

Goodman
School of Business

Goodman
Group

Brock University

Welcome to Business Breathers

**Brave new worlds: How Augmented
Reality transforms marketing**

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Taking businesses, careers and ideas to the next level



Brave New Worlds



fresh ideas.

Dr. Joachim Scholz 🌿 Marketing Professor 🌿 Brock University

**WE ARE
FIRST**

Brock

WHAT IS AR?



It seems like everyone has their
own reality... or at least acronym

???

??!!



Augmented reality (AR) is the practice of augmenting a real-time direct or indirect view of a physical **real-world environment** by adding virtual computer-generated information to it



Virtual reality (VR) is a computer-generated simulation of a three-dimensional environment that allows users to experience and interact with the **simulated world** in seemingly real ways



**immersion via
entangling**



**immersion via
extracting**





GAMING



BONDING



SHOPPING



LIVING



magic mirror



product visualization



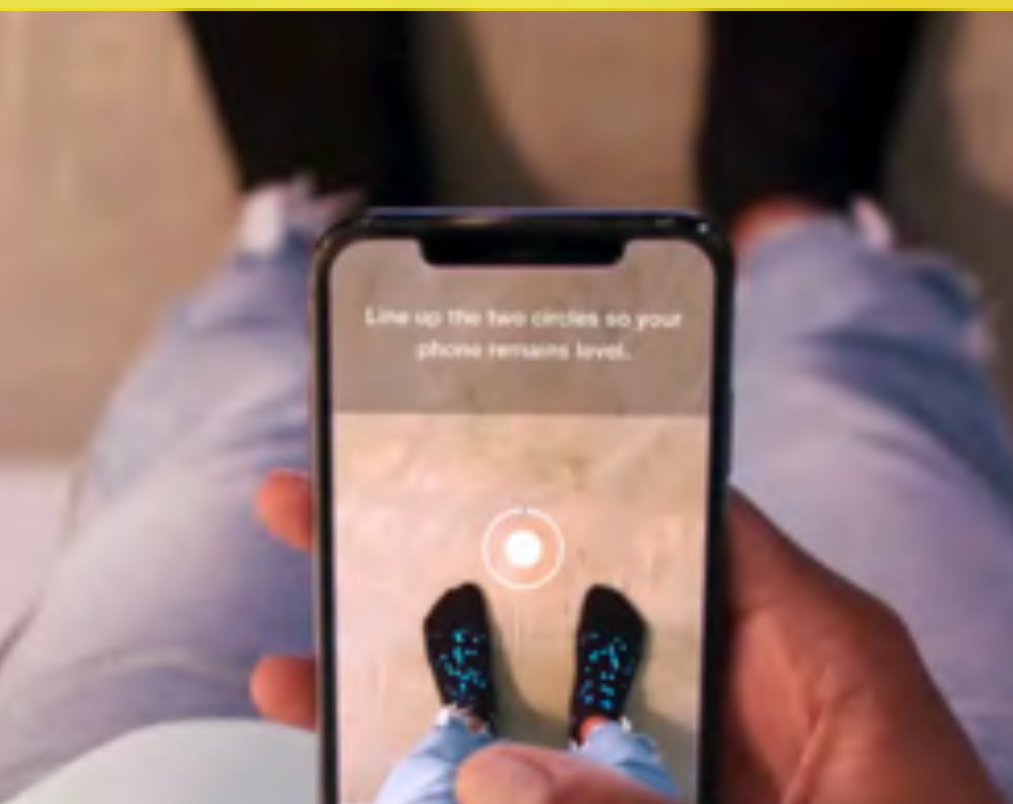
product customization



scene building



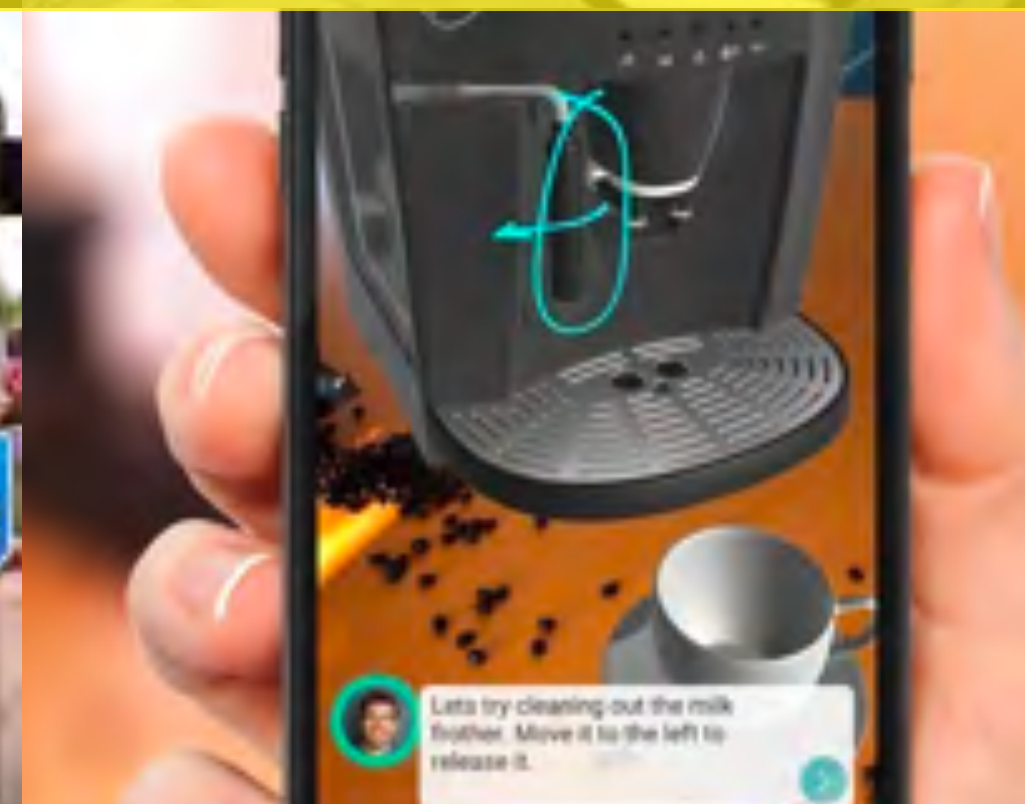
game/world building



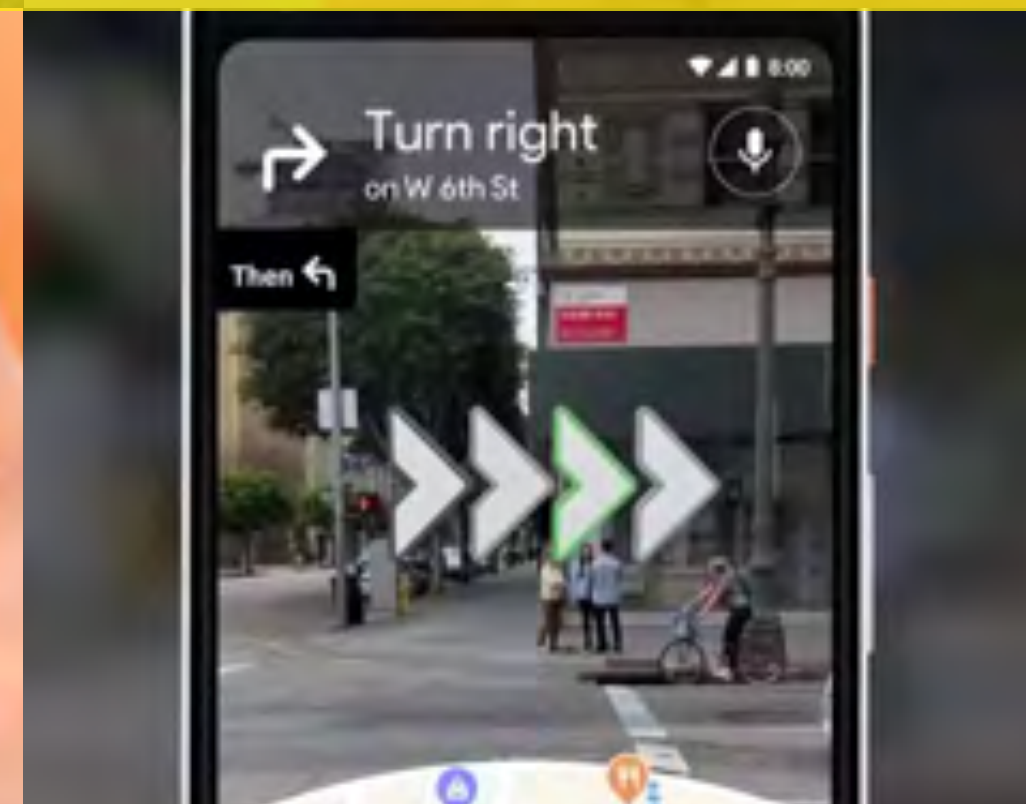
tool



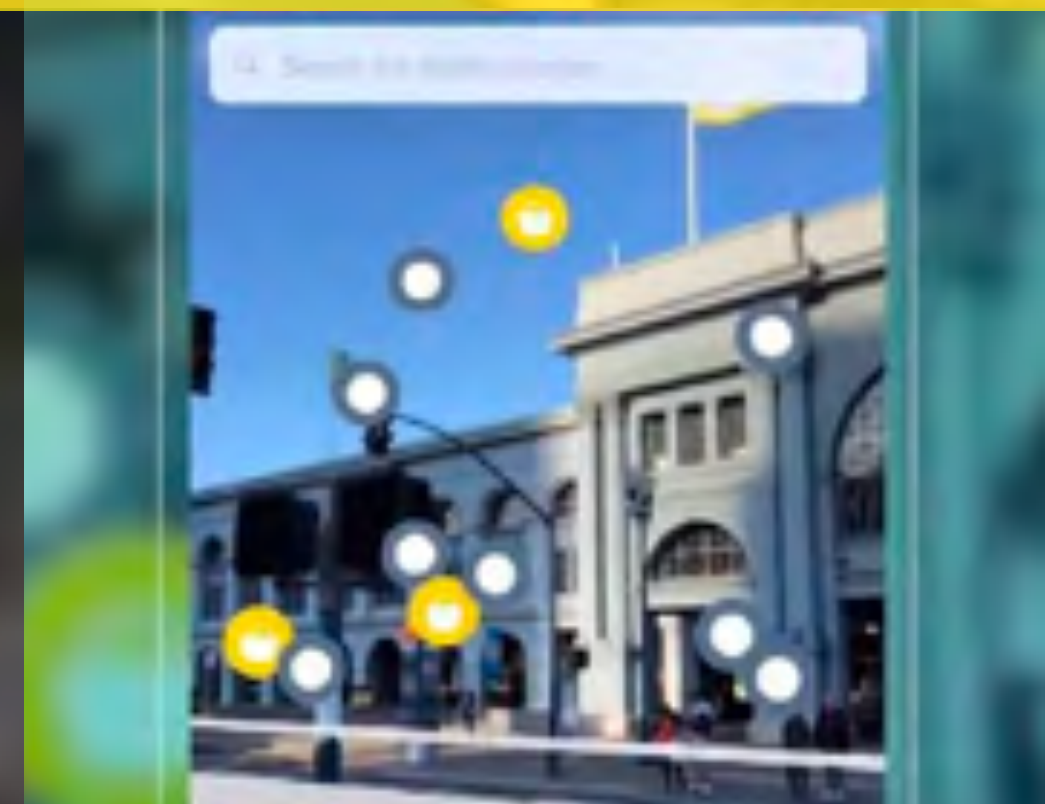
