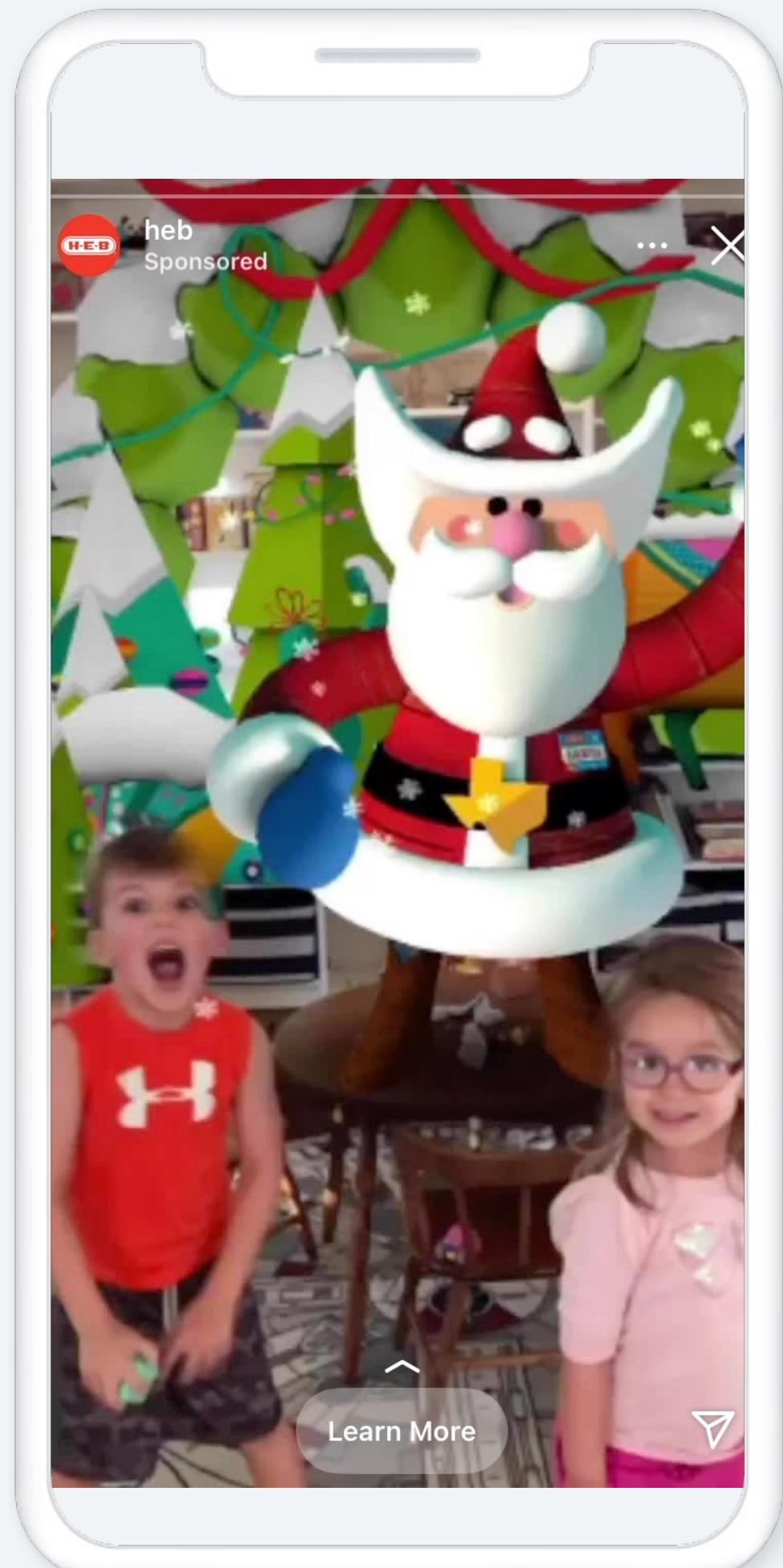
lift in ad recall  
among people  
aged 45-54

**3.1pt**

higher purchase intent from  
AR filter campaign,  
compared to a simultaneous  
non-AR holiday campaign

## ENGAGEMENT

## PRODUCT TRIAL



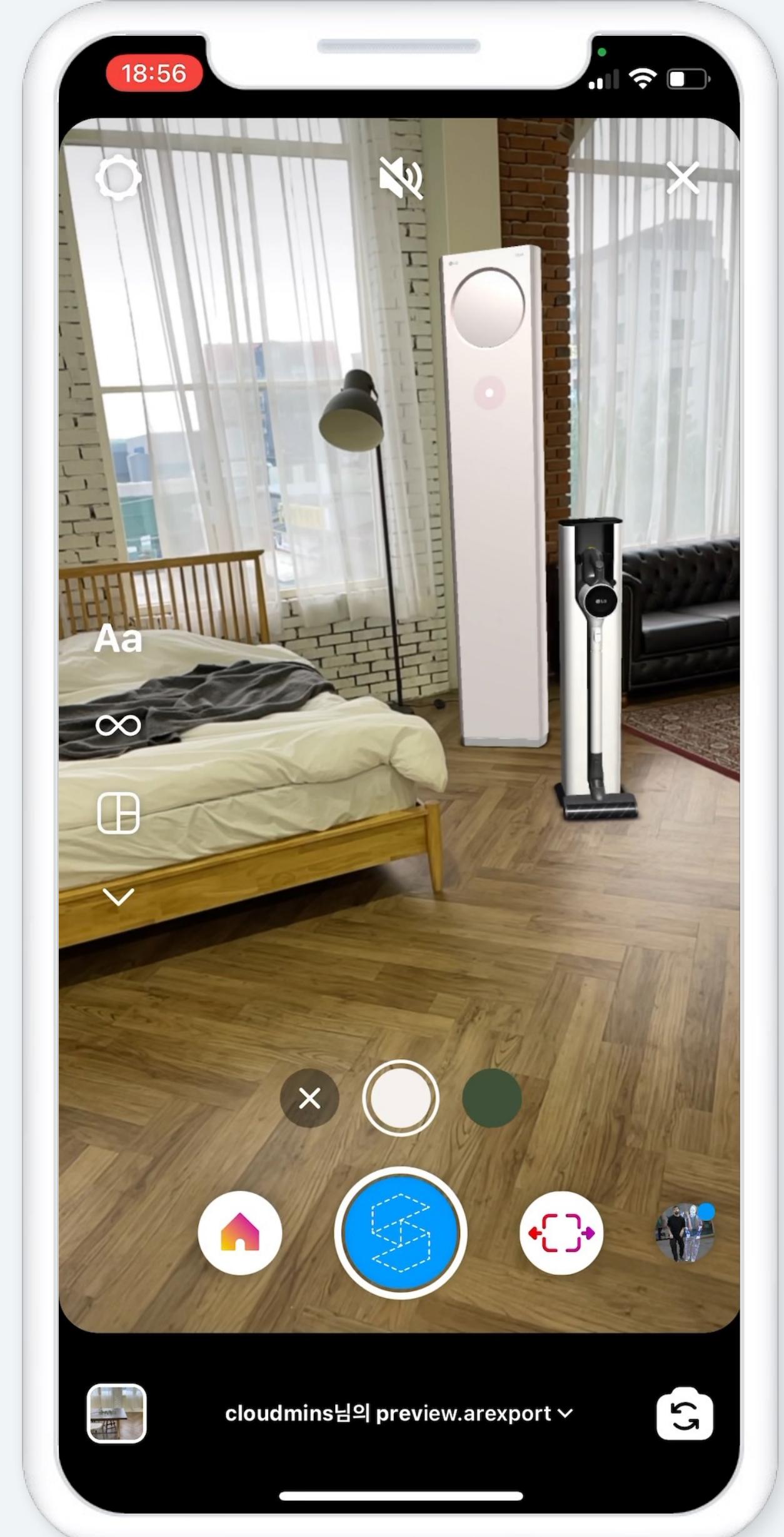
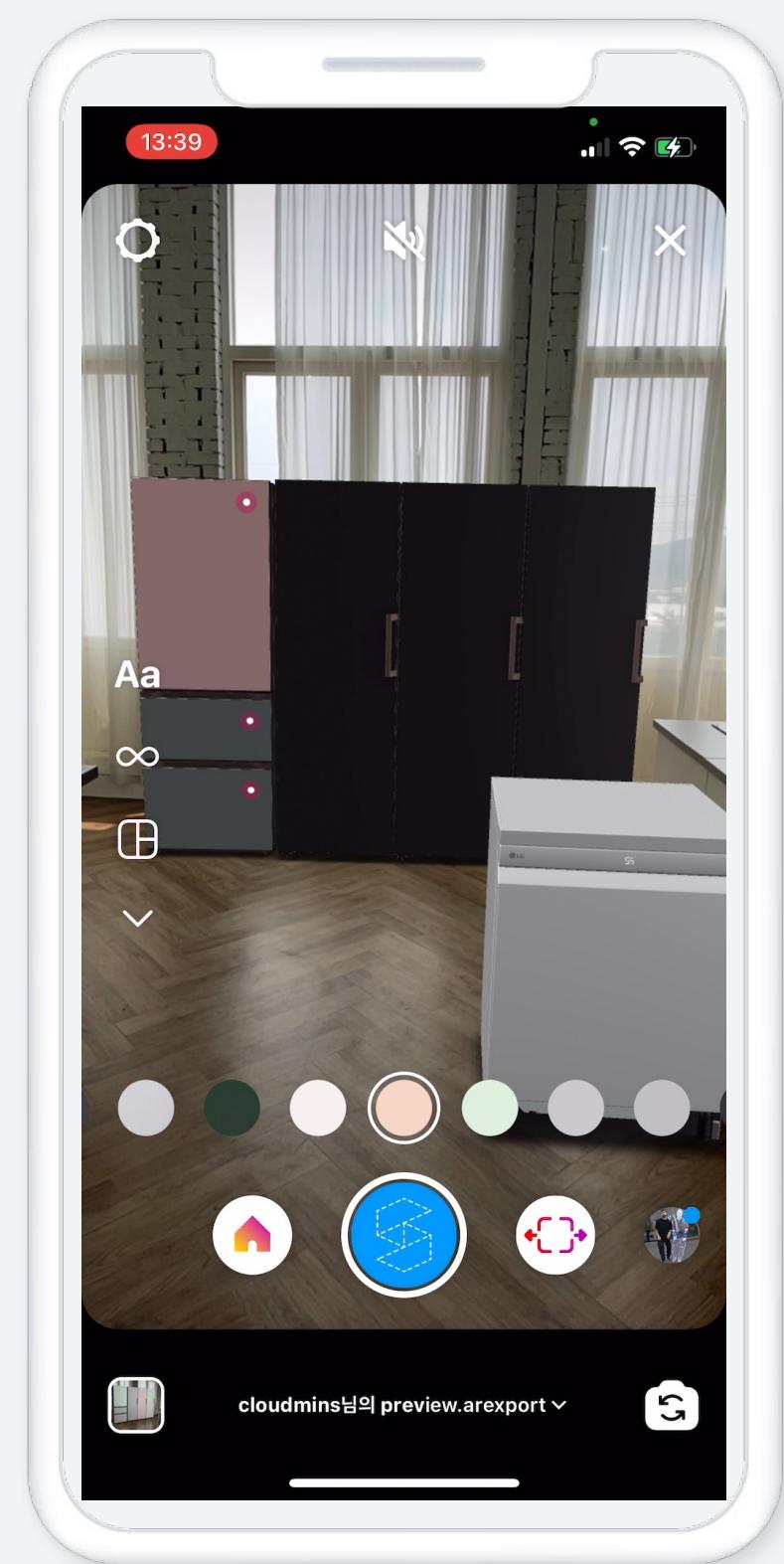
AWARENESS

TRIALS

# LG - Design your happy place

Designing your own spatial interior with realistic multi-object AR home appliances on IG

LG Korea created 12 high-fidelity Instagram AR "Object Collection" effects that enable millennial couples to simulate the combination, layout and design of multiple products before purchasing premium appliances at home, and even create virtual housewarming within their Instagram community.



5.0pts      3.6pts

LIFT

Purchase Intent

LIFT

Favourability

# MADE.COM – Design your happy

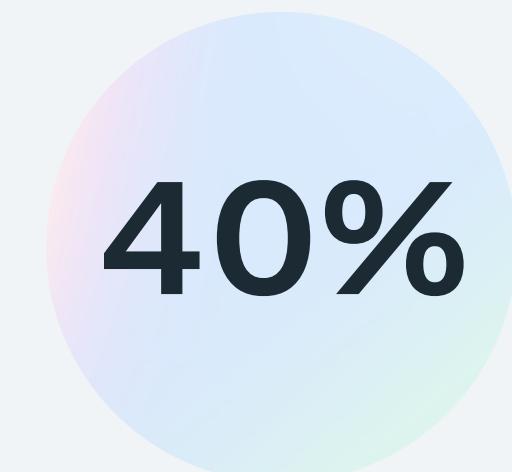
Inspire customers to style their home and curate 'looks' with an AR furniture configurator

Made dot com are a UK based furniture retailer with a real emphasis on showcasing design, and style for the home. Design your happy place in AR.

Facebook AR ads take you to an exclusive AR drop for an upcoming in-store product line. You dive into the curation experience, place the product in your home, experiment with some configuration options, share for social feedback and purchase your configuration.



conversion rate when product viewed in augmented reality



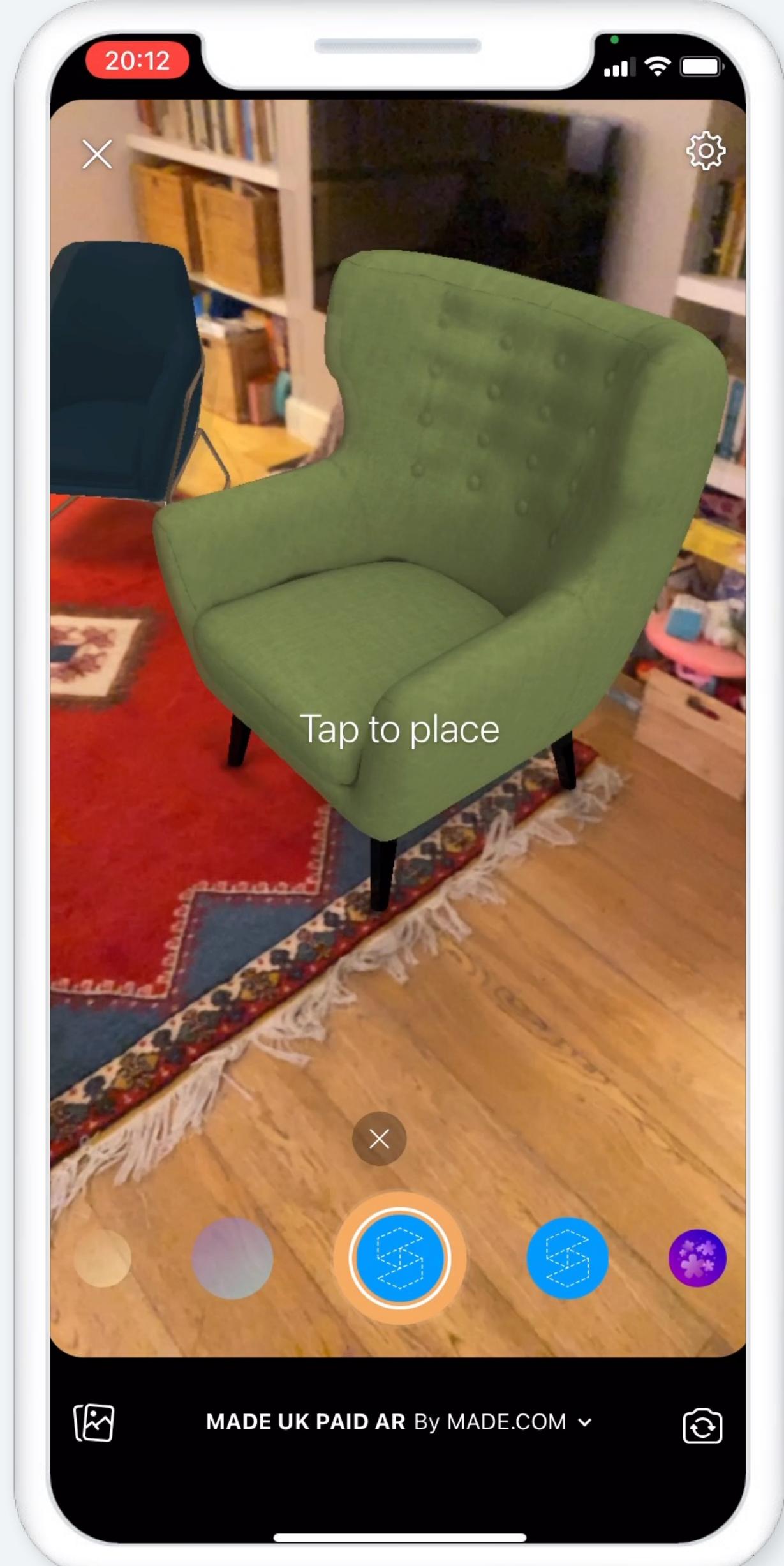
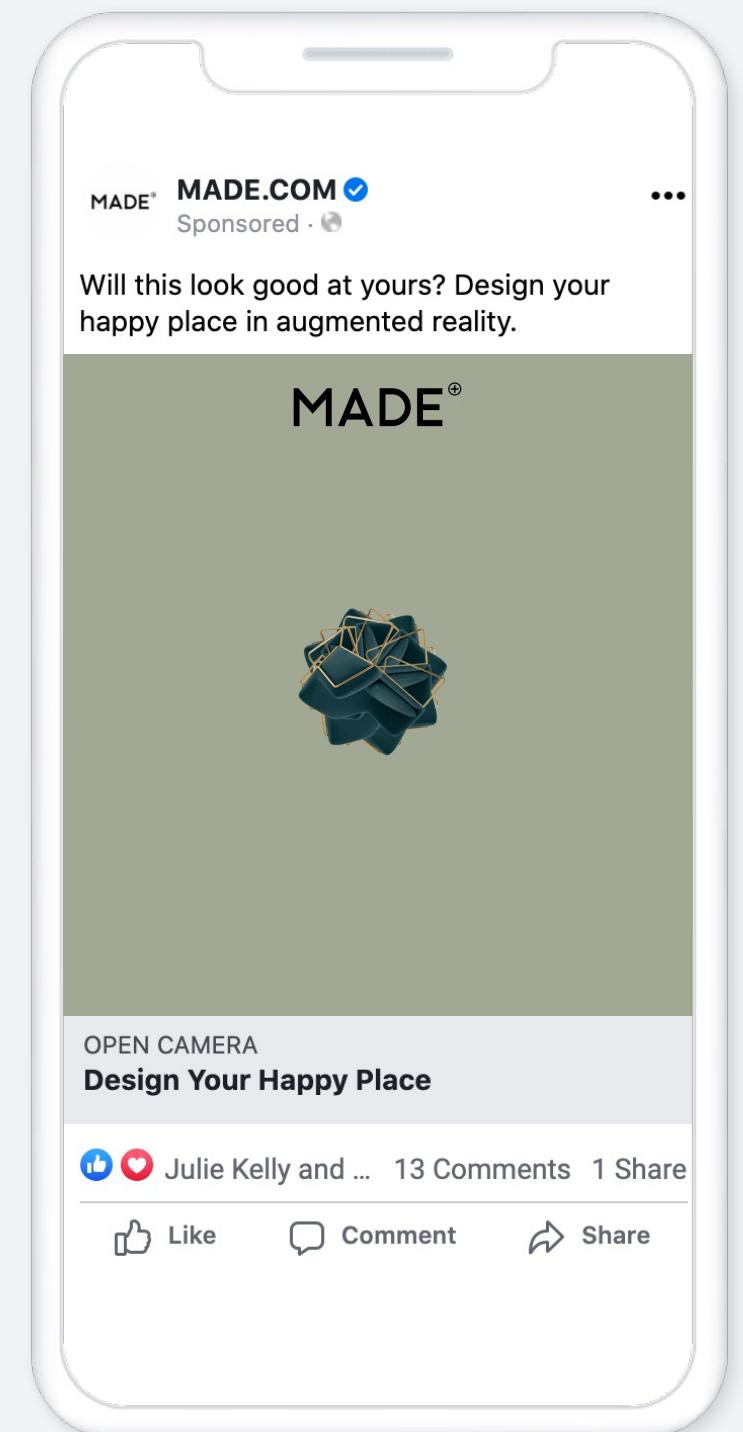
increase in ad recall driven by augmented reality



add-to-cart rate when product viewed in augmented reality



additional sessions on MADE.COM site driven by augmented reality, of which more than 90% were new users



# ADIDAS

Adidas BBall uses Instagram to bring James Harden to Europe to drop his new shoe despite COVID

Adidas were launching the new James Harden signature Harden 5 in Europe. James Harden has a long tradition of visiting Europe and calls Paris his favourite city.

