Importance of Augmented Reality in Sales and Marketing: A Case Study

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ABSTRACT

With the advancement of technology around the world, the advertising industry is advancing with the changing period of time, which increases the competition between companies. Companies try to use the latest technology such as Augmented reality, Virtual reality, and Mixed reality to attract their customers. These are the features that not only provide a dynamic range of communication and interactivity but it also provides a stunning experience to users or customers. This study purely concentrates on Augmented reality in advertising. Augmented Reality technology applications allow users to interact with virtual elements in the real world through different devices and these features become very beneficial for the advertising industry. The study purely highlights the technological advancement that has been used in the advertising field for effective communication. Along with that, the study focuses on the origin, notion of augmented reality, the relationship between augmented reality in the advertisement, and Indian brands which uses AR for promoting products and services.

Keywords: Augmented Reality, Advertising, Sales, and Promotion.

INTRODUCTION

AR is used to promote the product and act as a test center around the environment, which is used in different fields (Saidin, 2015). Nowadays, the AR browser and smartphones give an alternative for humans and technology to promote products. Augmented Reality is a technology that produces computer-generated visual elements, sounds, and other sensory on top of the real world. For example, Pokémon Go launched in 2016 and hit its peak in August 2016 (Jovornik Ana, 2016). Also, AR was defined by (Azuma, 1997) as combining physical and digital objects in the real world and is not limited to technological devices. Additionally, it simultaneously runs actual and virtual things in three dimensions while simultaneously recording both types of objects. According to Miligram and Kishinos's definition of the reality-virtuality continuum, augmented reality (AR) is a subset of the border field of mixed reality. The surrounding world is joined with a virtual one using either virtual environments or augmented virtuality, where the real objects are subjoined to the virtual ones. (Alkhamisi, 2013). According to the American Marketing Association, advertising is

defined as "any paid form of non-personal presentation of ideas, goods, and services by an identified sponsor." According to Webster, "advertising is to give public notice or to announce publicity." According to Gardner, "Advertising is the means of mass selling that has grown up in parallel with and has been made necessary by mass production." (Merriam-Webster 2016). The history of the advertisement has been traced back to an ancient civilization. In ancient times, wall paintings and rock paintings were made to inform, promote, and give messages about the products. Egypt, Greece, and Rome used papyrus as a medium to advertise products and services. Papyrus is also known as a paper plant. It is cultivated in Egypt. With the evolution of humans, modes of advertisement have also evolved.

Origin:

In 1968, at Harvard, Ivan Sutherland created the first art technology (Jovornik Ana, October 04 2016). The Sword of Damocles is an augmented reality head-mounted display system developed by Ivan Sutherland, commonly referred to as the "Father of Computer Graphics." (Jovornik Ana, October 04 2016). Myron Kruger, a computer researcher, and artist, established a laboratory at the University of Connecticut in 1974 named "Video Place," which is devoted to artificial reality (Poetker, 2019). The word "augmented reality" was first used by Boeing researcher Tom Caudell in 1990 (Poetker, 2019). The Virtual Fixture was developed in 1992 by Louis Rosenberg, a researcher at the USAF Army Strong's Research Lab (Yianni, 2018). It was one of the fully operational augmented reality (AR) systems that let military personnel virtually operate and guide equipment to carry out their tasks, such as instructing US Air Force pilots in safer flying techniques.

Julin Martin introduced AR to the entertainment sector in a 1994 stage performance titled "Dancing in Cyberspace." This programme combines acrobats dancing alongside projected virtual items on the physical stage (Poetker, 2019).

Sports Vision broadcast the first live NFL game in 1998, which had the first and ten graphic systems. The yellow line on the top of the feed helps the viewer to see that, which then has an advantage (Poetker, 2019).

In 1998, NASA used the AR for the first time in the X-38 spacecraft (Yianni, 2018).
Hirokazu Kato created the ARToolKit, an open-source software library, in the year 2000. The library uses video tracking to overlay virtual elements in the real world (Poetker, 2019).

In 2008, BMW became the first company to utilize augmented reality (AR) for Commercial purposes (Yianni Charlotte, June 8, 2018).

In 2009, Esquire Magazine used augmented reality in print media in an attempt to bring the pages to life. The augmented reality-enabled magazine's cover showed Robert Downey Jr. interacting with readers (Poetker, 2019).

In 2013, Volkswagen introduced the MARTA app (Mobile Augmented Reality Technical Assistance), which features step-by-step repair instructions (Poetker, 2019).