instant interface



customer support



way finding



world annotation



active print



active packaging



bogus window



marker activated

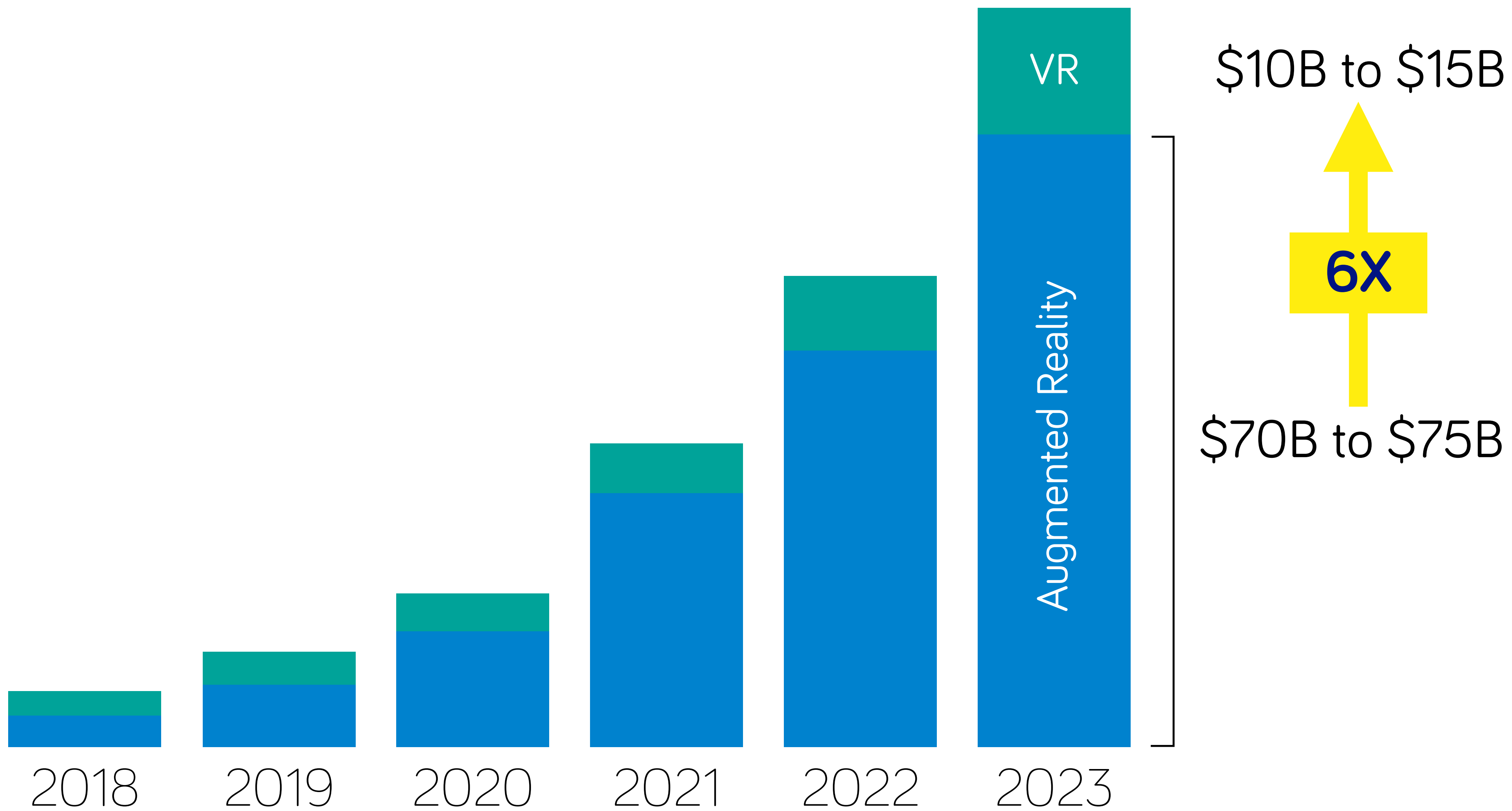


portal

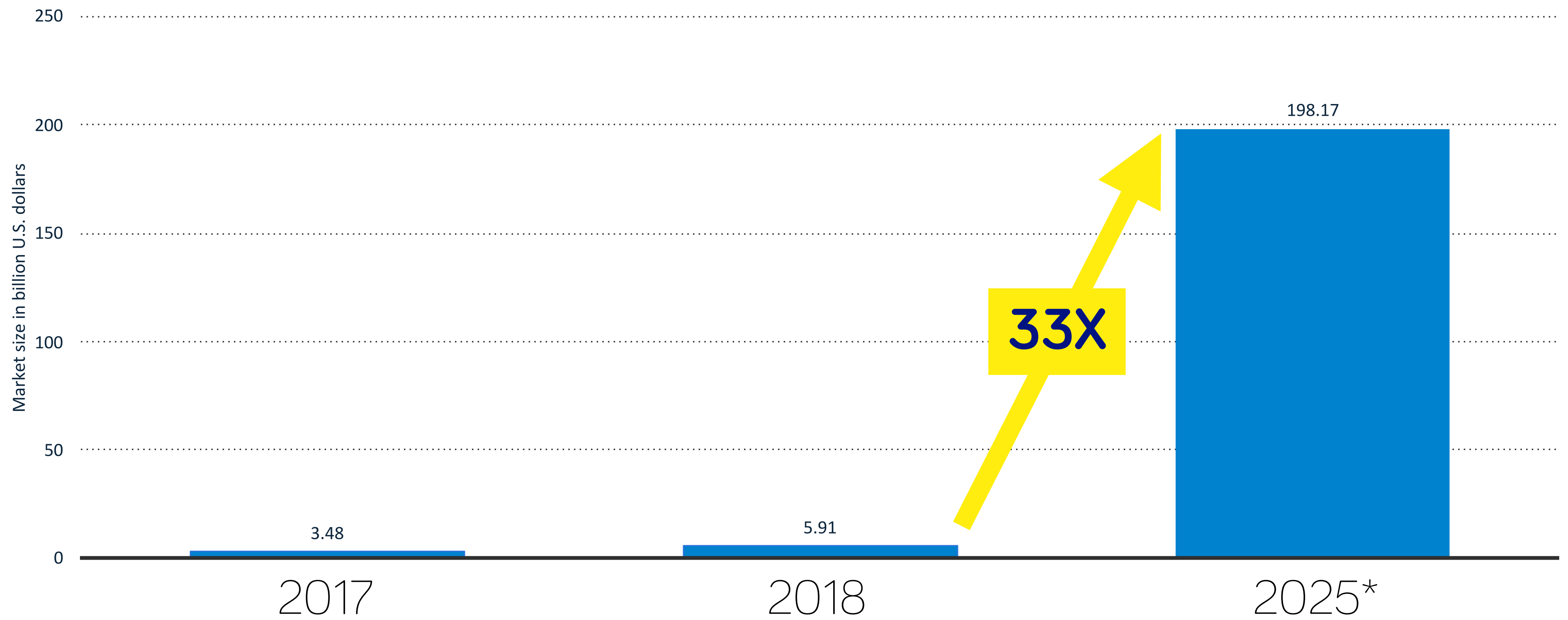
DISRUPTION



Revenue



AR market size





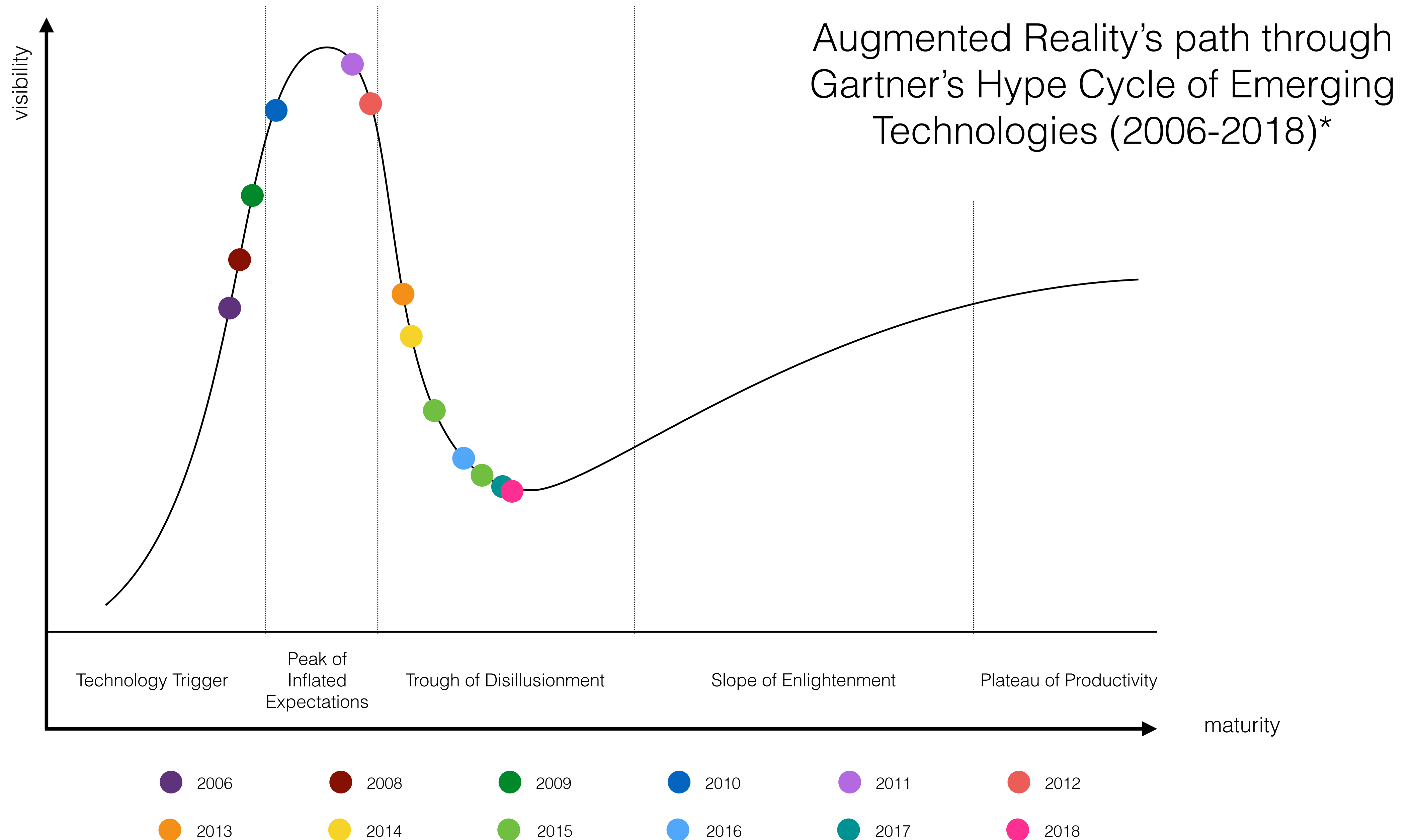
Just as the internet ... disrupted
virtually every business, AR will
cause seismic realignments”