COVID. Meant JH's 2021 trip had to be cancelled

**Local BBall partners host a virtual JH who appears on their IG to “drop” his new shoe.**

- Product focused filter
- Performance focused tutorial filter
- Game filter

All featuring a virtual JH who wished he could be in Europe



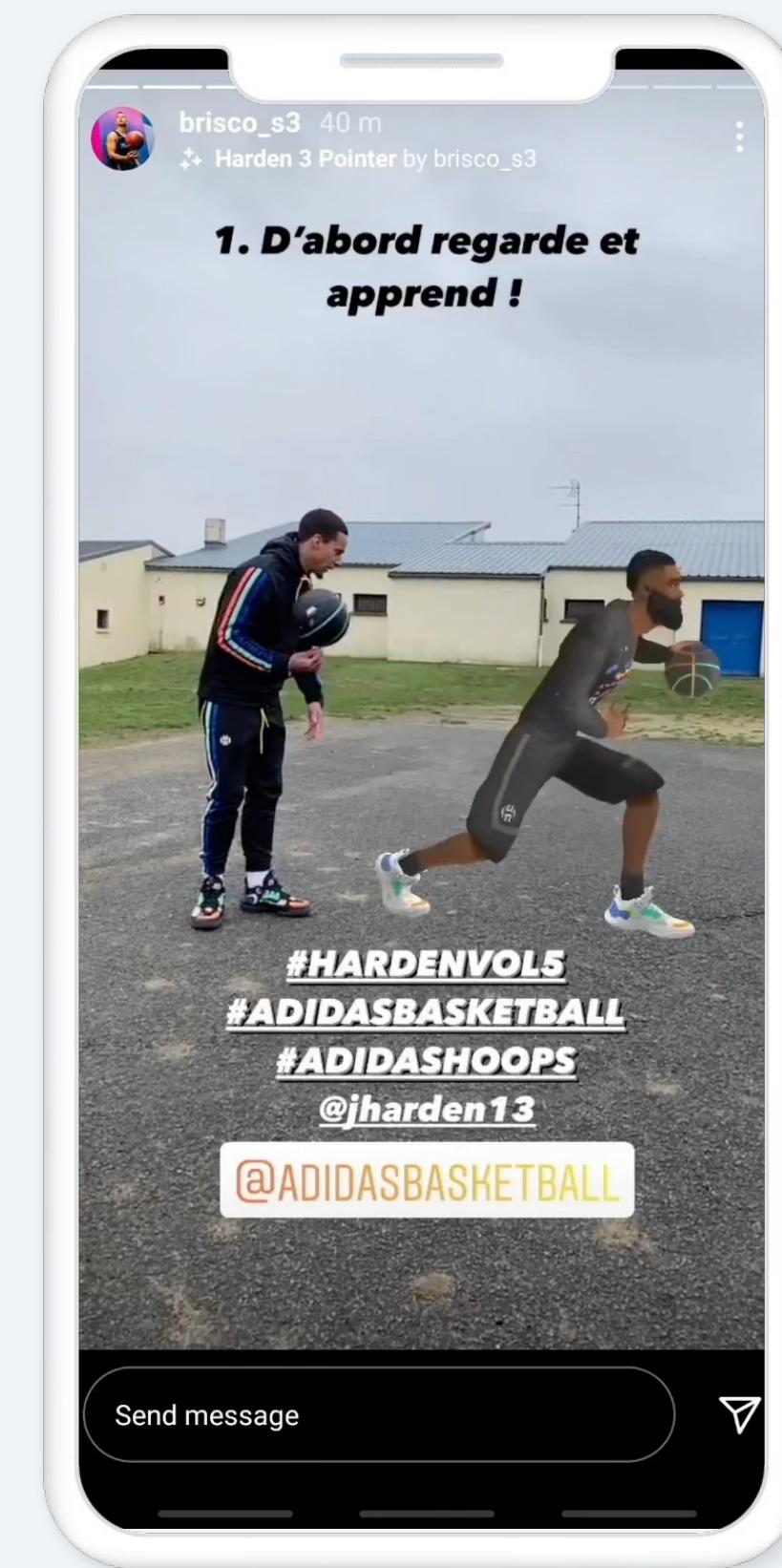
Consideration  
(Retail Norm 1.1)



Intent  
(Retail Norm 1.8)



Ad Recall  
(Retail Norm 8.1)



# How to drive purchases through Product trials using AR

Leflair is an e-com outlet in Vietnam. They created an AR lens that allowed users to try on a full range of Rayban sunglasses through Facebook AR.

“Although ecommerce is on the rise in Vietnam, people still like to try products before purchasing. As we always strive to offer a better service, the AR effect was a great way for us to provide a try-before-buy experience in a digital form. The results of the campaign also showed that it's not only innovative but that it also boosts sales. Thanks to Digitop for a contribution on this case study for providing great innovative designs for the campaign.”

—Pierre-Antoine Brun, COO, Leflair VN





Auto

## AWARENESS

## ENGAGEMENT

# Volvo: Launching a new car model

To increase awareness of its new electric SUV model, the luxury automotive company ran Facebook Augmented Reality ads and saw a 6.7-point lift in awareness of the vehicle.

**4.2pts**

Lift in ad recall

**6.7pts**

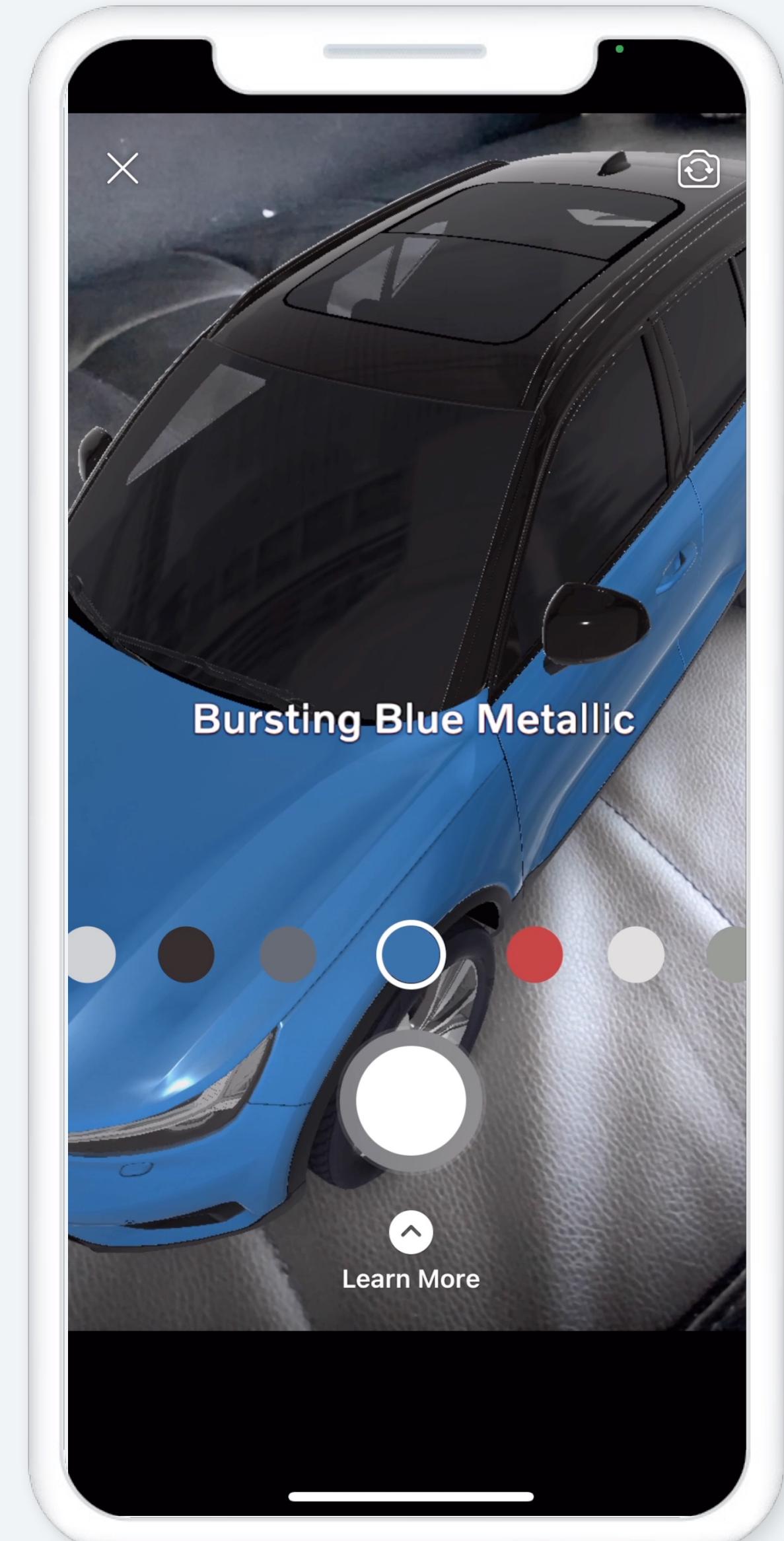
Lift in awareness of XC40 Recharge

**282K**

People who were previously unaware of XC40 Recharge became aware of model

**43,249**

People used the AR effect and viewed the car in a true-to-scale experience



## BEAT Tesla

is one of the ride hailing services operating in Mexico City. The Ride-hailing industry relies heavily on user's experience and sentiment.

## Objective

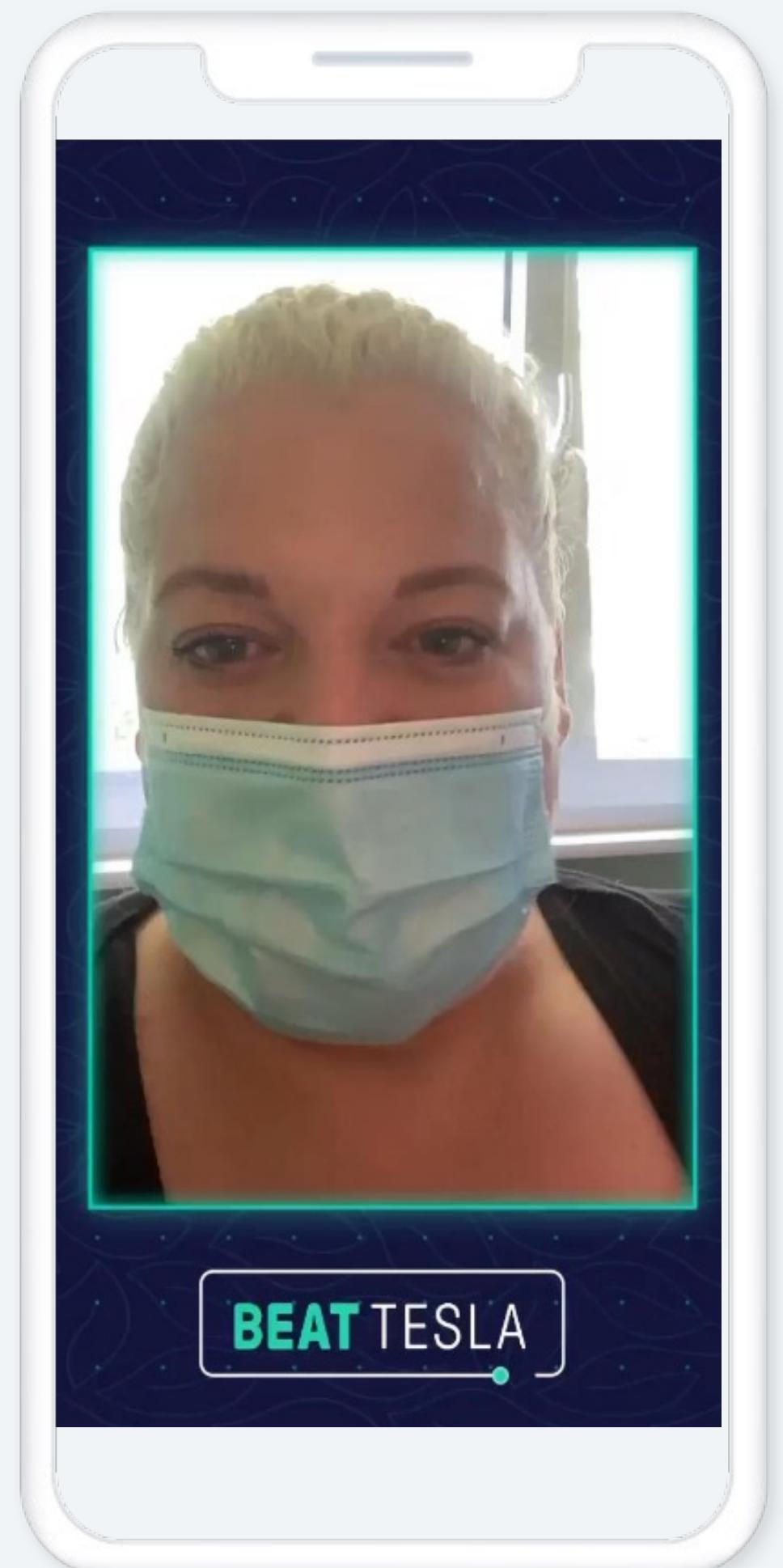
Beat Tesla wanted to drive app installs and acquire new active ride-customers.

## Execution

Lo-Fi is the language of our platforms, it creates credibility and awareness for messages advertisers want to drive or business results they want to achieve - if done intentional and based on a people-first insight. We used a messenger bot to activate AR usage to get insights and real customer reviews to create motivator driven ads, using the real customers experiences and voices.

### -28.5% lower

Cost Per Install of winning creatives in A/B test  
In a test of 4 different motivators against each other, winning ads vs. worst performing ads

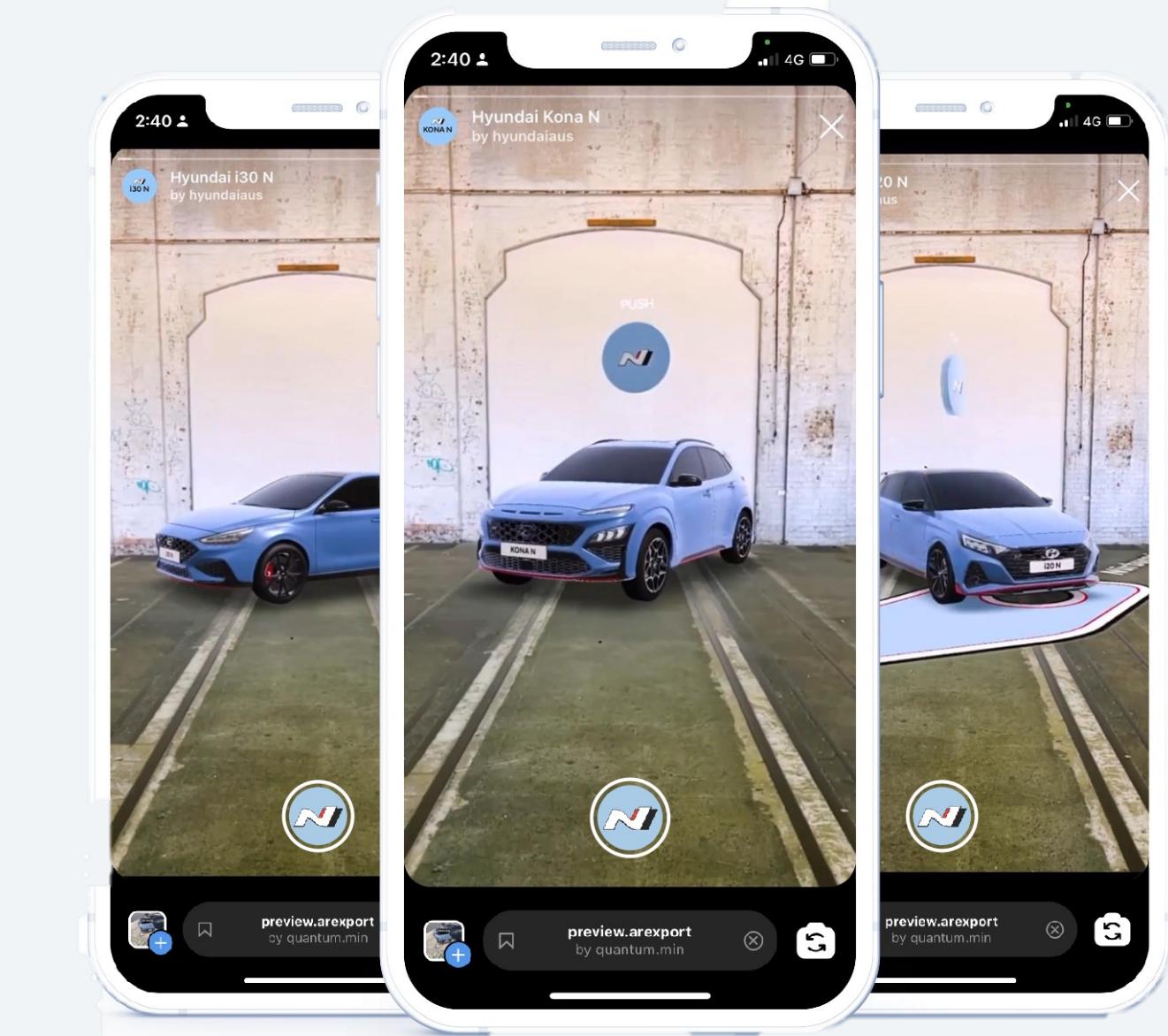


## Hyundai N-Range

The snarl of the engine, the chest-crushing G-forces, the numbers flashing on the Heads-up-Display. Hyundai's 'N-Range' performance vehicles need to be experienced to be believed, harnessing endorphins to cement the test drive into memory and increase purchase intent.

## Objective

1. Use AR to re-create the sensory experience of driving the Kona-N, i30-N and i20-N and drive purchase intent
2. Create desire for a largely unknown performance brand pitted against the likes of VW R-line', BMW 'M-Series', Audi 'S-Line'



## Creative concept

We moved the entire test drive from pavement to palm, creating an AR campaign that recreated the adrenaline-pumping experience of driving each N-Range vehicle through contextual audio and reactive visuals.

