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The idea behind Augmented Reality

Augmented Reality is an interactive visual experience that is the combination of real-world and content generated through computers or mobile phones. Augmented Reality implies the spread of visual, auditory, and other sensory information into the real world. I found it to be interesting because the utmost purpose of augmented reality is to enhance and improve the user experience which helps organizations to promote and add value to their services. It is simply a way of highlighting the information using 3D images or information tags. AR is said to be an emerging trend in marketing and sales strategies. Brands can use AR to allow consumers to try products before they buy them from testing makeup to testing some furniture in the foreground. (Rob Stokes, *eMarketing - The Essential Guide to Marketing in a Digital World)*

There is a reason for the increasing popularity of this technology in the market. Smartphones make it possible to connect with Augmented Reality by adding a layer of information that allows users to see embedded digital content in several sources such as posters, magazines, advertisements, or QR codes. The cost and accessibility of this technology can sometimes be a concern, but adding an informative layer of interactions to the real world stands out as a powerful tool in a marketing campaign. For example, Pokémon Go is an augmented reality mobile game where users get the chance to explore real locations are search their neighborhoods for animated characters that pop up on their phone or tablet. The innovation and creativity of this game using AR technology were revolutionizing. Undoubtedly, Pokémon Go was able to capture the user’s attention and people were hooked on their interactive gaming concept which shows how evolving age of tech is important to embrace the marketing performance of the business. (Adam Hayes, *Augmented Reality (AR) Defined, with Examples and Uses*)

Virtual Reality is slightly different from Augmented Reality, it has often confused me. But this topic has brought clarity to me that how AR uses the actual real-world environment in real-time versus how VR uses a virtual environment created and rendered by the computer. An example of Virtual Reality could be car racing games played using VR headsets which can make us feel like we are almost sitting inside the car and driving. Therefore, according to me, Augmented Reality and even Virtual Reality, as a marketing technology have tremendous potential in making a brand shine and outgrowing any possible industry be it commercial, trading, or even the healthcare industry.

Work Cited

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