Jay Samit, Vice Chairman of Deloitte and author of Disrupt You!

ROAD AHEAD



Gartner's Hype Cycle



*) Source: Gartner. AR is not listed as an individual technology in the 2007 edition of Hype Cycle. Last listed: 2018



2.5 Billion

mAR install base by 2024

(900 million today)



2020

2023-25

light weight

all day

premium brand





69%

*of XR professionals
anticipate mainstream
consumer adoption by*

2021-23

October 2019

A photograph of an empty parking lot with a large red 'COVID-19' text overlay. The parking lot is paved with asphalt and has white directional arrows pointing left and right. In the background, there is a multi-story building with a mix of light and dark grey sections. A prominent red rectangular area is visible on the building's facade. To the left, a tall light pole holds a 'No Left Turn' sign. To the right, another light pole has a flashing orange light and a 'One Way' sign. The sky is filled with large, dramatic clouds, with some blue visible on the right side.

COVID-19



5 SOLUTIONS

A hand holding a blue electronic device, possibly a handheld scanner or a rugged smartphone, against a dark, blurred background. The device has a screen and several buttons. The text '75% cheaper' is overlaid on the right side of the image.

75%
cheaper



REACH GEN Y/Z

JOIN THE CREW AT
MACCA'S
IN A **SNAP!**



**SCAN THE CODE
TO UNLOCK THE LENS**



ACTIVATE THE CREW LENS

Scan the code
to activate our
Macca's® Crew lens.



TELL US ABOUT YOURSELF

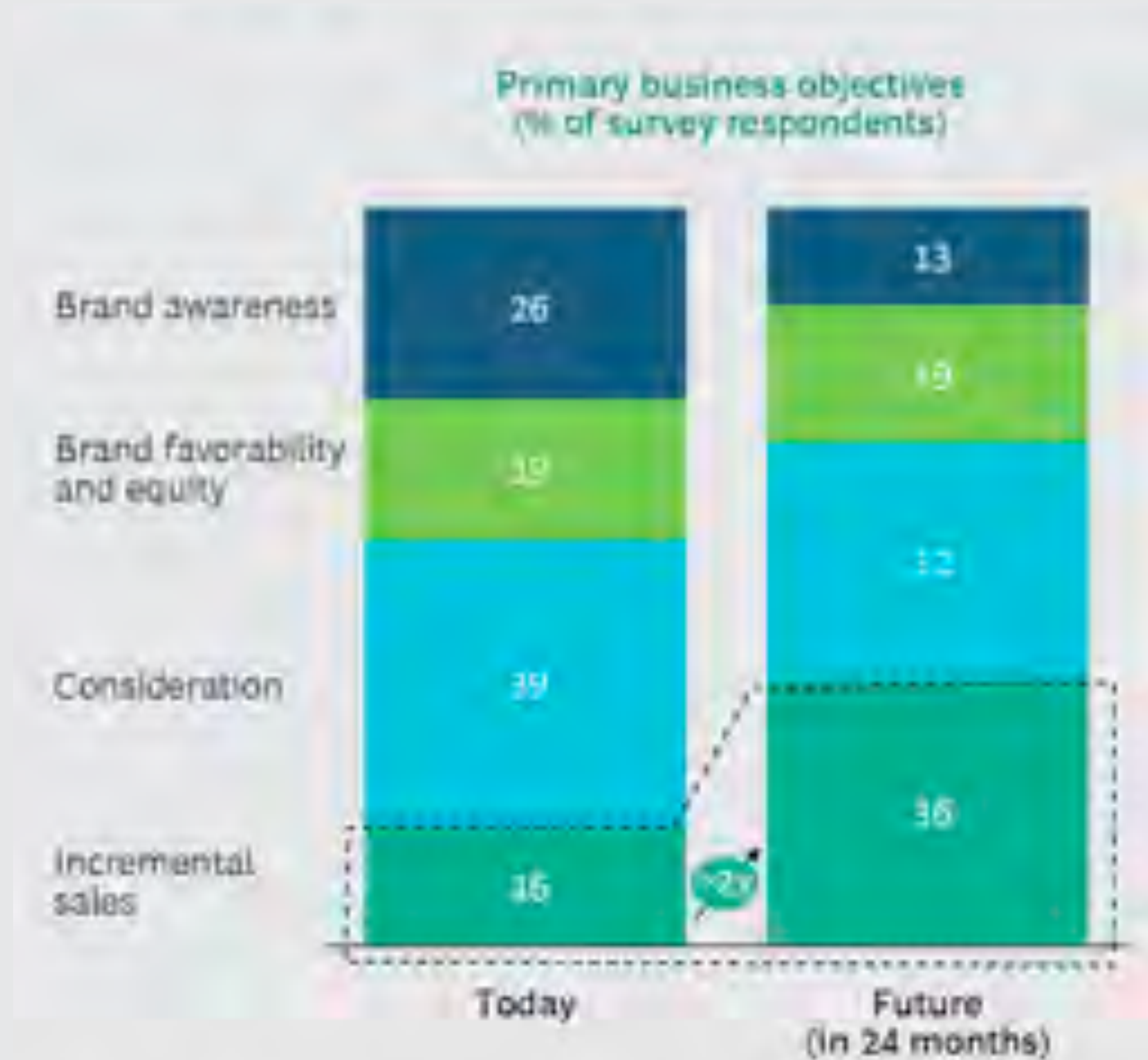
Tell us your name and
a little about yourself
in under 10 seconds.