## Execution

We recorded the unique sound of each vehicle from idle to acceleration to peak performance, then paired the sounds with a respective piece of N-design language to create three unique interactive Truescale AR experiences. By hitting the 'N' button, users could 'rev' the vehicle in real time and experience the sound and visuals reacting in real time

+12.5pts\*

+8.4pts\*

### Standard Ad recall

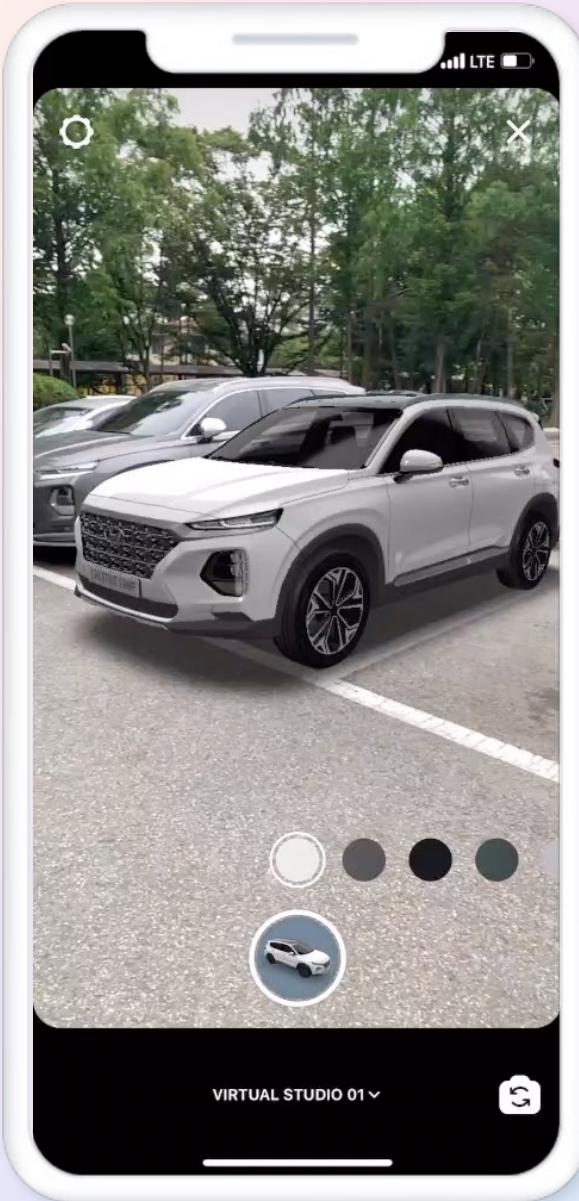
BAU: +7.7 pts  
APAC Benchmark: +5.2 pts  
Automotive Benchmark: +8.3 pts

### Standard Brand Awareness

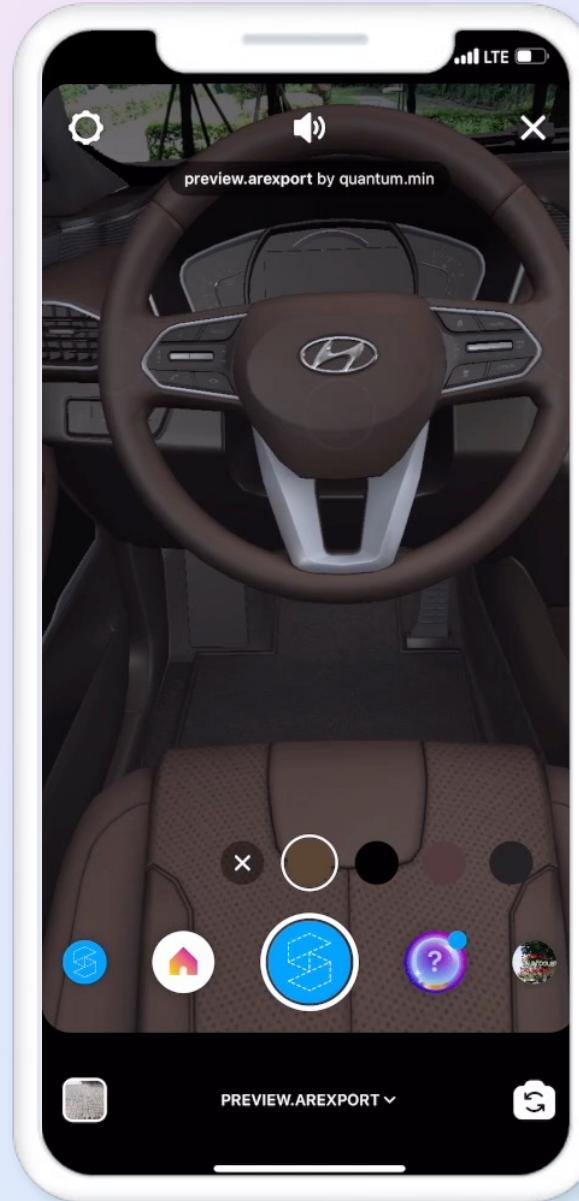
BAU: +5.0 pts  
APAC Benchmark: +2.5 pts  
Automotive Benchmark: +4.0 pts

# AR Explorations

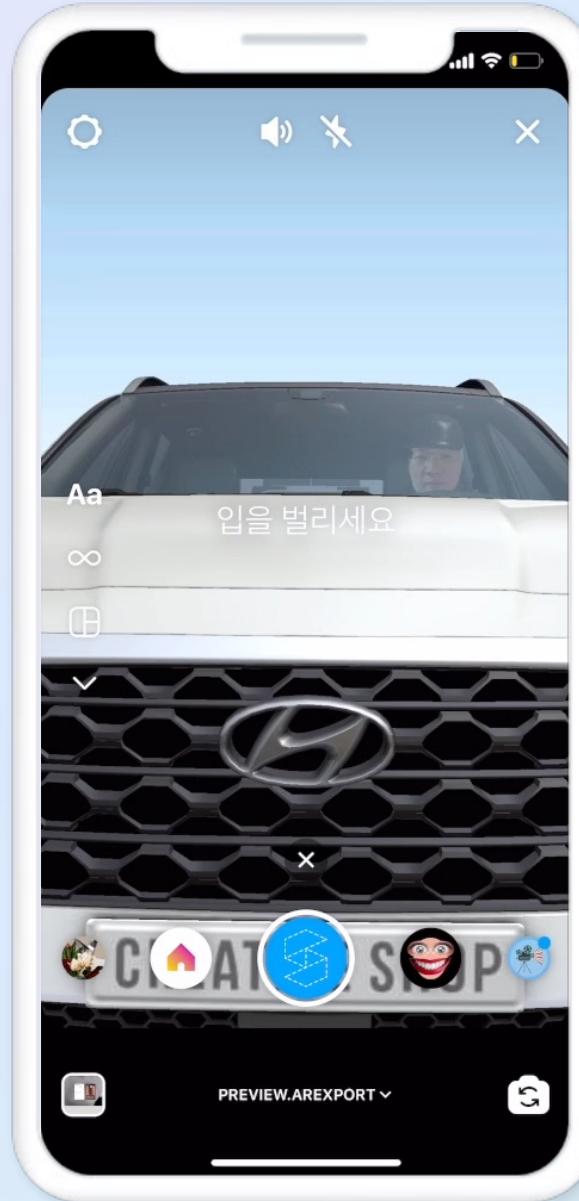
1.Exterior



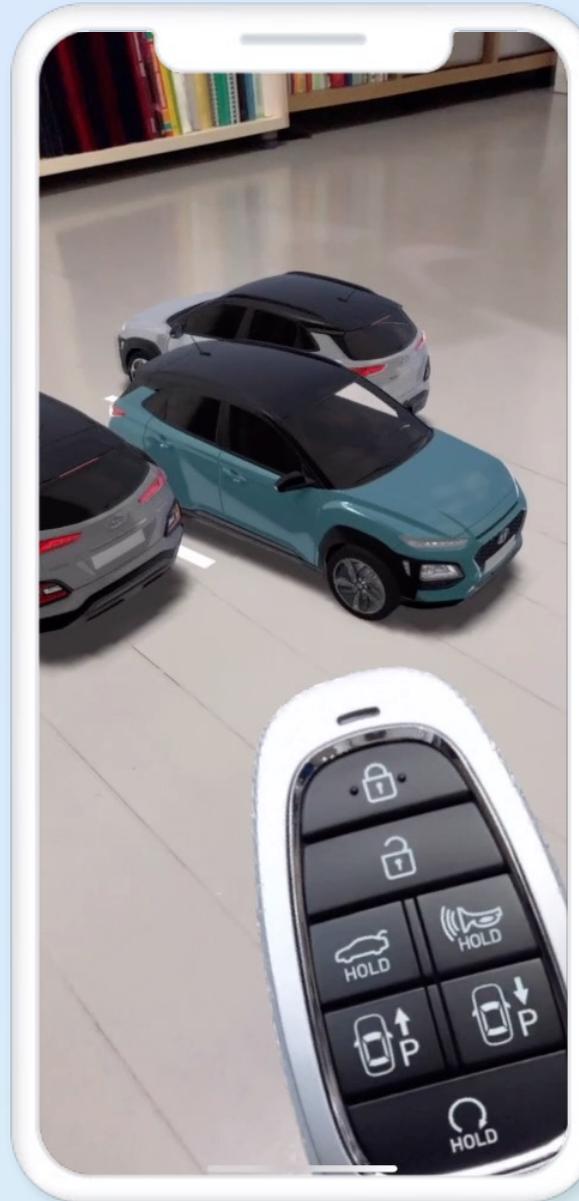
2.Interior



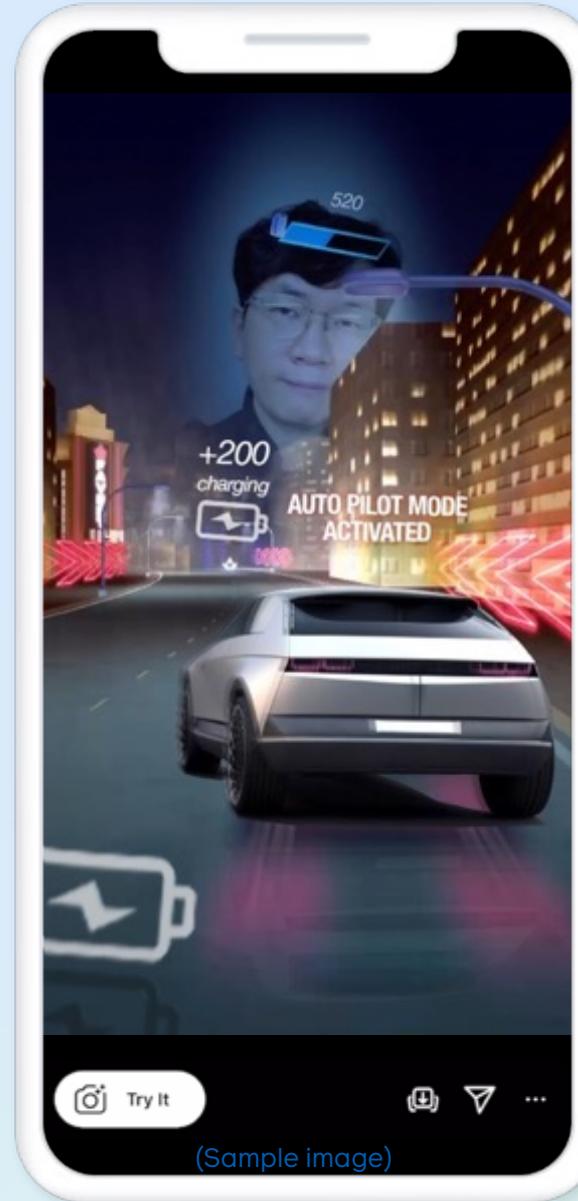
3.CAR driving



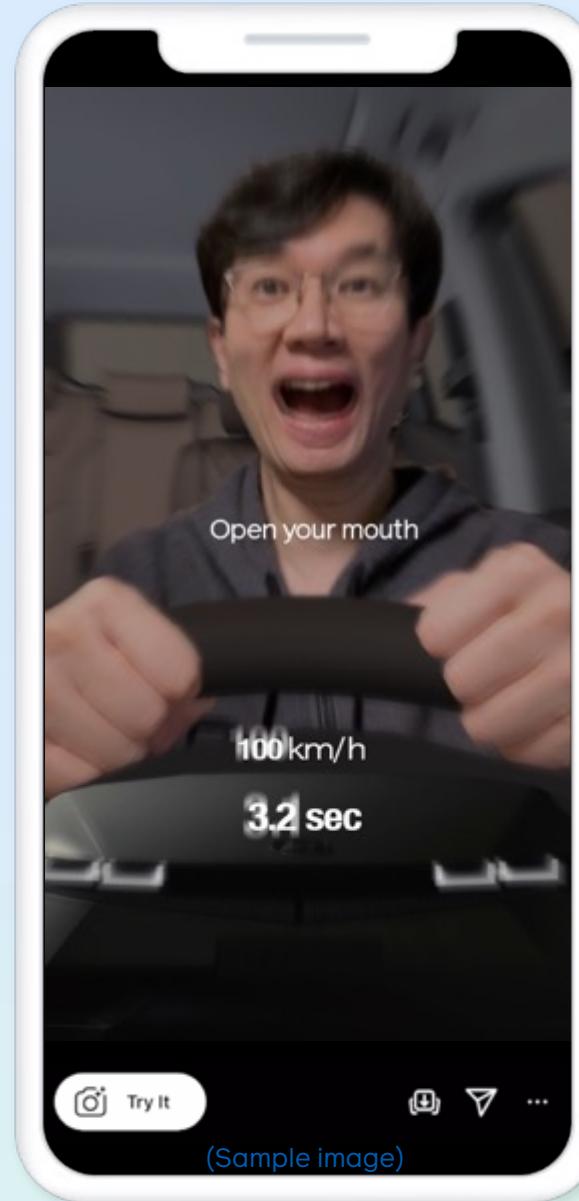
4.USP simulation



5.Gamification



6.Be the face of the brand



7.Change your scenery



8.Unveiling





CPG

# Clarins success story

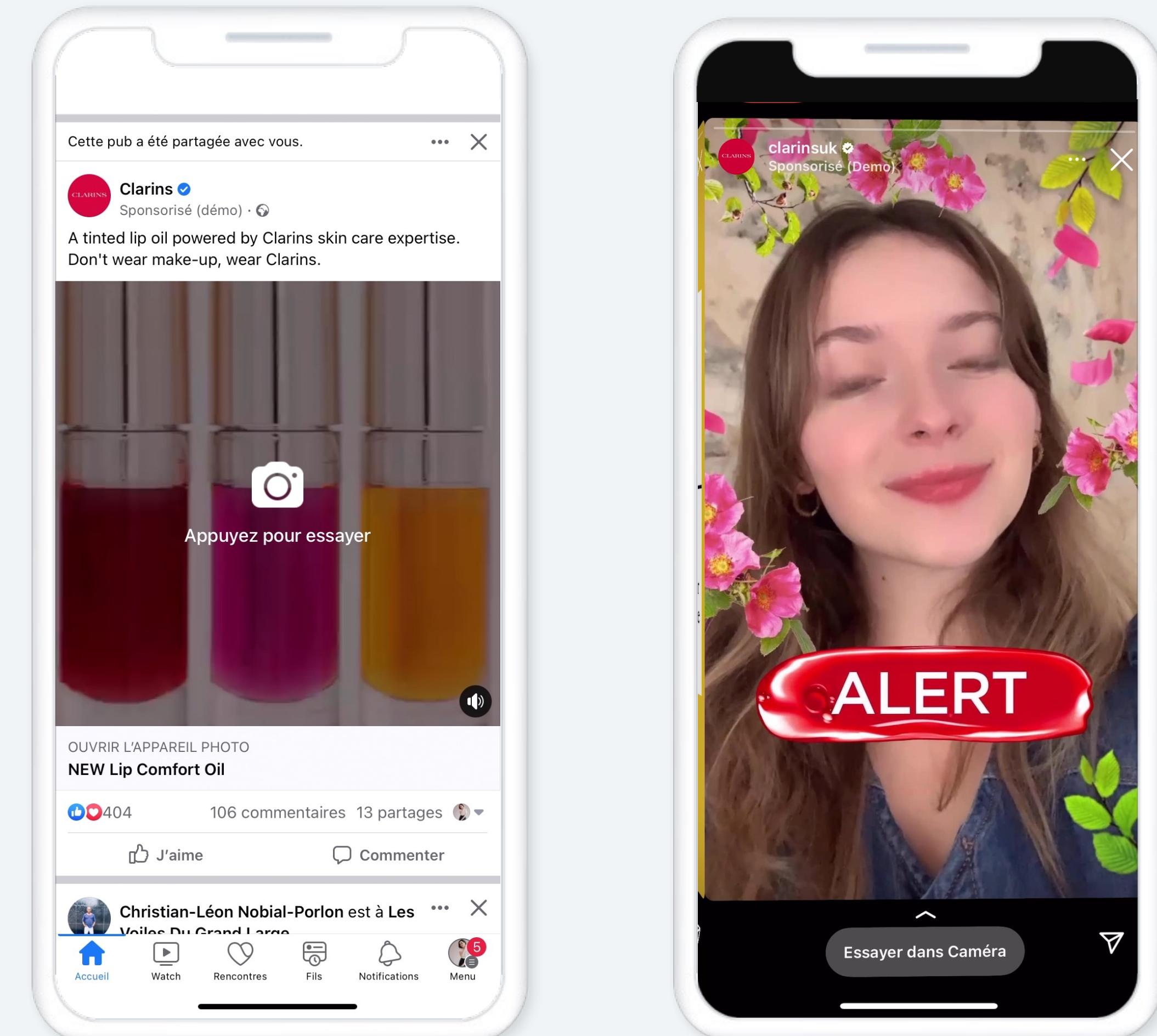
The beauty company ran Augmented Reality ads on Facebook and Instagram to increase awareness for its Lip Comfort Oil make-up launch. Clarins used augmented reality to allow people to “try on” different shades through a face filter, so that they could find their perfect match and make a purchase. It also created a world-AR experience which encouraged people to immerse themselves in nature and highlighted the plant-based formula. A multicell brand lift study showed that adding these new formats helped achieve a higher lift on standard ad recall and unaided ad recall.

## 18.5pt

lift on ad recall with AR asset plus business-as-usual assets

## 15.7pt

lift on unaided ad recall with AR asset plus business-as-usual assets



## AWARENESS

# Boosting awareness for a re-launch

Silk aimed to boost awareness of Silk Oat—its rebranded oat milk product—by using interactive augmented reality (AR) filter effects

They ran AR ads featuring celebrity influencers and included the text: “Show the world what you’re G.O.A.T. of with the GOATYourself filter by Silk.” When the viewer used the effect and took a photo of themselves or someone else, the subject’s face transformed into an oat-crowned Roman bust with “G.O.A.T.” engraved in the stone below.

AD RECALL

**18.5pt**

BRAND AWARENESS<sup>2</sup>

**15.7pt**

2. lift in brand awareness among ages 18–24 for the cell that included interactive Augmented Reality ads



AWARENESS

CONSIDERATION

CONVERSION

# Driving product trials through AR

With Augmented Reality ads on Facebook, Maybelline successfully offered people a way to test out its new lipstick from their homes.