Google introduced the Google Glasses in 2014, which are augmented reality glasses. Wearers wear glasses and communicate by using the internet in any language they want. Access to programmes like Google Maps, Google+, Gmail, and more is provided through this gadget (Poetker, 2019).

IKEA, a retailer of home furnishings, introduced an augmented reality application in 2017, enabling customers to virtually explore their home decor alternatives prior to making a purchase (Yianni, 2018).

A smartphone's camera may be used to scan, translate, search for information on, and learn more ab out an object using Google Lens, an AI-powered technology. Google Lens was launched on October 4, 2017 (Hall Chris, 23 March 2020). When someone scans a product with Google Lens, such as a Fruits and Vegetable, it not only talks about the fruit and vegetable but also tells about the in which monsoon it grows (Srivastava, 2019). Google Lens also recognizes places such as clubs, restaurants, and bars too, and gives reviews of the restaurants, clubs, etc. Google lens features can make intelligent text selection, smart text search, can translate, do shopping, homework questions, and search around.

Indian Brands which use augmented reality in advertising:
Frooti:
Frooti first came to India in 1985, which was a mango drink beverage launched by Parle Agro India Private Limited (Sriram, 2019). Before frooti came to India, people drank juices in shops where people had to sit and drink the juice in particular seasons of the fruit. Then frooti was introduced in India, which was the first Tetra Pak drink in India. One could easily grab the drink due to its rectangle-shaped packaging and drink this beverage anytime and anywhere.

In one of the campaigns, Frooti uses Augmented Reality technology to attract its target audience. By using the face-detecting technology, it encourages people to use the rich media campaign, in which people have to start their front camera and start catching the falling mangoes in their mouths. After catching the mango, the full bottle of Frooti appears on the front of the screen, and the other details about the products create a long-lasting effect on the viewers.
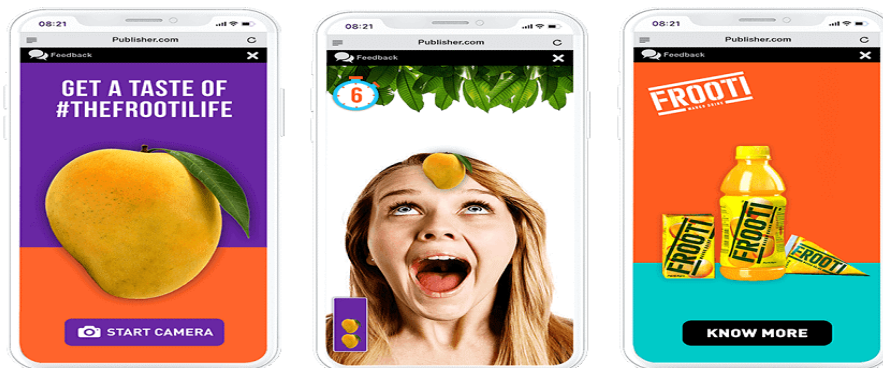

Fig: Frooti: #TheFrootiLife
Source: https://casereads.com/improved-customer-experience-using-ar/

Godrej:

The Godrej Group is a multi-business enterprise. Its headquarters are in Mumbai, Maharashtra, which was founded by Ardeshir Godrej and Pirojshra Godrej in 1897 (Sriram Malathy, 19 April 2019). This company sells a good range of products in a very kind of industries, including appliances, real estate, IT and software solutions, motors, furniture, and construction. It was the first company to introduce lock and lever technology. Soap with vegetable oil without using any animal Material. They also developed a going green vision for the sake of the shareholders as well as a green India for promoting their products. Godrej Application launched "#Go Green" on World Environment Day with a mobile campaign that showcases the range of eco-friendly air conditioners. In this campaign, AR color recognition technology is used to encourage the user to Search out any green object around them and focus on it with their mobile camera. After detecting the green object, the green fog movement reveals eco-friendly products such as AC, which features cooling down the user's place as well as the planet, which attracts the viewers and creates a long-lasting effect on them.
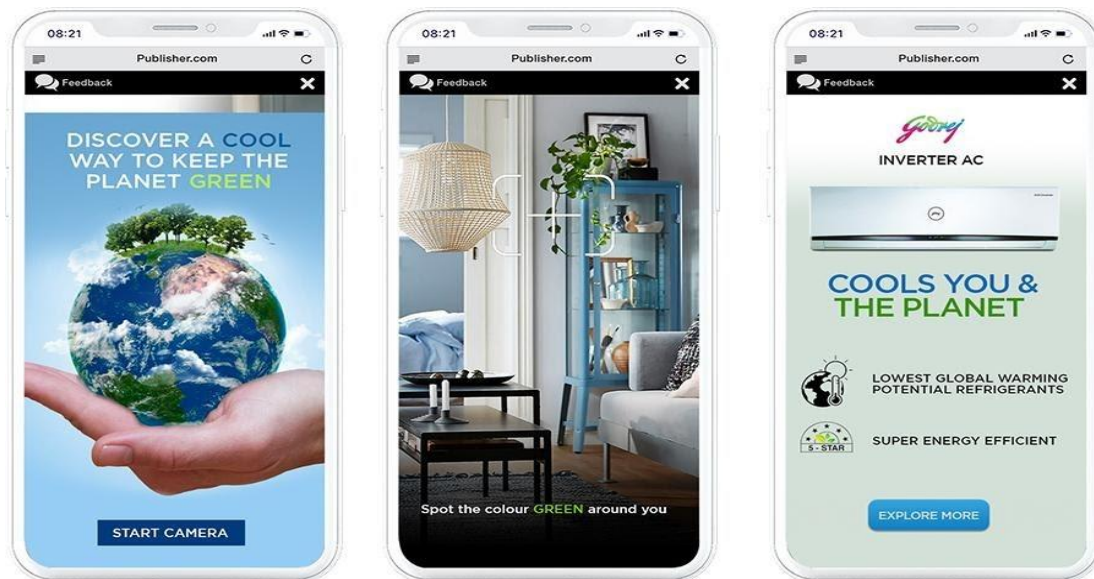

Fig: *Godrej Appliances: #GoGreen*
Source: https://casereads.com/improved-customer-experience-using-ar/

Lenskart:

Lenskart's legal name is Lenskart Solution Private Limited. Its headquarters are in Faridabad, Delhi NCR, India. It is an e-commerce company that deals in eyewear and was founded by Peyush Bansal with two more co-founders, Sumeet Kapahi and Amit Chaudhary. The CEO of this company is Peyush Bansal. He also founded "VALYOO technologies", which was founded in 2010 (Rangaian, 2020). Their aim was to sell their high-quality products at an affordable price by maintaining the quality standard and directly dealing with the customers everywhere in India. Lenskart not only operates online but also on offline platforms. Their robotic lens technology not only gives the assurance of 100 % precision and top quality control. (Lee Allen, 30 June 2020).

They introduce the 'Lenskart Virtual Augmented Reality Experience' for using the feature to promote their products. Download the application after installing it. There are some formalities regarding the registration after completing the registration. Click on the "Try on Virtual AR Experience Banner" to begin

After clicking, the front camera will turn on. There is a face scanner. By following the instructions which were popping on the screen, the face will align within a frame. Then click on the bottom button on the screen, which will capture the image. While doing this process, users should not wear glasses. After identifying the face shape and width, it recommends a frame that suits the face shape and size. The next step is to continue, which will take you to the page that says "Swipe Left and Right to change the frames." which gives the user a fun way to try on different frames and sunglasses with different colors and patterns on them. This tool in the application also gives the user the option to click on a product button and a 3D image of the product. It also offers a 360-degree view of the product and zoom in and out to see the details such as price, colors, etc.
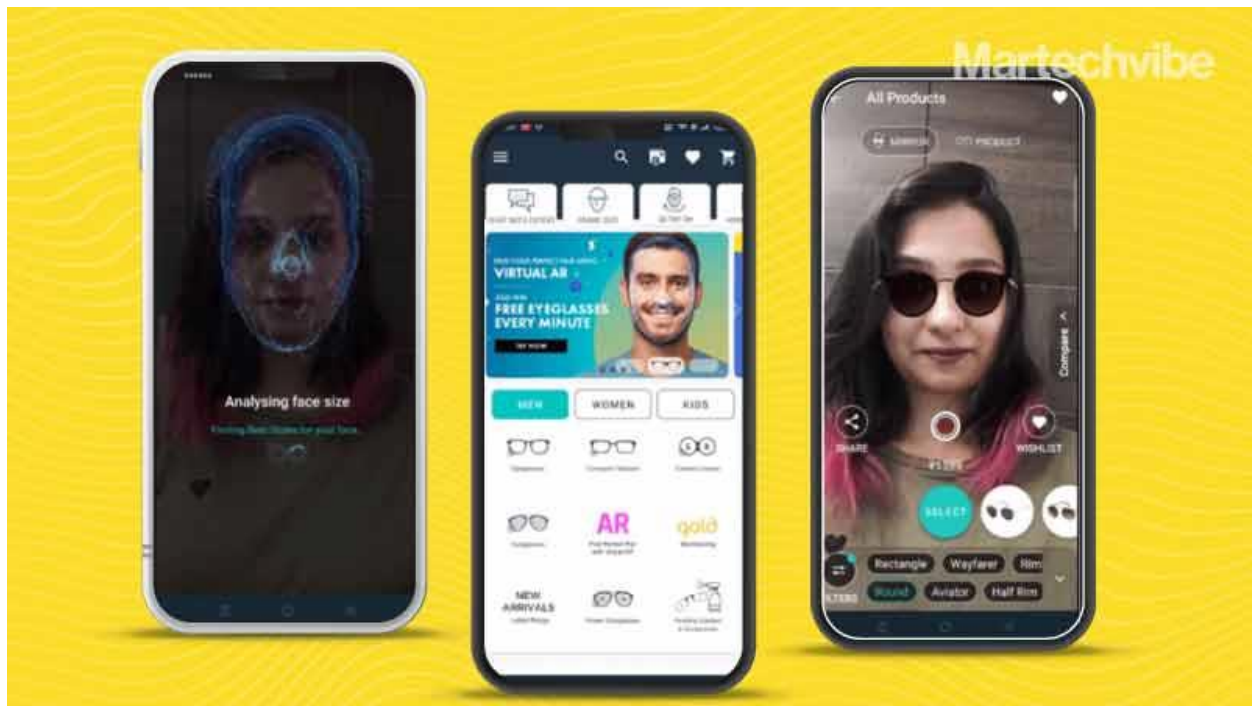