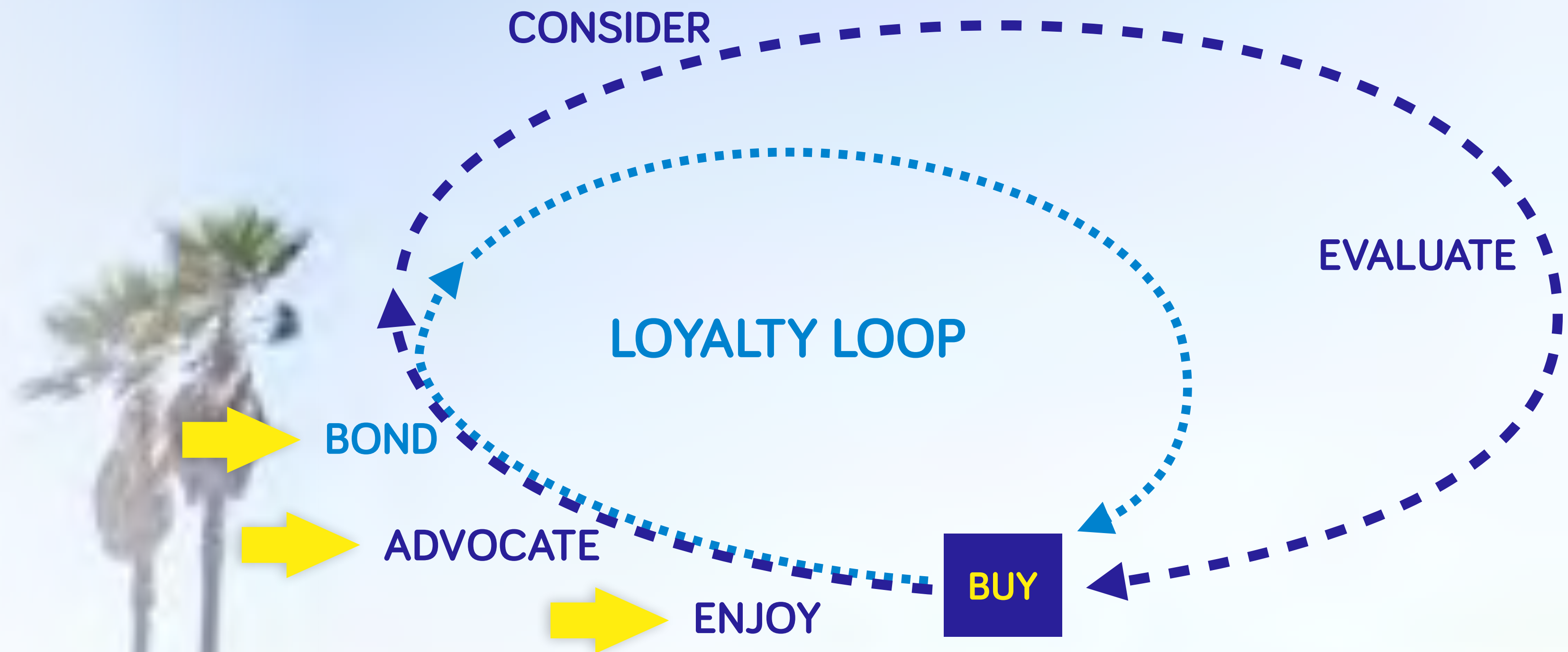
SNAP @MACCAs TO APPLY!

Send your Snaplication
to @Maccas and we'll
be in touch soon!