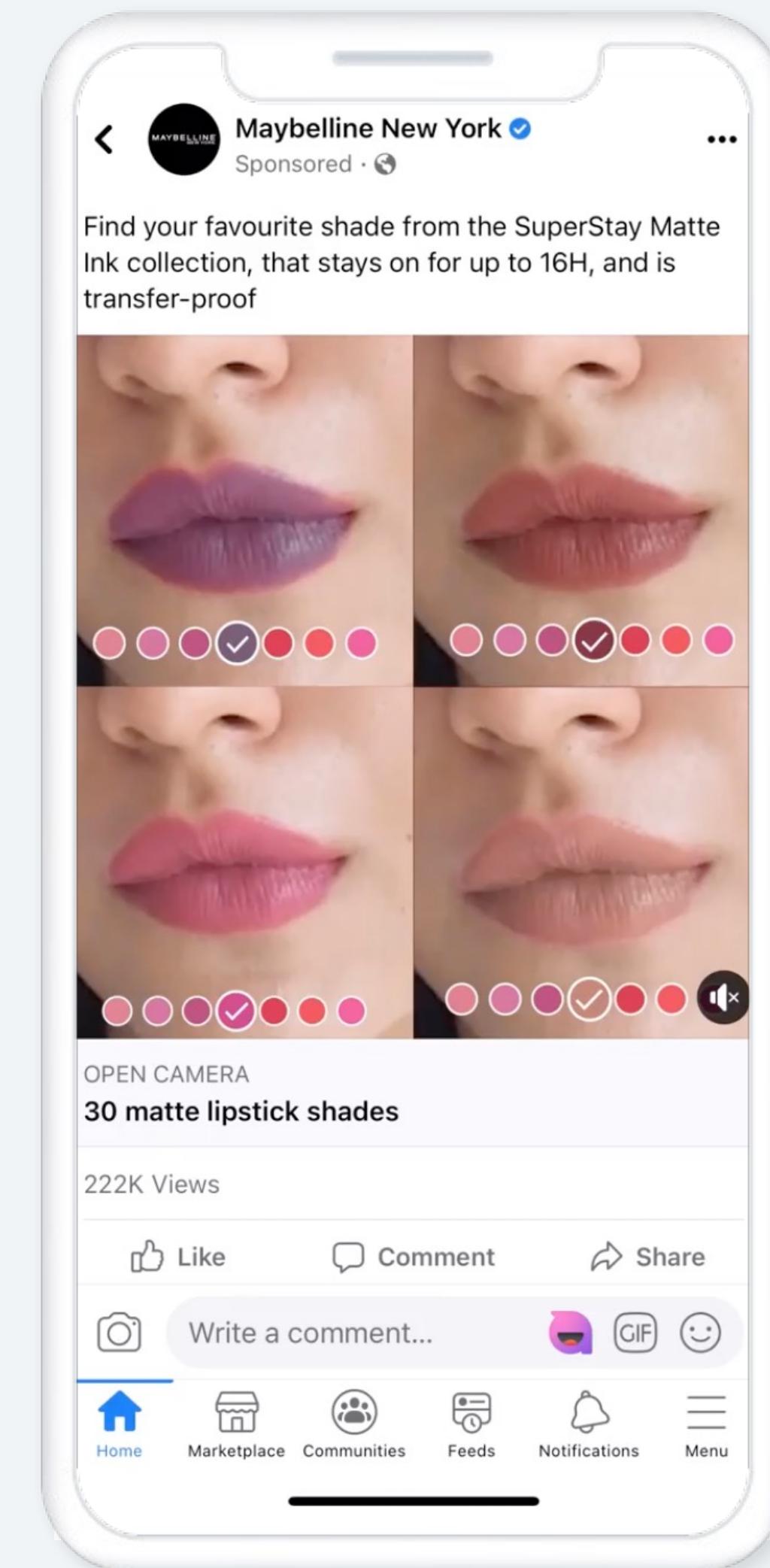
The ad featured a 6-second video of supermodel Gigi Hadid smiling as her lips changed colour multiple times. The ad copy urged people to “Try on all 30 shades”. When people clicked the ad, the camera on their device opened and showed a filter that allowed people to see how the various shades looked on them. After finding the right fit, people could click a “Shop Now” which took them to brand’s page for purchase.

BRAND AWARENESS

MESSAGE ASSOCIATION

**+10-pt**

**+3-pt**



## L'Oréal

Womenomic idea of training underrepresented women to become make up professionals through AR to L'Oréal , we identify an opportunity to co create a campaign for a program they already had.

The CSR program trains women from favelas to become hairdressers and make-up professionals with the aim of facilitating decent formal work through a quality education program, professionally and financially

## Objective

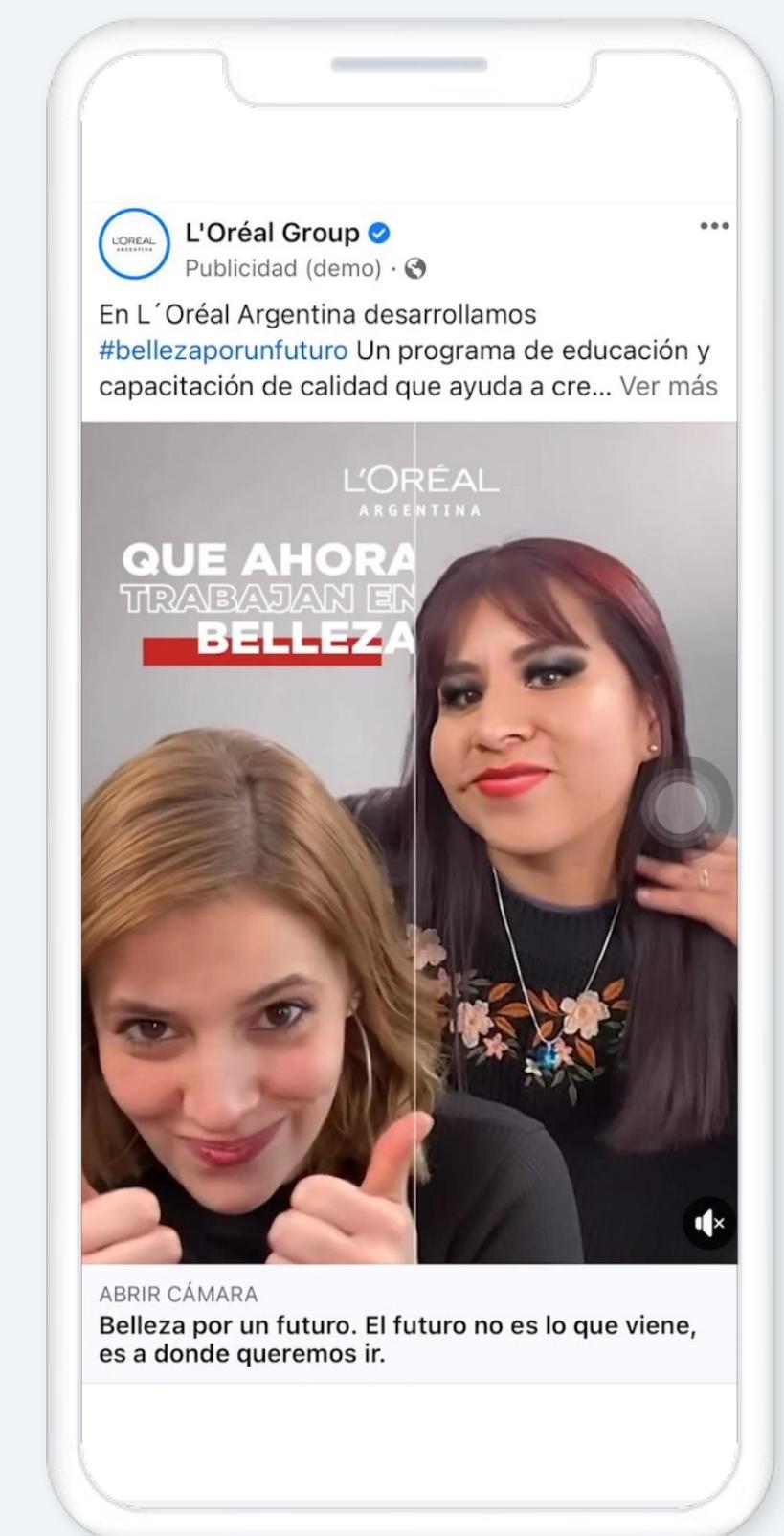
1. Give the graduates visibility to generate interest of hiring in the audience JTBD: Promote CSR initiatives: How to talk about the program without doing self praise as a company and really contribute to the visibilization of the graduated?

## Creative concept

Beauty for a future. A campaign to support beauty as a job opportunity for underrepresented women

## Execution

AR: A make up tutorial AR effect created by 2 BXUF graduated to test a style created by each of them and give the chance to hire them. Creators to drive employment: A very famous influencer, Lizy Tagliani, a trans woman that started her career as hair stylist, now is famous and host a TV show. She was combed and made up and by 2 graduated and we run the experience in the platform inviting the audience to use the effect and hire graduates through an internal online contest with Meta, Pescar foundation, Mccann and L'Oréal, the graduates of the program pitched their makeup and hairstyle looks to become the protagonists of this campaign. The 6 winners selected were in charge of co creating the campaign within AR production house and a very famous creator.



+12.5pts\*

## Standard Ad recall

BAU: +7.7 pts

APAC Benchmark: +5.2 pts

Automotive Benchmark: +8.3 pts

# Shoppers Stop

Shopper's Stop used AR to launch their make-up collection with festive themed looks.

To spread awareness about their new make-up collection timed with the festive season, Shopper's Stop used Augmented Reality 'Try-On' feature to educate people about the right sequence for applying make-up and the various products to get their festive look right and be a "Showstopper". We created two different festive looks that people can try and shop for related products.

Filter Open Rate

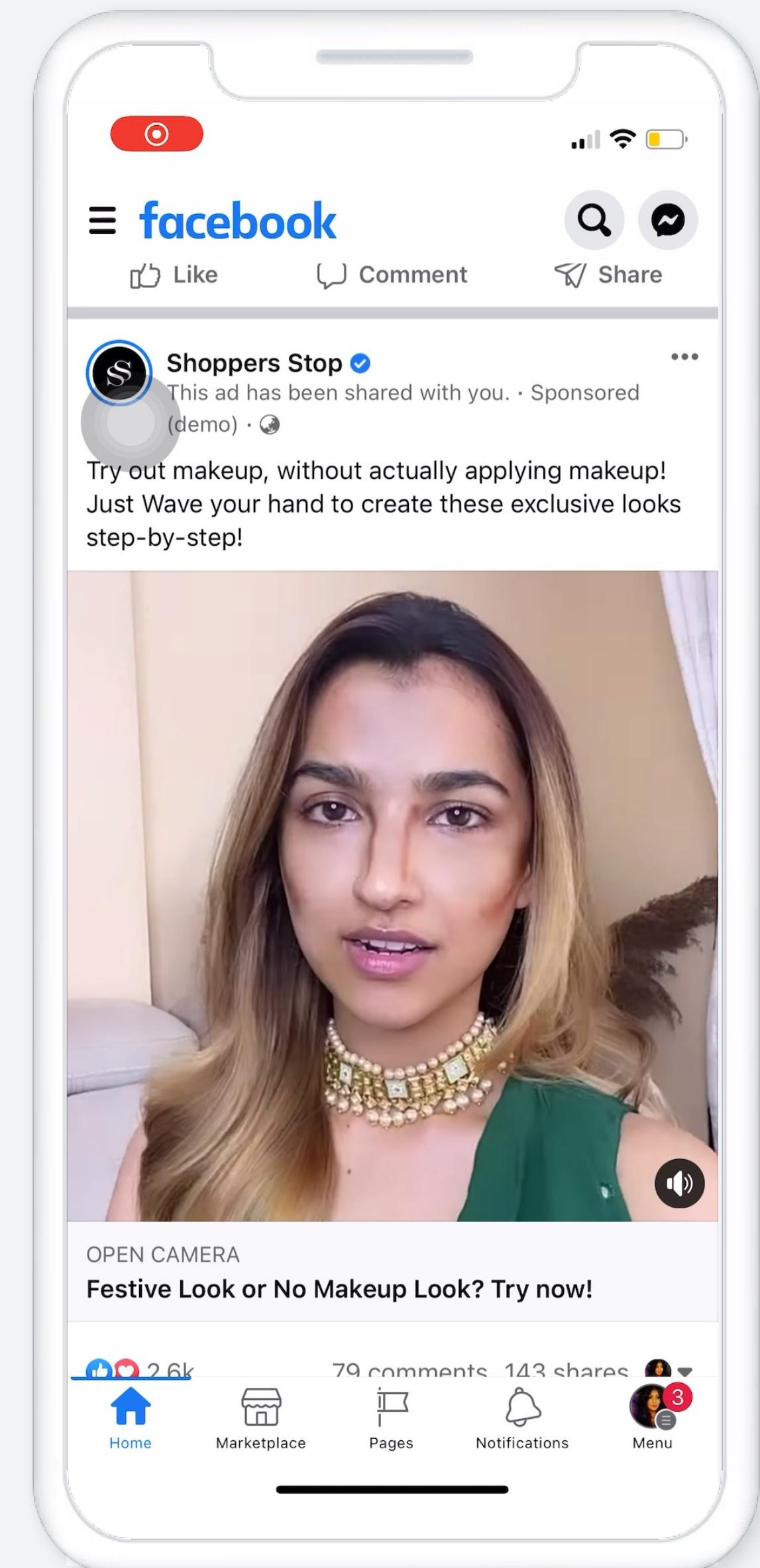
**6.49%**

(Average Open Rate on other beauty filters varies between 3%-4%)

Number of captures

**8.9K**

(Compared to average of 2K captures in other beauty filters)





# Media & Entertainment

# Putting people in the pilot's seat

Paramount Pictures wanted to appeal to film-going audiences and existing fans of the original 1986 *Top Gun*, but also to attract new audiences who might be unfamiliar with the first film.

They launched a unique augmented reality experience to complement the film trailer launch cycle. The experience enabled the audience to “star in the trailer” of *Top Gun: Maverick*.

The made-for-mobile augmented reality trailer was designed for both Facebook and Instagram, giving people the chance to become a Top Gun flight school candidate, picking their helmet and call sign based on those of the recruits in the new film. After take-off, players had to react quickly to dodge incoming threats that re-created the thrill of the film. Based on performance, players received a rating ranging from rookie to full-on wingman. Sound and music from the film was used to guide people through the experience, including the voices of Tom Cruise and other stars of the film. The trailer finished with a call-to-action frame that encouraged viewers to go and see *Top Gun: Maverick*.

16pt

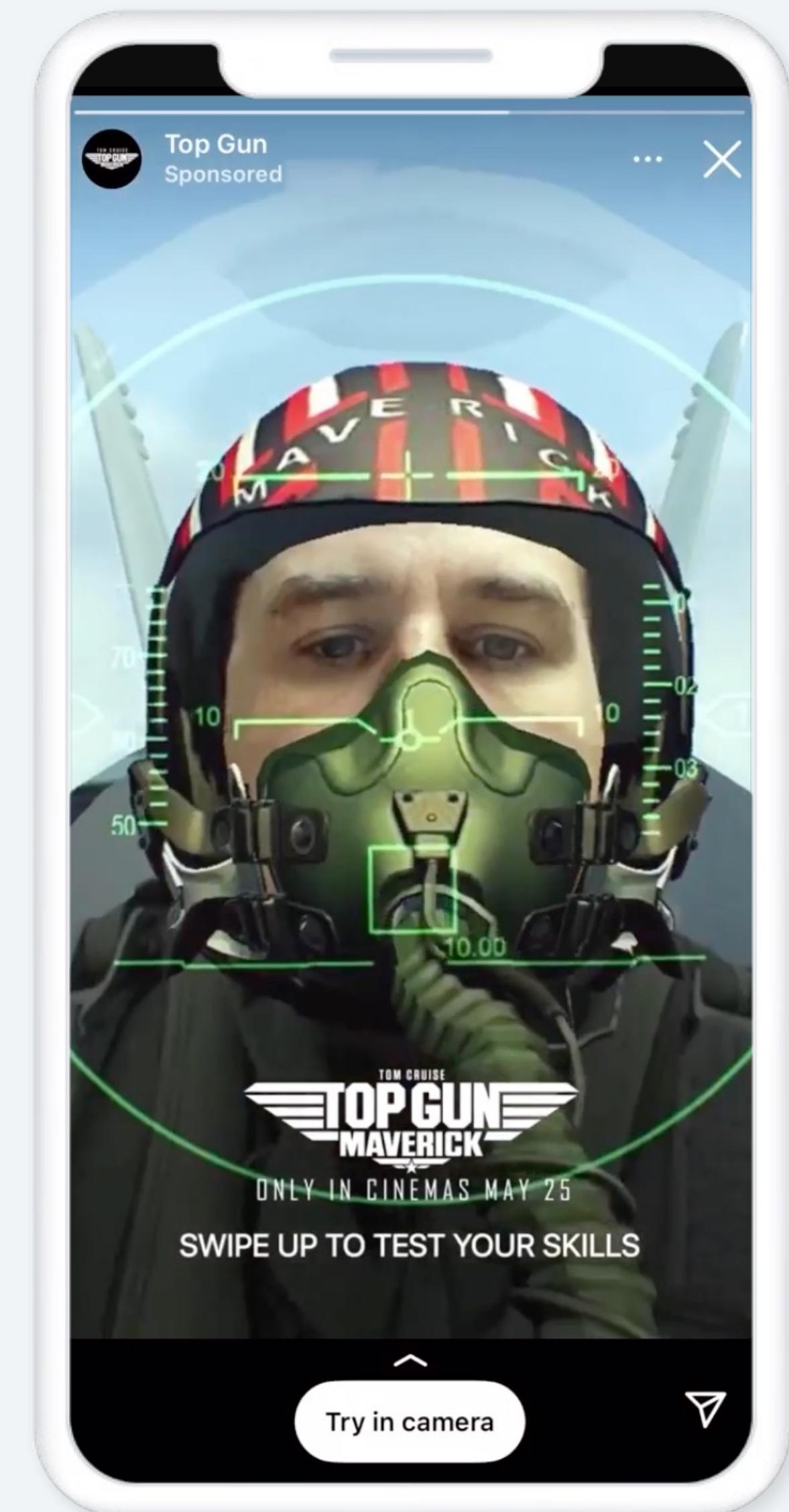
Lift in standard ad recall

5.1pt

Lift in brand awareness

5.4pt

Lift in intent



# How to launch a song using an AR game

For decades, the music industry has known that repeated listening is the key to success for a track when it's released. Historically this has been achieved by getting your track onto Radio playlists in order to get the public to hear it.

But how do you launch a new track to a Gen Z audience who doesn't listen to the radio?

Vivendi created an addictive AR game to promote Liam James Payne's pop single (English singer and songwriter). It got activated using face gestures and used "hook" of the track as a repeating soundtrack of the AR experience. The more you play, the more you hear the song.