Fig: Lenskart Enters ME with AI Try on Devices, Virtual Face Mapping
Source: https://martechvibe.com/news/lenskart-enters-me-with-ai-try-on-devices-virtual-face-mapping/

Tanishq:
Tanishq is a jewelry brand and a business group of titan industry limited, promoted by the Tata group started in 1995. The CEO is Harish Bhat. Tanishq name meaning is Tan (Body) and Ishq means love (Dogra Kajal, March 2020). Tanishq jewelry is famous for its designs which are inspired by various traditional jewelry. One of the leading brands in India with fine jewelry. With the wide range of Gold jewelry with diamonds and Gems on it. Their designs were made keeping in mind the

modern Indian women like working women (Sriram, 2019).

For Promoting their brand Tanishq launched an augmented reality experience at Delhi and Bangalore airports. Tanishq implements MirrAR, which is an AR software in collaboration with Style Dot Me through this technology advancement, customers have the option "Try and Buy" Customers try out the jewelry virtually by looking at the AR Screen. Through this platform users virtually try the jewelry in real-time, without actually wearing them.

(Deepika Tewari, 2019) Associate Vice President, Marketing, jewelry Division at Titan Company Limited said, "Tanishq has always aimed at providing the best for our customers and this fascinating initiative is one such approach to achieving the objective. Consumers have the option of browsing through multiple jewelry pieces virtually with just one click. The real-time customer experience will definitely strengthen the retail connection between the brand and our esteemed consumers; a transformative step on how India will shop and purchase jewelry in the near future" (Bureau India retailing, 2019).

Fig: Tanishq MirrAR
Source: https://in.pinterest.com/pin/479844535298016721/

Conclusion:

Augmented reality and advertising are two different terms but play an essential part in our day-to-day lives. Augmented Reality is a computer-generated element, which sounds like the real environment. Advertising is the way to communicate an idea or to inform and to promote goods and services. Whether an advertisement is made on the walls or on rocks, or it is done on papyrus, or by sketching art on paper or digitally, it has been done in every era. A variety of industries, including education, entertainment, gaming, retail, and advertising, use augmented reality. Today, with the advancement of technology, an AR experience can be possible through smartphones. It gives advertisers a new way to promote their products. For example, Frooti, a mango drink beverage, uses AR technology to promote their product by encouraging people to click on their new campaign in which a mango begins to fall into their mouth. After catching 3 to 4 mangoes, a full bottle of frooti appears with product details. Another example is Godrej in their campaign "Go Green". They use

technology that recognizes colour in which users search out the entire place that has the green color after AR technology recognizes the green color. A variety of ranges of their eco-friendly products appear, which attract the user and create a long-lasting effect on them. Which people perceive the advertisement with fresh new concepts, looks, and goals In the future, Augmented Reality will give a platform to enhance the Indian advertising Industry, where it will reduce human efforts more efficiently, and in advertising, it will make communication and interactivity stronger, deeper and easier.

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