FULL FUNNEL



- ❖ Enact community/tribal affiliations
- ❖ Trigger advocacy/social sharing/social buzz
- ❖ Deepen relationship with brand/increase loyalty

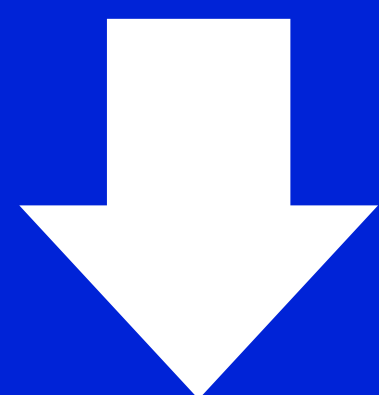




over
1M impressions
captured in
the first week



story



experience



\$750K

224

**million views
in one day**



\$3.35

cost-per-mille (CPM)

CPM for national TV: \$14.61



experience

requires

participation

requires

resonance

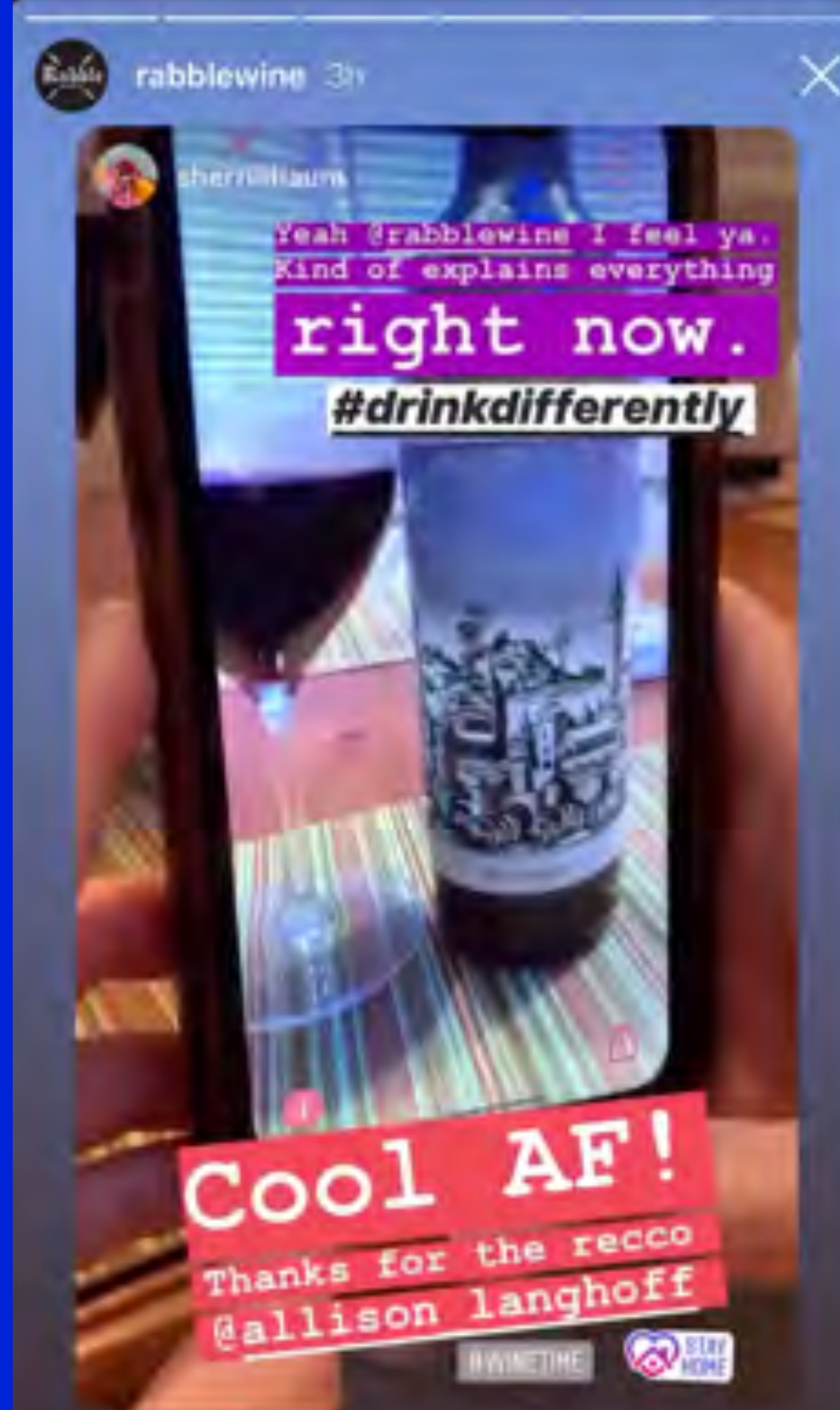


owned media

unmediated
extended self

relationships

social XP
and sharing



4 WAYS



Platform AR

(Social AR)