Ad Recall

+19.4pt

Awareness

+5.2pt

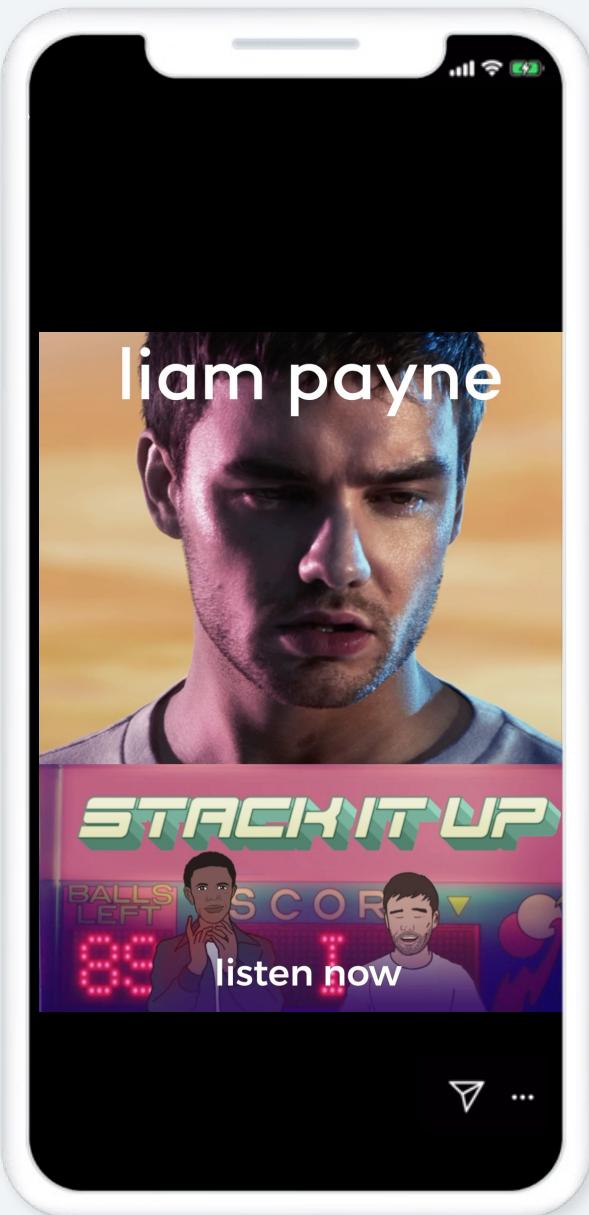
Engagement

1.1M

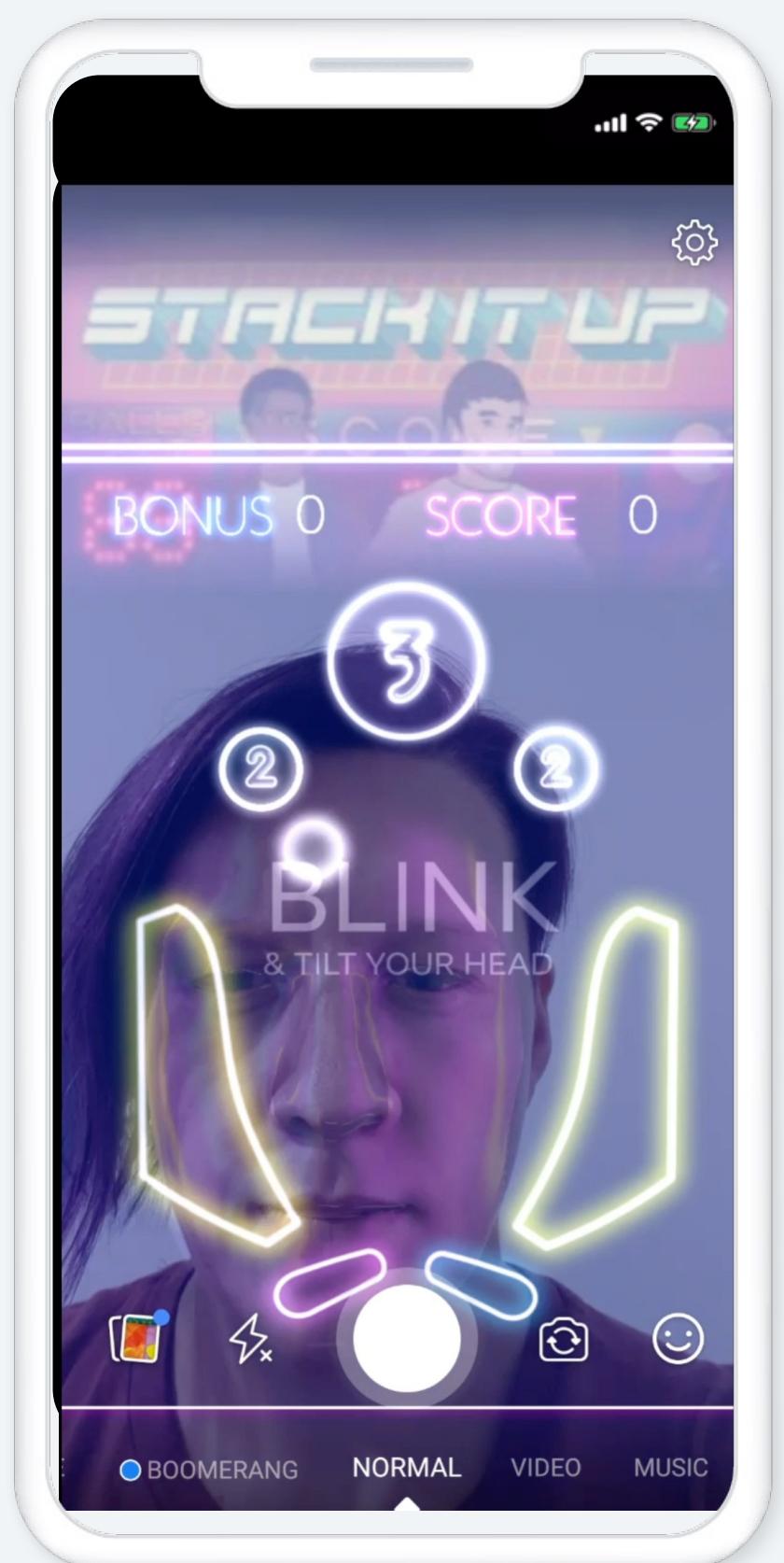
Reach

5.27M

fb AR Ads



fb AR Game

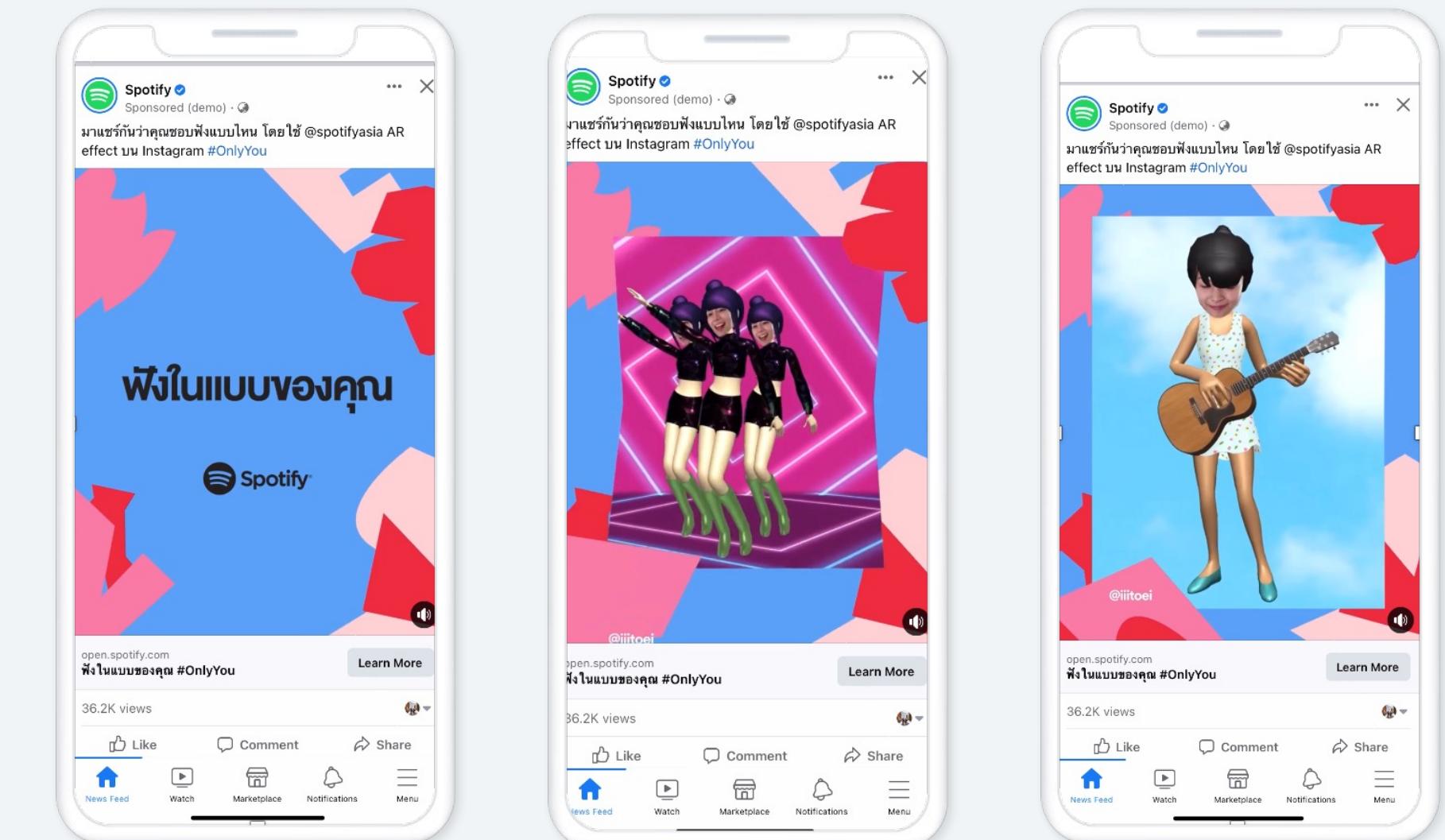


# Turning the dial on awareness: Spotify

The audio streamer Spotify wanted to promote its new “Only You” experience in Indonesia, the Philippines and Thailand, and hoped to drive interest across both Facebook and Instagram

They partnered with Meta Creative Shop on a humorous AR filter that shows the viewer playing an instrument and dancing, as well as brightly colored photo and video ads that people could use to share their individual listening results from the “Only You” experience.

In addition, Spotify worked with agency UM APAC to identify local content creators in each market, devise an optimized branded content strategy and execute the campaign. The personalities Spotify teamed up with posted photos and videos of themselves using the AR filter from Meta Creative Shop on Facebook Stories and Instagram Stories. Spotify then turned the influencer creative into branded content ads as well as AR filter-based photo and video ads that appeared in Facebook News Feed and Instagram feed.



**4.4pt**

Lift in ad recall in Thailand  
(Only You campaign)

**2.7pt**

Lift in ad recall in Indonesia  
(Only You campaign)

**3.6pt**

Lift in ad recall in the  
Philippines (Only You  
campaign)

**2.4pt**

Lift in ad recall in the  
Philippines (Augmented  
Reality campaign)

“With “Only You”, we hoped to create a viral moment similar to our popular year-end ‘Spotify Wrapped’ campaign. By working with Facebook Creative Shop to develop brilliant assets and a playful AR filter, and with UM APAC to identify great content creators, we piqued people’s curiosity and saw significant lifts in brand affinity and action intent in three key markets.

—Jan-Paul Jeffrey, Head of Marketing SEA, Spotify

# Star Sports IPL: Dynamic Fan AR

Get fans into the tournament and drive engagement with with cricket's biggest carnival, the IPL 2022.

Dynamic FAN AR that changed EVERY DAY according to which two teams were playing. In all, the same filter worked like 70 filters in one. Fans could pick a team, choose between 3 different tribal face-paints and get transported into a stadium to the sound of the iconic IPL bugle.

**20M**  
REACHED

**+2.6pt**

Brand Awareness

**+1.6pt**

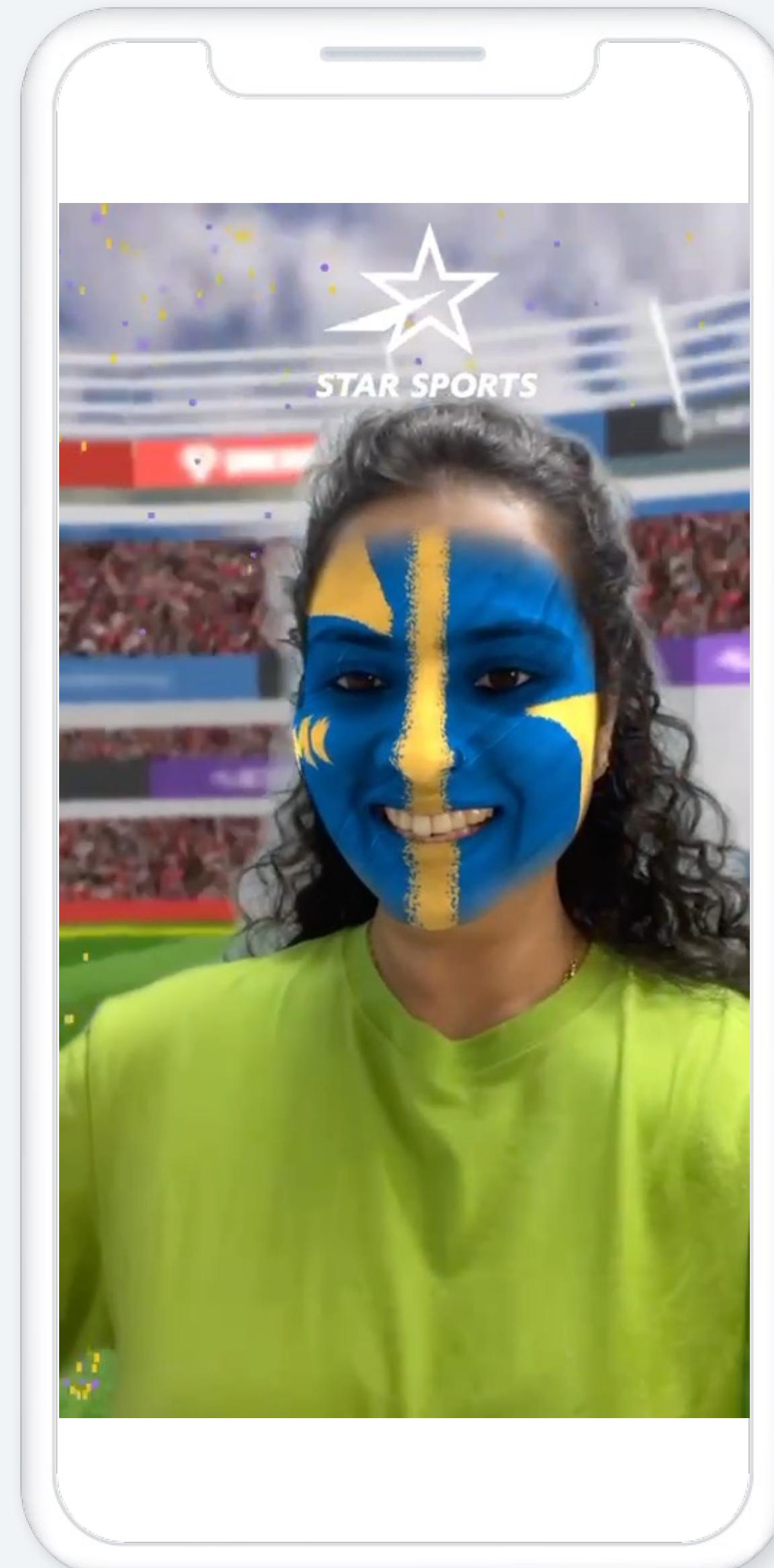
Regional Benchmark

**+1.5pt**

Message Association

**+1.2pt**

Regional Benchmark



# WARNER: David Guetta & Sia launch

AR effect that merges music and gestures to let fans recreate a song prior to its release, trailblazing musical self-expression in AR.

## HOW THE EFFECT WORKS

Through gestures fans could activate different stem groups of the track and mix their own version. We divided the track into 4 stem groups. The first one automatically played as you opened the effect to function as a foundation indicating the melody of the track. By 'nodding your head' the percussion would kick in. 'Pucker your mouth' triggered some additional instruments and 'Open your mouth' brought Sia's voice in.

Only if all stems were timed correctly the actual song was decoded. Otherwise you had your very own mix of the song. The experience was created in a Neon Noir look matching a summer party atmosphere.



**8.2pts**

LIFT

in brand awareness of  
8.2pts, which is well above  
the Vertical (5.9pts) and  
Regional (3.4pts) norm



TECH/  
TELCO

AWARENESS

ENGAGEMENT

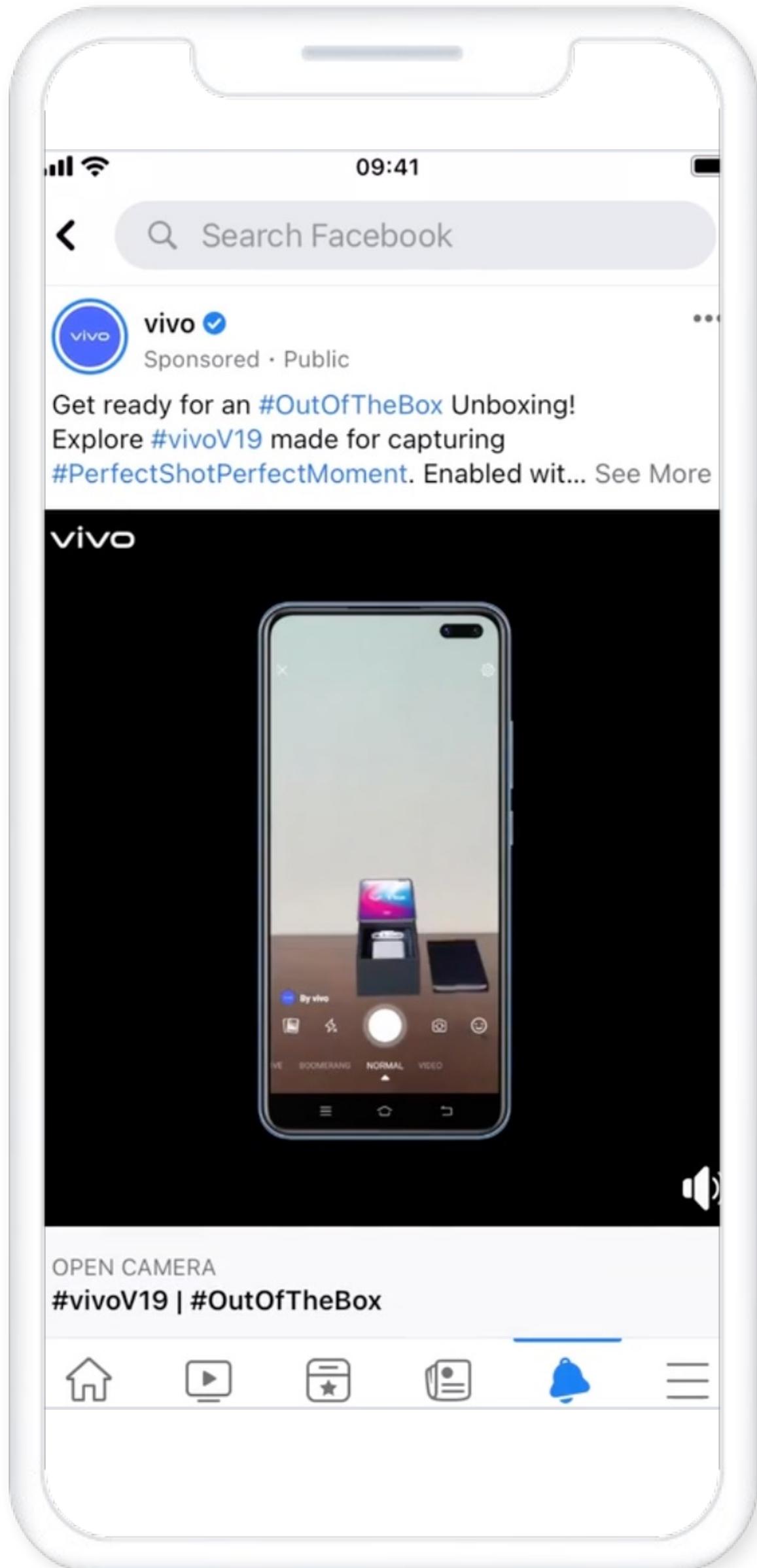
# Launching a new product

To launch its new smartphone V19, Vivo wanted to find a way to replicate the offline shopping experience by allowing customers to explore the gadget's new features and camera enhancements remotely. Vivo worked with Meta Spark to generate the creative. Vivo ran Augmented Reality ads and video ads in Facebook and Instagram Stories. The ads included a call to action inviting people to experience a virtual “unboxing” of the V19 phone and its accompanying products.

Vivo drew upon its community of technology and lifestyle content creators to repost the Augmented Reality ads on their personal accounts. The team also launched a social media contest that encouraged people to post about the V19 using #vivo19outofthebox, where the winner would receive a Vivo V19 phone.

**+9.5pt** AD RECALL

**3X CTR INCREASE<sup>1</sup>**



# Samsung Philippines

Samsung ran a campaign of Facebook Augmented Reality ads to launch its new phone in the Philippines, providing an interactive digital product experience and earning a 19-point conversion lift on purchases.

To launch and drive sales for its Galaxy Note20 in the Philippines in the midst of the coronavirus (COVID-19) pandemic, Samsung needed a new and exciting product rollout.

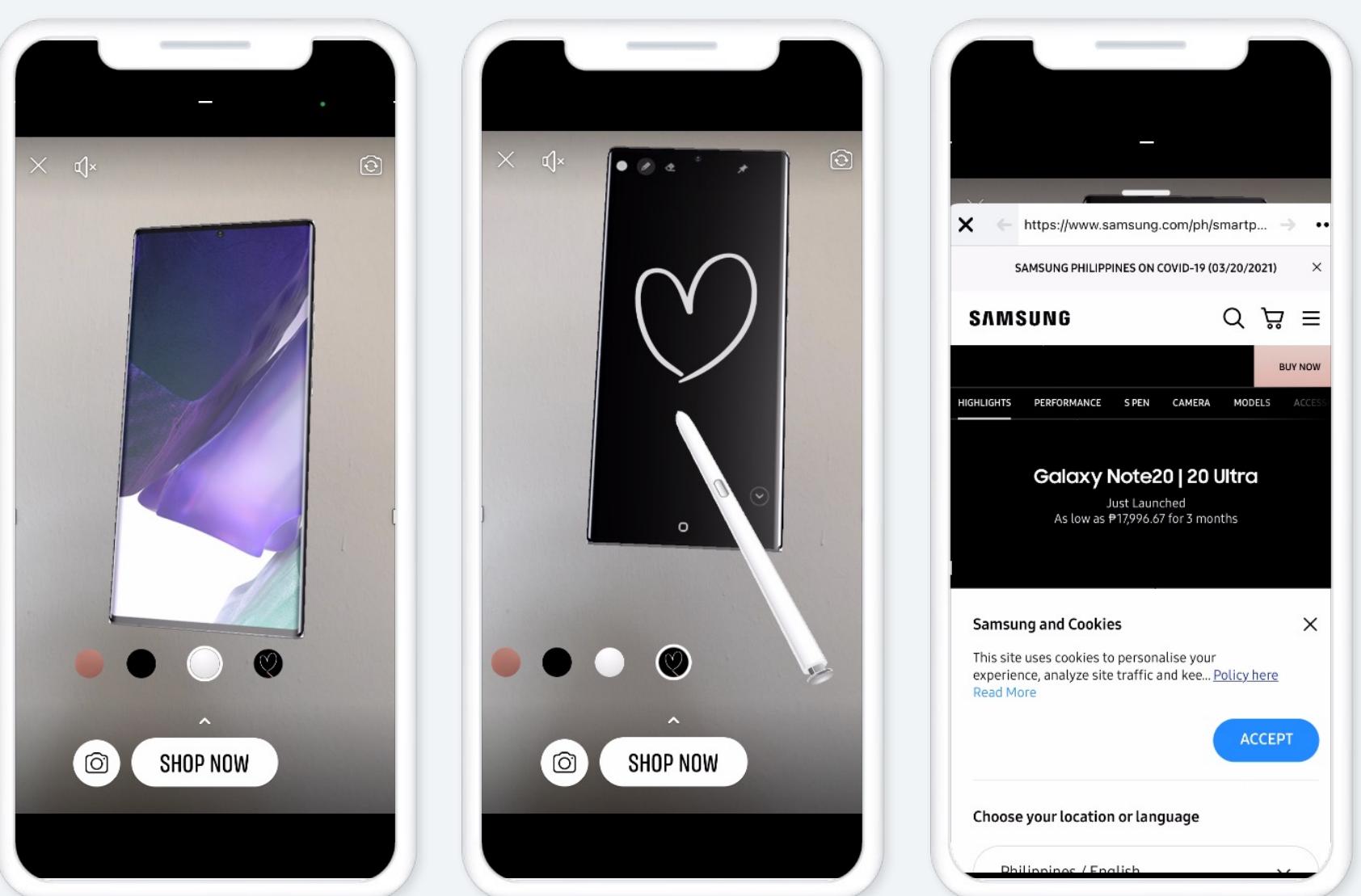
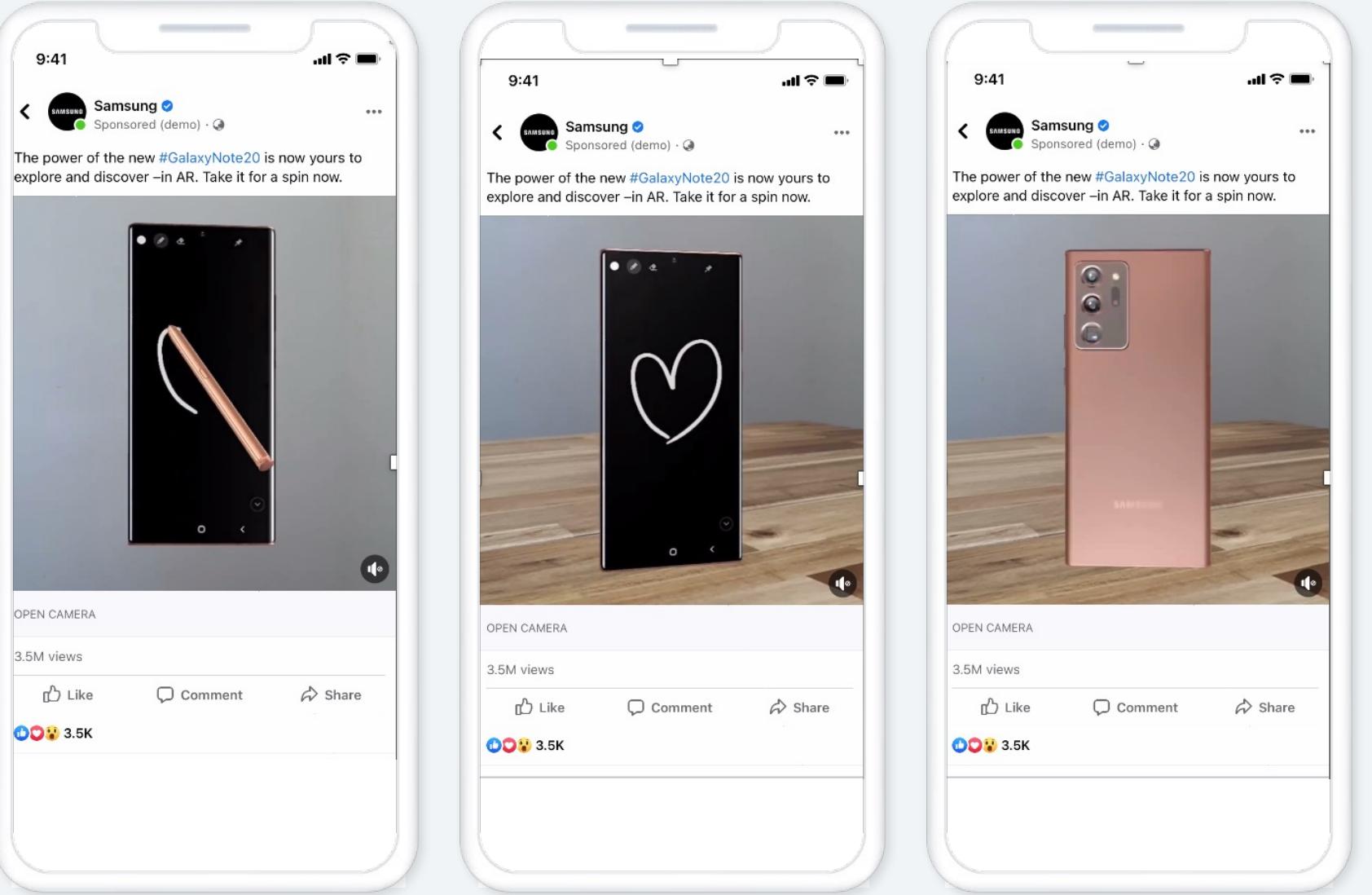
The company chose a campaign of Augmented Reality ads to showcase its new phone and highlight its features and benefits. This ad format allowed people to see and interact with the phone digitally by rotating it up to 360 degrees and zooming in and out.

**16pt**

conversion lift in “initiate checkout” event

**19pt**

conversion lift on “purchase” event



AWARENESS

TRIALS

# Driving purchase intent through AR simulation

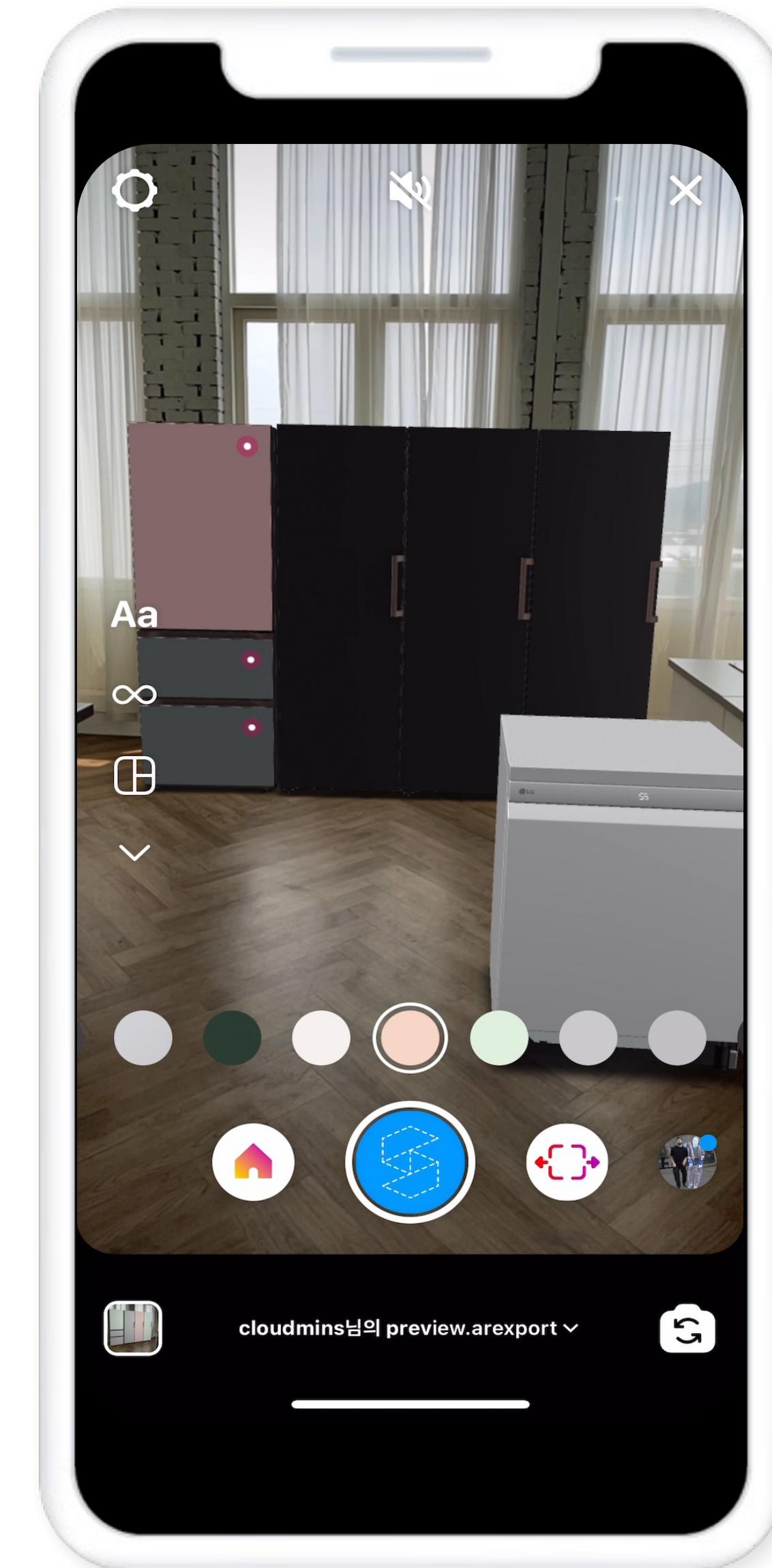
LG Electronics launched new products for their premium home appliances line ‘LG Object Collection’ in the middle of pandemic – when the interest in interior design and home appliances has risen sharply

LG Electronics partnered with Meta Creative Shop and created 12 high-fidelity Instagram AR ‘Object Collection’ effects that enabled consumers to simulate combination, layout and design of multiple products before purchasing premium appliances for their home.

PURCHASE INTENT

**+5.0-pt**

FAVOURABILITY LIFT

**+3.6-pt**

# How to leverage a community to launch a feature heavy phone using VIVO X50 launch

Vivo's X50 smartphone is perfect for professional travel photography with features like Anti Shake Gimble Stabilization, 0 Lux Night Mode, Astro Mode etc.

In an ideal world, you'd like to test these features out before making a purchase. With a stringent lockdown in place, Vivo's only hope was to bring X50's features to life virtually.

A gamified AR + MR (Mixed Reality) experience that takes users to an immersive 3D spatial nightscape to try out the X50's camera features.

Launched as a travel photography contest through India's top Instagram travel photographers where users had to spot wonders of the world while trying out camera features in the virtual space. The lens replicated the exact UI of the phone.

+5.5pts

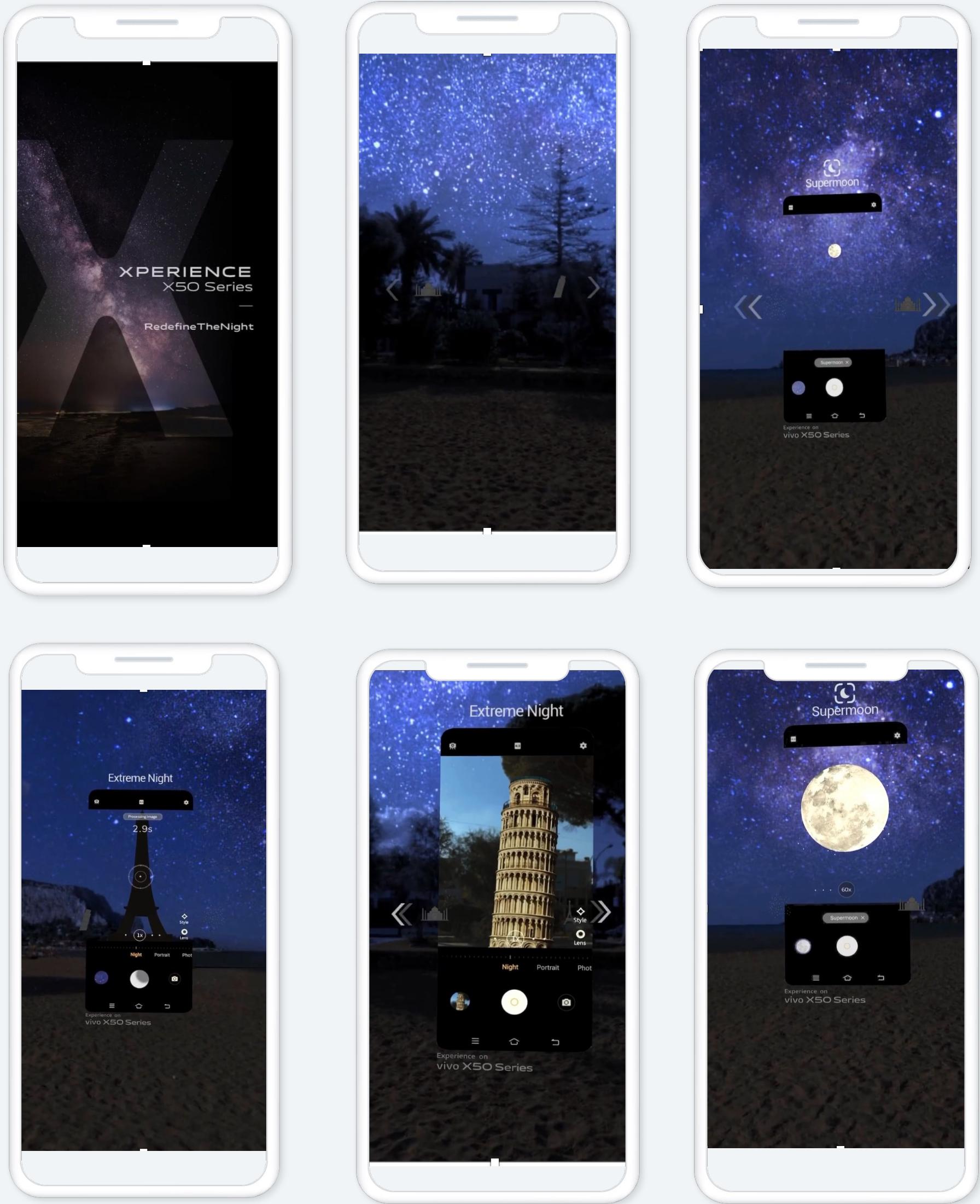
Ad Recall  
APAC Norm:  
4.6pts

1.2pt

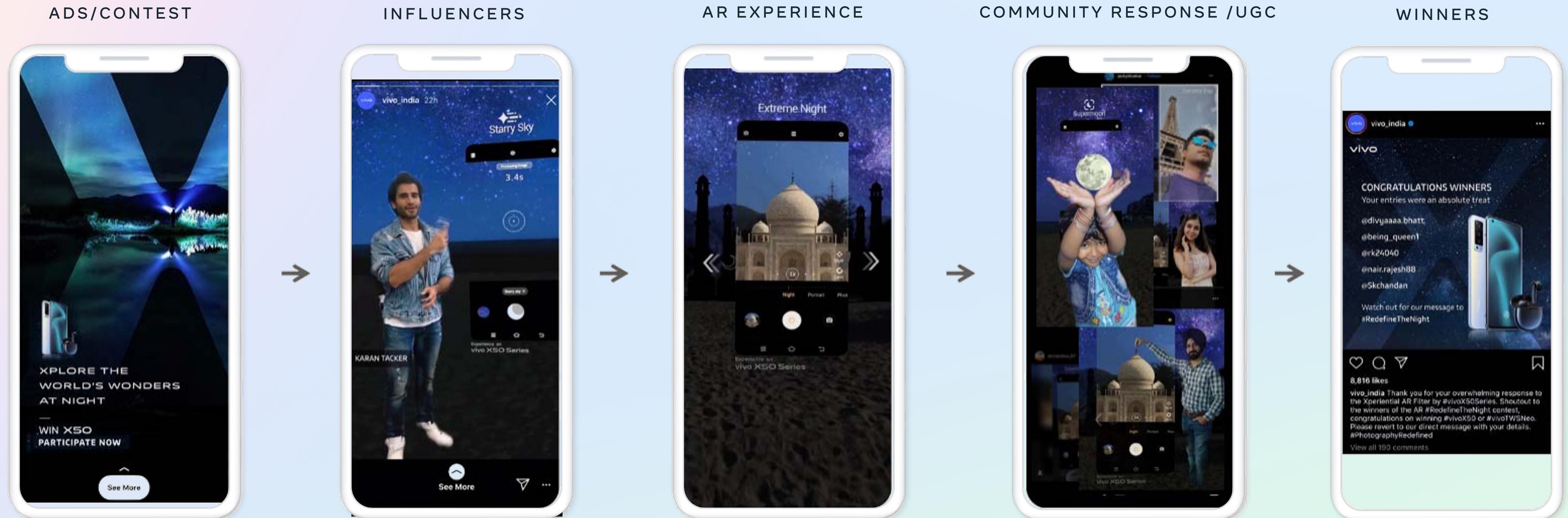
Brand  
Recommendation

3X

CTR  
VS average CTR



# User Journey





# Get Equipped

Build your own  
effects with Meta  
Spark

Types of  
effects  
available

Possibilities  
on Meta  
Spark

Publishing  
your effects

# Unite with your consumers through a creative and immersive path with Meta Spark

Meta Spark is the largest mobile AR platform in the world. It enables a global community of creators and brands to create and share AR experiences using Facebook family of apps.