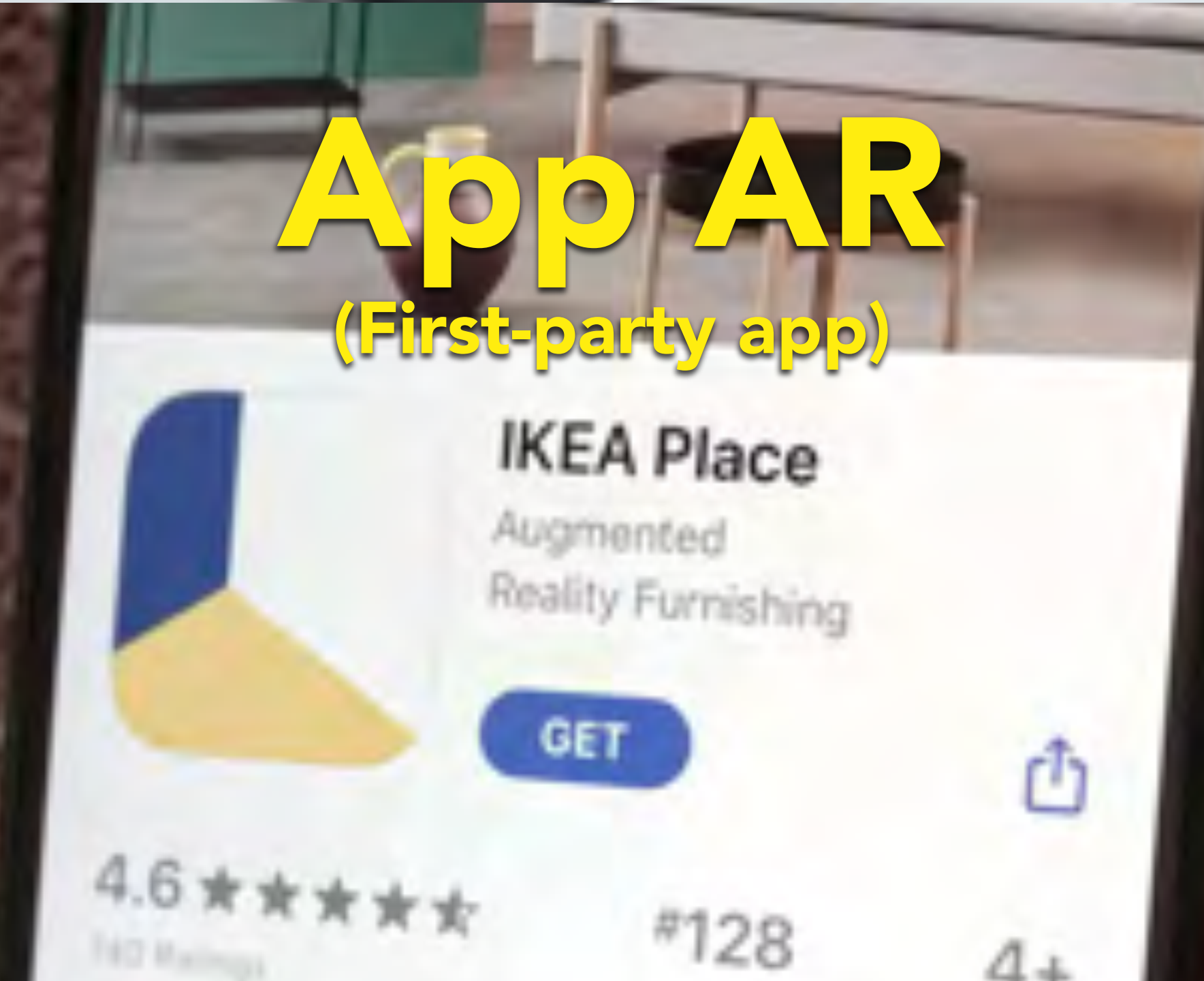


Web AR



App AR

(First-party app)



AR installations





| | | | | |
|------------------------|--|--|--|--|
| Reach | | | | |
| Cost | | | | |
| Friction | | | | |
| Flexibility | | | | |
| Effect/ Integration | | | | |

| | | | | |
|------------------------|--|--|--|--|
| Reach | | | | |
| Cost | | | | |
| Friction | | | | |
| Flexibility | | | | |
| Effect/ Integration | | | | |



| | | | | |
|------------------------|--|--|--|--|
| Reach | | | | |
| Cost | | | | |
| Friction | | | | |
| Flexibility | | | | |
| Effect/ Integration | | | | |

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|------------------------|--|--|--|--|
| Reach | | | | |
| Cost | | | | |
| Friction | | | | |
| Flexibility | | | | |
| Effect/ Integration | | | | |



16-inch model

MacBook Pro

Buy

MacBook Pro

The best for the brightest.



Use AR to see MacBook Pro in your workspace.

View in AR







| | | | | |
|------------------------|--|--|--|--|
| Reach | | | | |
| Cost | | | | |
| Friction | | | | |
| Flexibility | | | | |
| Effect/ Integration | | | | |

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|------------------------|--|--|--|--|
| Reach | | | | |
| Cost | | | | |
| Friction | | | | |
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| Effect/ Integration | | | | |



TO START

IDEAS

THREE



87%

currently exploring,
piloting or deploying
mixed reality

29%

have articulated a
vision for using
mixed reality



Competence Gap

A person is standing on the edge of a steep, rocky cliff, looking out over a vast, hilly landscape under a dramatic, cloudy sky. The person is silhouetted against the light sky. The landscape below is a mix of green and brown hills, with a winding path or road visible in the distance.

Lack of understanding impedes adoption: 58%

Cost: 29%



learn

hire my students

train employees

MKTGsquad.com



experiment

social AR

marker at event

student project



strategize

customer-centric

connect to brand

integration



fresh ideas.

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