# 400K

Meta Spark creators span across 190 countries.

# 1.2M

Meta Spark effects span across 190 countries.

## Self-service option:

### META SPARK STUDIO

Create, test and publish AR experiences and effects without coding.

## Managed option:

### META SPARK PARTNERS

Find an expert creator based on your needs, i.e., objective, budget, language/location

# Storytelling with AR

## PEOPLE EFFECTS



Mapping effects to facial expression and gestures. Mostly Front Camera

## WORLD EFFECTS



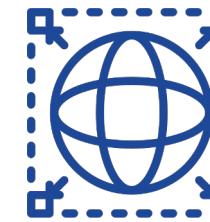
Placing digital objects in the world around us. Mostly Rear Camera

# Push the limits of what you can do with your effects



## Plan tracking

Identifying surfaces and placing objects



## Real world scale

Placing objects in your surroundings in their actual size Ex: furniture testing for your living room



## Target Tracker

Used to trigger an effect when the camera is pointed at a set target in the real world, like a poster for a movie.



## Face, Iris & Hand tracker and Facial gestures

Finds faces and follows a number of points on them to allow for position, scale and rotation



## 2D Body Tracker (IG only)

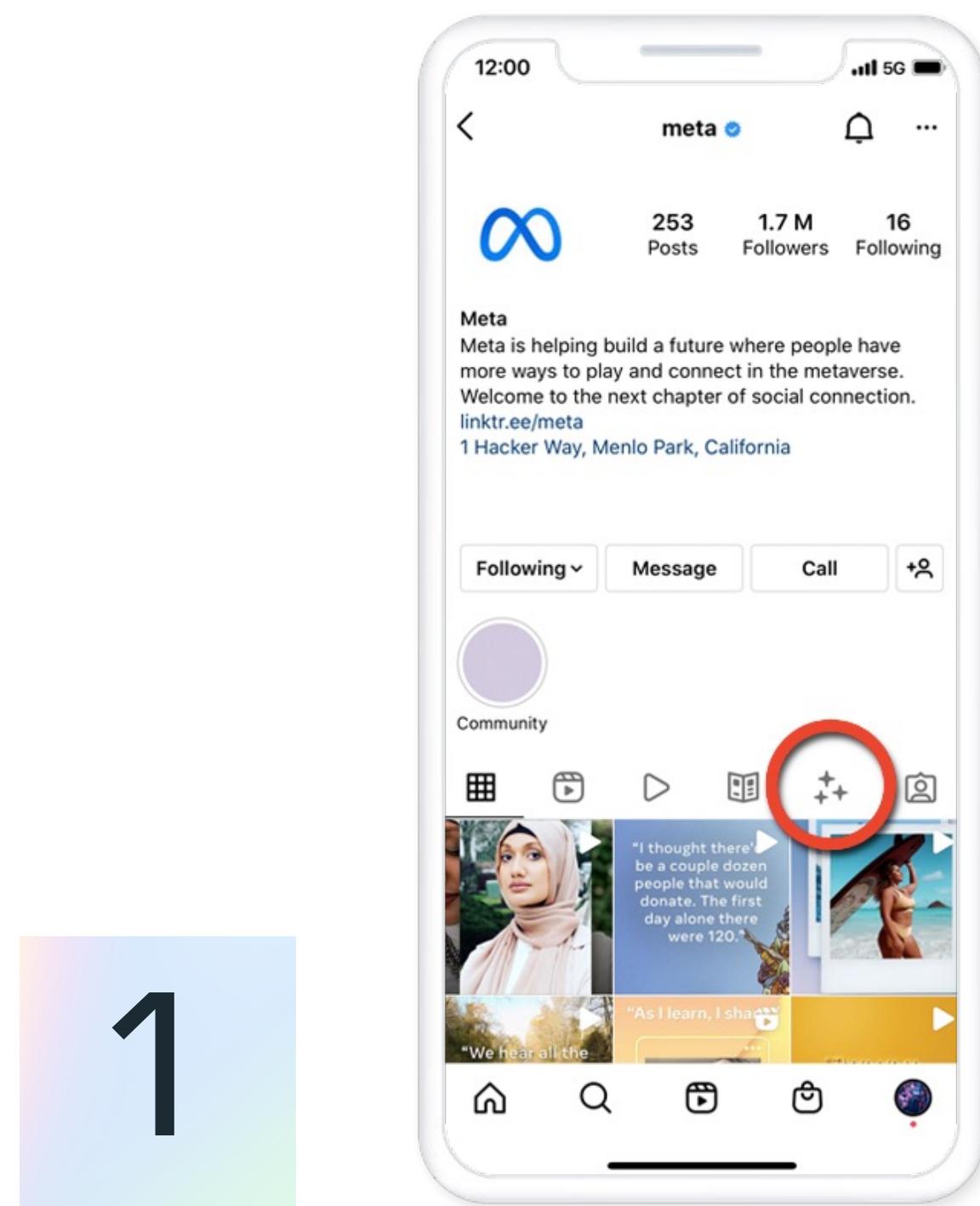
Use 2D body tracking to create effects that move with one or multiple user's bodies.



## Touch Gestures

Used for Gamification

# What kind of effect can you publish?



1

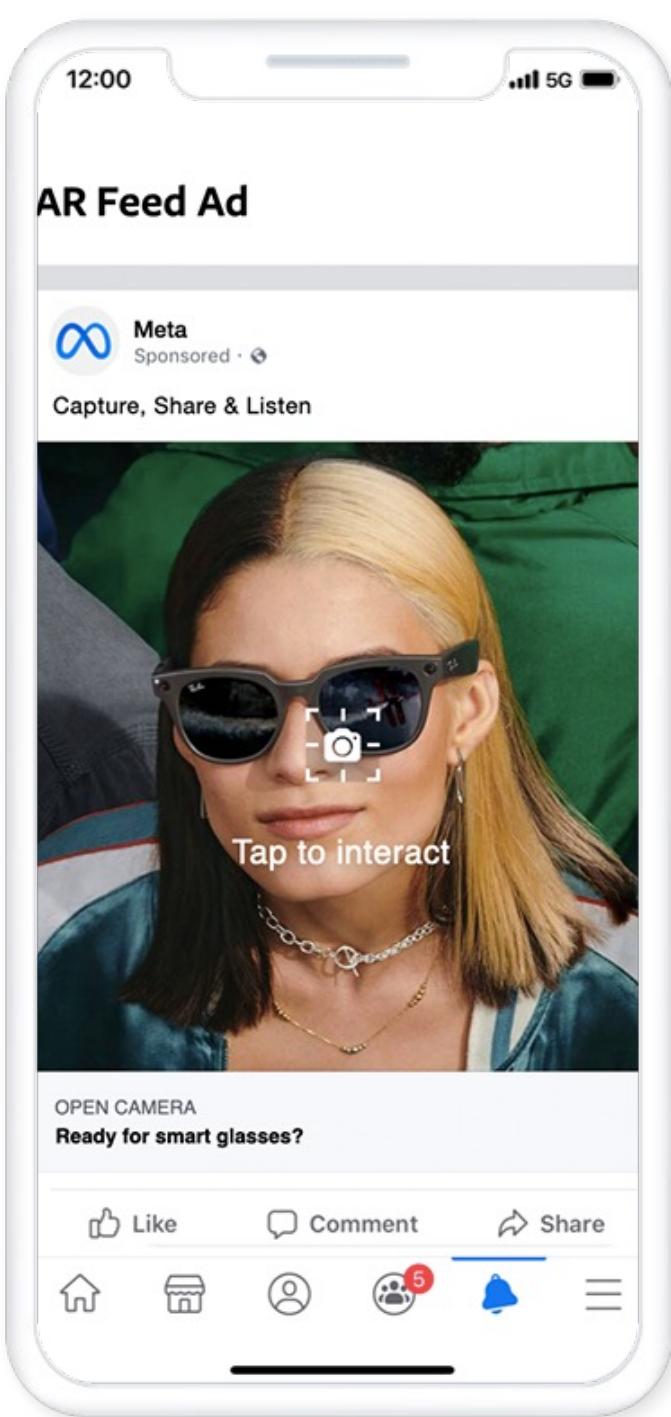
## Organic Effect

This effect will show up on the publisher's Instagram profile. People might find it in their camera tray or the effect gallery.



## Ad effect

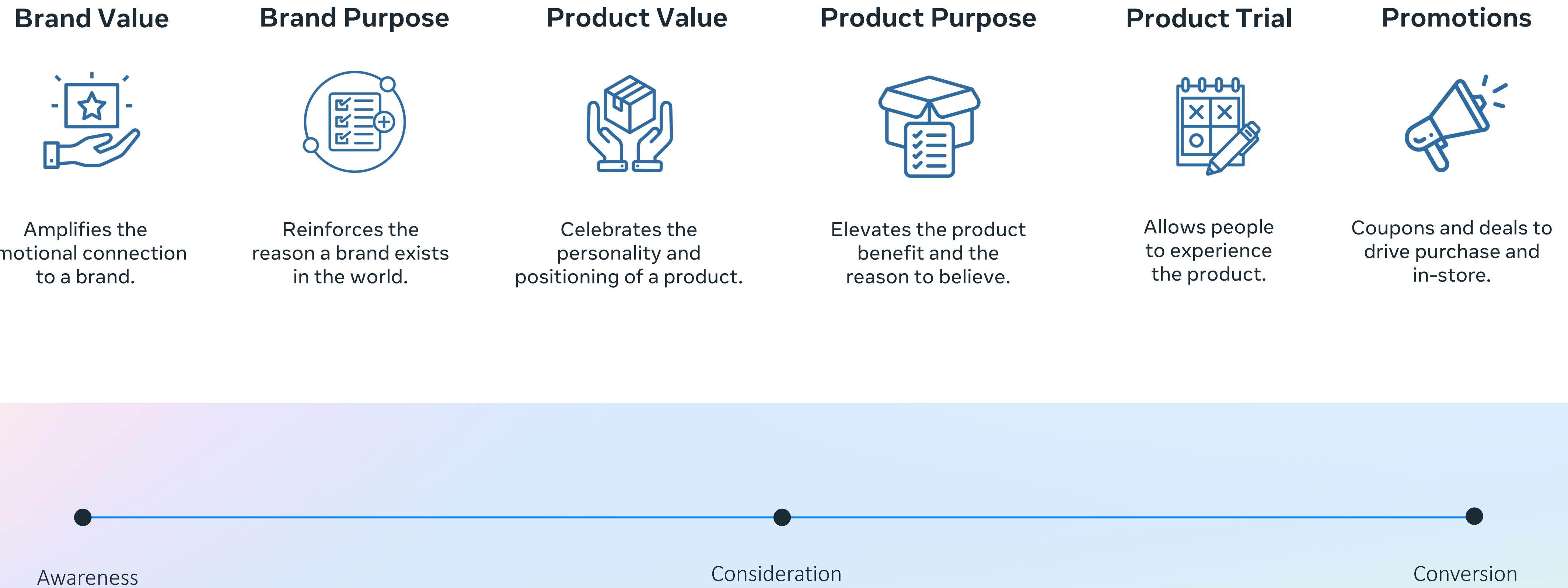
This effect is used for an AR ad. They are published via the Spark Hub and then utilized in Ads Manager.



## PRO TIP

About **effect maintenance** and the longevity ahead of time if you produce your effects with an external partner. Effects will work for at least **six months** after your version of Meta Spark Studio was released. After this time, effects might no longer be compatible with the latest versions of Instagram and Facebook, and people might not be able to find or use them.

# Strengthen the purchase funnel with key values of Augmented Reality



**AR** can be used to cut across the marketing funnel and help achieve multiple objectives

## Discovery

Consumers are **broadly researching**, in the exploratory phase, not yet sure what they're looking for

Might want to test a product sample or virtually  
“Try before you buy”

## Consideration

Consumers are interested in **increasing product education** and learning more

May be interested in **watching a how-to video, getting stylist/creator tips or sharing their email** on your website (OR consumers might come back to **virtually try on** here as well)

## Conversion

Consumers are **ready to purchase**, but still might abandon their shopping cart

Important to optimize the user experience to ensure a **seamless checkout, dynamically re-market** to website or Instagram Shops browsers/cart abandoners and **continue the conversation over email**



# Excel at your storytelling

Best Practices:  
Creative & Media

# What should be considered when building an effect?

## Rinse Repeat



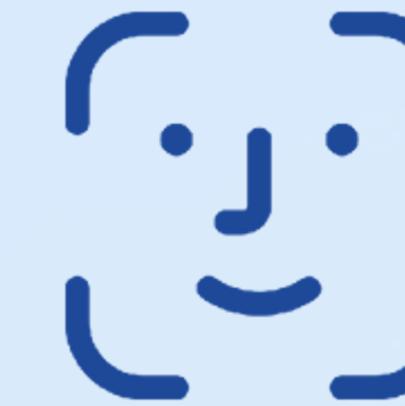
Design for repeat use. The most engaging effects are ones that can be used in different contexts. Effects that are relevant year-round have a longer shelf life.

## Logo Love



Use text and logos correctly. You can include one logo or a short catchphrase in an effect. Keep in mind, people like to put their own stickers and text on their content.

## Face Value



People like to see themselves and friends in their content. Avoid taking over the majority of the camera view or making people unrecognizable to themselves.

## Party Time



Make your effects social. Consider adding support for multiple people to use your effect so they can use it with their friends and share it with others to enjoy.

# Experiment with multiple creative approaches

Try at least 2 approaches to your Feed creative like a “crafted demo” and a “self recorded demo”

## EXPERIMENT WITH CREATIVE TACTICS

- Clearly demonstrate your AR effect in the Feed ad
- Avoid placing key info behind the “Try it on” button
- Try 4:5 aspect ratio
- Make the experience feel “participatory”
- Consider asking an inviting question to the viewer



# What should be considered when building an effect?



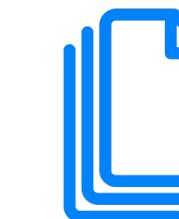
## Quick Start

Start the experience quickly. Most people move on from an effect in a few seconds. People like effects that get to the point right away.



## Simple Design

Users may not have previous experiences with AR. Make sure gestures are intuitive and touch interactions are clear. Focus on one or two main interactions.



## Limit Stacking

Stacking capabilities can quickly lead to slower performance and higher ineligibility of older devices. For example, face-tracking and segmentation in one effect.



## Touch Gestures

Avoid using screen gestures that conflict with system-level commands. Avoid full-screen gestures. Instead, attach gestures to smaller areas with specific objects in your scene

## The two parts of AR ads:

- **Lead-in video which appears in the News Feed-**
  - Recommend vertical (4:5) or square (1:1) mobile-first video creative
  - Length: upto 15 secs
  - Sound: enabled with captions included
  - Format: .mp3, .mov, .gif

- **AR effect-**
  - Build in Meta Spark Studio with download size under 2MB for FB and 4MB for IG (i.e. size of zipped up effect)

## File Size Limit

**10MB**    **4MB**



# Drive discovery with your AR effects on Facebook



## Organic

- Your Instagram profile (organic)
- Effects gallery (organic)
- Stories (organic)
- Reels (organic)
- Link stickers (organic)
- QR codes (organic)
- Influencer push

## Paid

### Through Ads Manager

- On Feed:
  - SFV showcasing the AR ad usage and promoted through ads manager with a link of the AR in description on Feed and Explore
  - Automatically opens the camera (IG effect)
- On Stories:
  - Stories with Swipe up
  - Automatically opens the camera (IG effect)

### Through Influencer Marketing

- Use BCA to showcase influencers using the AR ads through Stories or SFV



# Drive discovery with your AR effects on Instagram



## Organic

- Organic Feed Posts
- Links in description
- Influencer push

## Paid

### Through Ads Manager

- On Feed:
  - Creative Format: Instant Experience
  - Objectives: Brand awareness, reach, traffic, and conversions.
  - Buying Type: Auction
  - CTA: Standard CTAs in Ads Manager (Note: This is in the post-click experience and built in Ads Manager)
  - Video Ad Overlay: Tap to try it on, Tap to see it in your space, Tap to interact (Note: This is overlaid on top of the video ad and built in Ads Manager)
- On Stories:
  - Stories with Swipe up

### Through Influencer Marketing

- Use BCA to showcase influencers using the AR ads through Stories or SFV



# Measure for success

Promotion	Organic	Paid
Meta Spark Metrics	Impressions, Effect Shares, Opens, Effect Captures, Effect Saves – FB and IG	
BLS		Simple Single cell BLS
Ads Manager		Instant Experience View Time (FB), Effect Shares (FB), Outbound clicks (FB), Reach, Impressions, CTR, VV

## Brand Lift study

Recommended Hypothesis: Campaign Awareness, Message Association, Consideration and Conversion (for Performance campaigns)

## SparkAR Tracking

<https://www.facebook.com/sparkarhub/effects/>  
<append your effect id here>



# ANNEXURE



# Planning guides

Planning timelines

Publishing:  
Organic

Publishing: Ad effects

Creative AR Ads

Approval process

Policy guidelines

1

1 week of Ideation

2

3 weeks of Development

3

1 week of Approval

# Publishing Organic Effects

Follow these steps to publish an organic effect on Facebook or Instagram as well as a Group effect on Messenger.

1. Go to [Meta Spark Hub](#).

2. Click on the blue ‘Publish’ button in the top right corner

3. Click on ‘Effect’

4. Name: You can add up to 20 characters.

The Instagram username can't be part of the effect name.

5. File: Upload the .arexport file your creator shared with you. It has to be less than 40MB.

6. Platforms: You can choose either FB, IG, Messenger or all of them.

7. Audience: Keep the selection on “Public”.

**⚠️ Do not use “Link only” as the usage of the effect will be capped at 50 users per day.**

8. Categories: You can choose up to 4 categories to describe best your effect. You have to select at least one category.

9. Keywords: You can add up to 20 keywords to describe best your effect. Effects with keywords tend to get more engagement.



**5 Days**

Allow at least 5 Days to review your effect when publishing to Instagram.



**5 Days**

Allow 5 Days to review your effect when publishing to Facebook.



**24 - 48 Hours**

Allow at 24 Hours to review your effect when publishing to Ads Manager.

**Publish an effect**

Name  Give your effect a unique name 0/20

File  Where to find your project file

Upload file Drag and drop or choose your .arexport file (maximum 40 MB)

Platforms  All platforms Publish your effect for all experiences on all supported platforms in the Facebook family of apps.

Specific platforms only Choose from the experiences and platforms that your effect is eligible for.

Create **Publish** Meta

**Publish**

- Effect** For sharing and video calling
- Objects** For cross-project shareable objects.
- Ads Effect** For augmented reality ads

**Audience** Where can people find my effect?

Public Anyone on the platform can use your effect.

Link only Only people with the share link can use your effect. You'll get the link after you publish.

**Categories** Select up to 4 categories

**Keywords · Optional** Add up to 20 keywords to describe your effect. Effects with keywords get more engagement on average.

Include particular themes or objects

# Publishing Organic Effects

**10. Demo video:** You need to upload a demo video of your effect recorded using Instagram. It can't be a screen recording or edited with other apps. The video has to be 15 seconds maximum and less than 32 MB.

**11. Icon:** You need to upload an icon to submit your effect. It can be automatically created using a thumbnail of the demo video you just uploaded or you can upload a square JPG image. We recommend at least 200x200 pixels.

**12. Collaborators (optional):** Anyone you add will be sent a collaboration invitation. If they accept, they can publicly show this effect in their Meta Spark portfolio, unless you change their permissions.

**13. Publication date:** If you want, you can choose the date your effect is published.

**14. Click on the blue ‘Submit’ button.**

**15. Effects are usually reviewed within 24 hours.** This may take longer on weekends. It can be up to 5 working days.

**16. Once the effect is approved, you can share and [promote it](#).**

The screenshot shows the publishing process in three main sections:

- Categories:** A dropdown menu to select up to 4 categories.
- Keywords (Optional):** A search bar to add up to 20 keywords describing the effect.
- Demo video:** Two-step process:
  - Step 1:** Capture video (camera icon) - Open your effect in the camera to record your video. Includes an "Open in App" button.
  - Step 2:** Upload file (upload icon) - Drag and drop or choose your .mp4 or .mov file (maximum 32 MB). Includes a "Choose File" button.
- Icon:** Options to use a video thumbnail (selected) or upload an image.
- Collaborators (Optional):** Share credit for the effect by inviting any Spark AR creator who worked with you. Includes an "Add Collaborators" button.
- Publication date:** Options to publish as soon as possible or set a specific time and date.

# Boost Organic Effects

## Drive Paid Promotion

You can drive engagement by publishing link ads on Instagram with the effect URL as link.

Note: Link ads **don't allow** you to add the swipe-up link to drive outbound traffic from an AR Effect in the same way AR Ads do for Facebook.

Also note that effect links always open in the Story camera (not Reels).

[Help center article](#)

**Categories** 1

Select up to 4 categories

**Keywords** · Optional

Add up to 20 keywords to describe your effect. Effects with keywords get more engagement on average.

Include particular themes or objects

**Demo video**

Show guidance

**Step 1**



**Capture video**

Open your effect in the camera to record your video

**Open in App**

**Step 2**



**Upload file**

Drag and drop or choose your .mp4 or .mov file (maximum 32 MB)

**Choose File**

**Icon**

Use video thumbnail

Upload image

**Collaborators** · Optional

**Share credit for this effect**

Invite any Spark AR creator who worked with you to be a collaborator.

**Add Collaborators**

**Publication date**

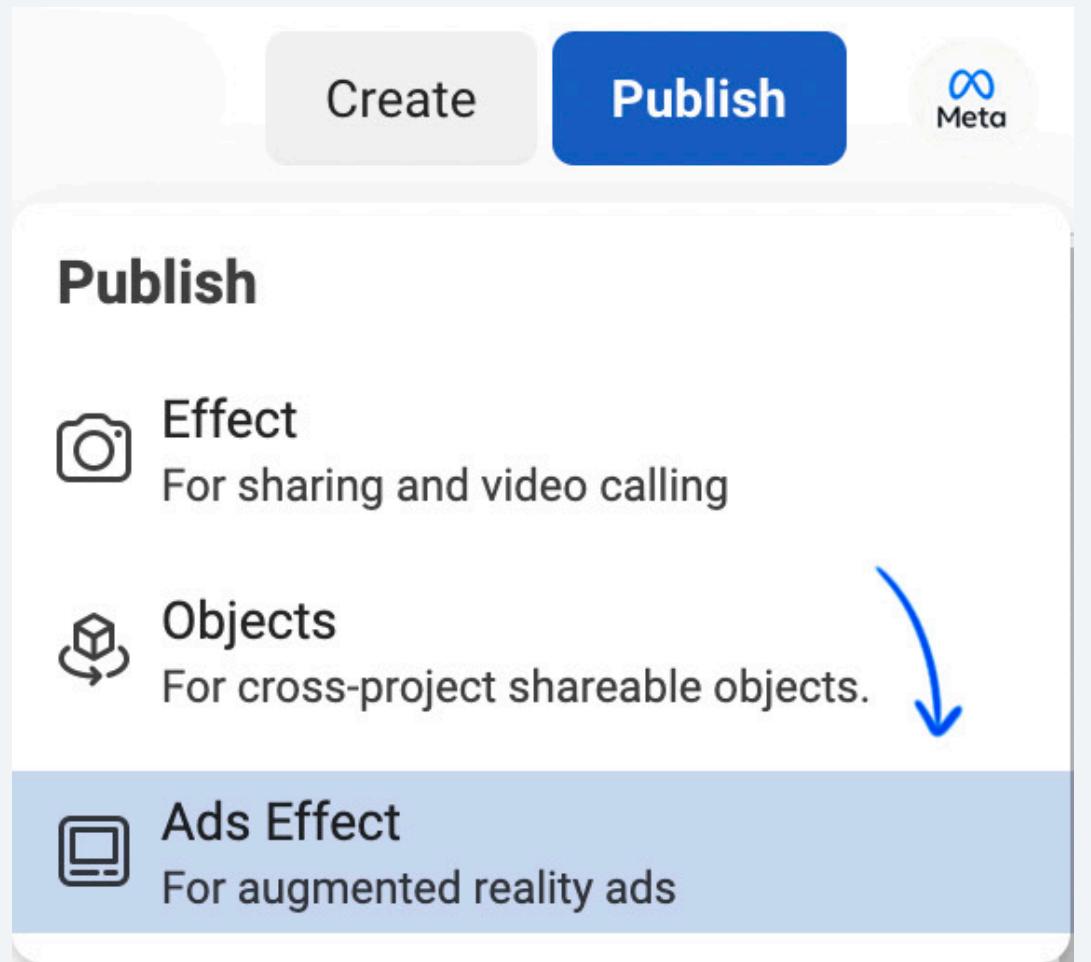
As soon as possible

A set time and date

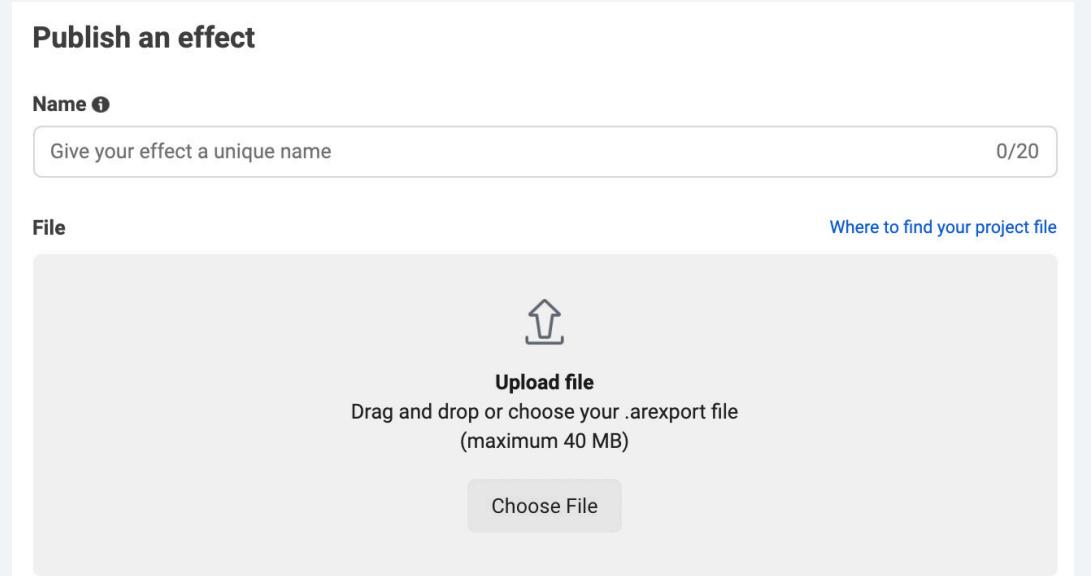
# Publishing Ad Effects

Follow these steps to publish an ad effect to run AR ads

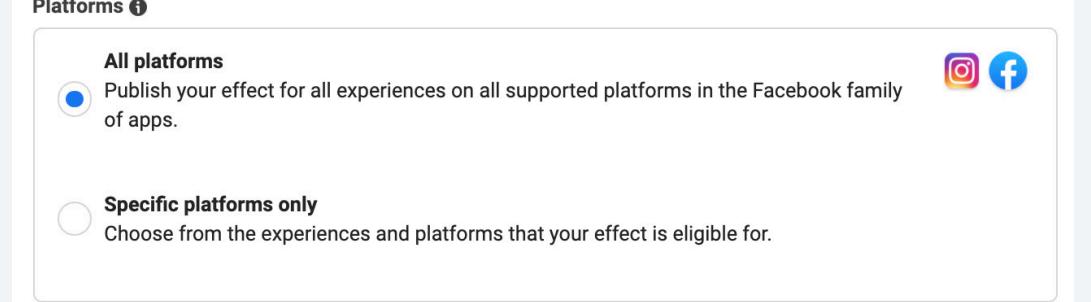
1. Go to [Meta Spark Hub](#).
2. Click on the blue 'Publish' button in the top right corner
3. Click on 'Ads Effect'
4. **Name:** You can add up to 20 characters, the Instagram username can't be part of the effect name.
5. **File:** You need to upload the .arexport file your creator shared with you. It has to be less than 40 MB.
6. **Platforms:** You can only choose FB at this time. (Instagram currently in Beta testing)
7. Click on the blue 'Submit' button.
8. Effects are usually reviewed within **24 hours**. This may take longer on weekends. It can be up to 5 working days.
9. Once the ad effect is **approved**, it can be [used in Ads manager](#).



The screenshot shows the 'Publish' section of the Meta Spark Hub. At the top, there are 'Create' and 'Publish' buttons, with 'Publish' being blue and highlighted. To the right is the Meta logo. Below the buttons, the word 'Publish' is displayed in bold. There are three options listed: 'Effect' (camera icon), 'Objects' (cube icon), and 'Ads Effect' (monitor icon). A blue arrow points from the text 'Once the ad effect is approved, it can be used in Ads manager.' to the 'Ads Effect' option.

The screenshot shows the 'Publish an effect' form. It includes fields for 'Name' (with placeholder 'Give your effect a unique name' and character count '0/20'), 'File' (with an 'Upload file' button and note 'Drag and drop or choose your .arexport file (maximum 40 MB)'), and 'Platforms' (with 'All platforms' selected and icons for Instagram and Facebook).

The screenshot shows the 'Platforms' settings. It offers two options: 'All platforms' (selected) and 'Specific platforms only'. The 'All platforms' option is described as publishing the effect for all experiences on all supported platforms in the Facebook family of apps. The 'Specific platforms only' option is described as choosing from the experiences and platforms that the effect is eligible for.

# Create AR Ads

Before you create the ad, make sure you have an approved [ad effect](#) uploaded for the advertiser's Facebook page.

1. Go to [Ads Manager](#)

2. Click the green '+ Create' button

3. Choose between the following campaign objectives that supports AR ads:  
**Brand Awareness, Traffic, Conversions, Reach**

4. Enter all required information and settings for the campaign and ad set

5. On ad level, select '**Add an Instant Experience**'

6. Tap the 'Choose a Template' selector and select the '**AR Experience**' template. A new popup window will appear.

**7. Effect:** choose your ad effect.

*Note: Only effects that have been approved are shown in the dropdown.*

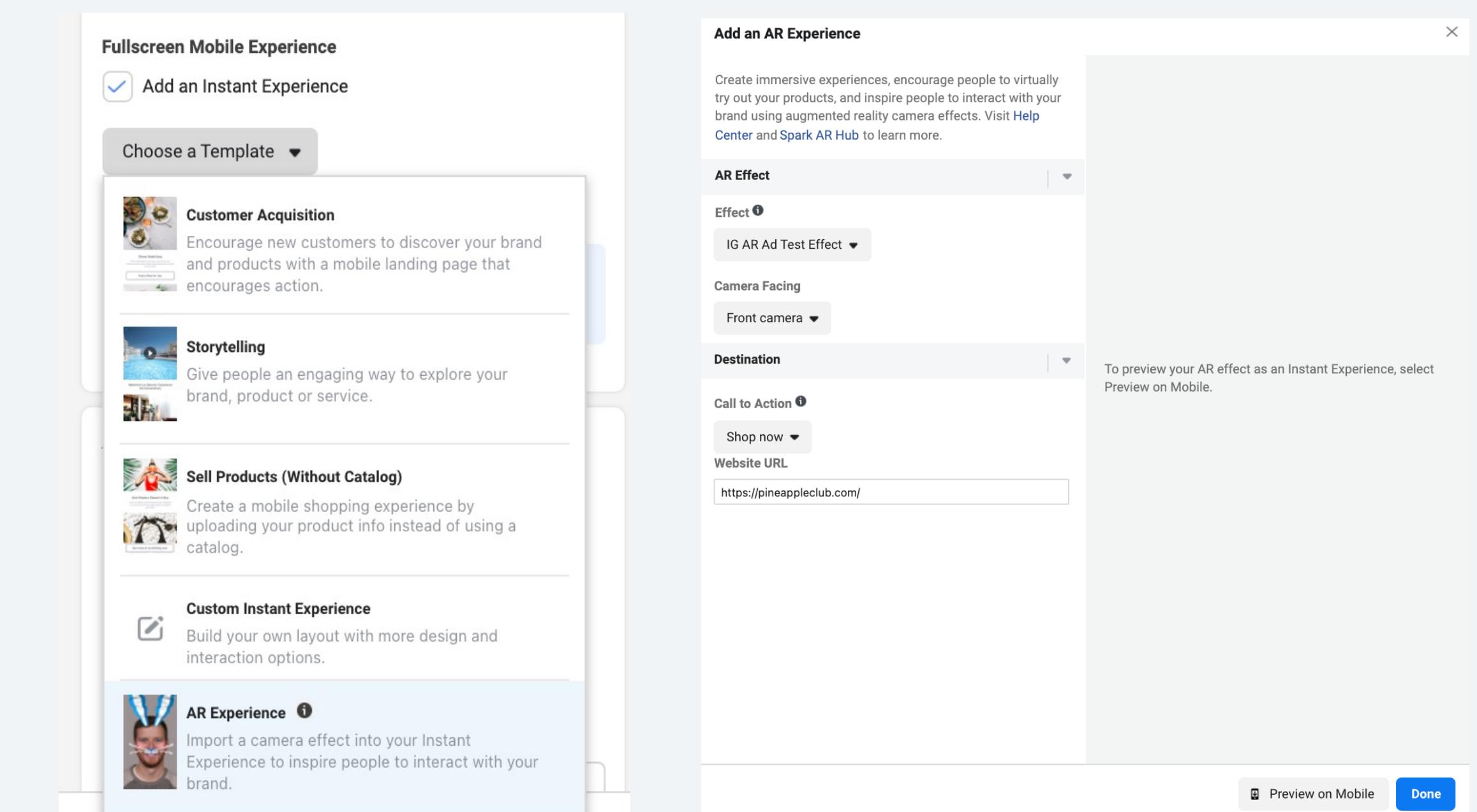
**8. Camera Facing:** click the dropdown to choose which camera, front or back, your AR effect will use.

**9. In the Destination section, click the dropdown and choose your Call to Action label, then enter a Website URL.**

*Note: The URL must be a 'https' URL.*

**10. To preview your AR effect on your mobile phone, click Preview on Mobile. A notification will appear in your Facebook app.**

**11. Click Done.**



# Approval Process: Submitting the effect

Approval may take up to 24 hours – a week and ads cannot be built until effect is approved. Please account for this in your timelines.

Share the following guidelines with the agency for initiating the approval process:

1. Before you can submit your effect, the advertiser you're working with has to give you permission to upload effects on behalf of their Facebook Page. They can do this by adding you to a permissions group, as an AR manager for their Facebook Page. Instructions here: <https://developers.facebook.com/docs/ar-studio/publishing-your-effect/permissions-groups-for-pages>.
2. Choose an owner for your effect. This should be your Facebook Page.
3. Create an effect icon to represent your effect. Instructions here: <https://developers.facebook.com/docs/ar-studio/design/effect-icons#effect-icons-for-facebook>.
4. You'll need to record a video of your effect being used. You'll be asked to upload this when you submit the effect. The video will help our reviewers make sure your effect meets our policies.

# Approval Process: Submitting the effect

To submit your effect:

1. Go to Meta Spark Hub: <https://www.facebook.com/sparkarhub/>
2. Click Upload Effect.
3. Select “Facebook Ads” as the effect destination
4. Fill out the upload form
  1. The effect must be approved before you can use it in an ad.
5. Reviewers use AR studios publicly positioned policies  
[https://www.facebook.com/legal/camera\\_effects\\_platform\\_policies](https://www.facebook.com/legal/camera_effects_platform_policies)

## Rejection of AR Ads

To submit your effect:

1. Go to Meta Spark Hub: <https://www.facebook.com/sparkarhub/>
2. Click Upload Effect.
3. Select “Facebook Ads” as the effect destination
4. Fill out the upload form
  1. The effect must be approved before you can use it in an ad.
5. Reviewers use AR studios publicly positioned policies  
[https://www.facebook.com/legal/camera\\_effects\\_platform\\_policies](https://www.facebook.com/legal/camera_effects_platform_policies)

# Be responsible while building effects

## Ownership

The Meta Spark Legal Terms require that you own or have appropriately licensed all content used in your effects.

## Cultural Sensitivity

We discourage effects intended to alter physical features to look more like any ethnicity or that perpetuate negative stereotypes of a group.

## Community Care

Our community cares for each other. We discourage effects intended to promote bullying, self-harm, or violence.

## Promotional Content

Review the policies carefully, especially for Instagram. Logos and Text must be integrated into the effect, Effects will be rejected when they are overly promotional.

The logo consists of a blue infinity symbol followed by the word "Meta" in a dark gray sans-serif font.

∞ Meta