Augmented Reality Packaging

WHITLAM GROUP
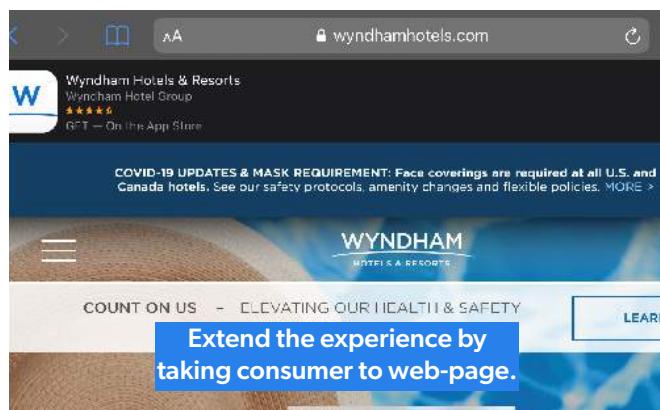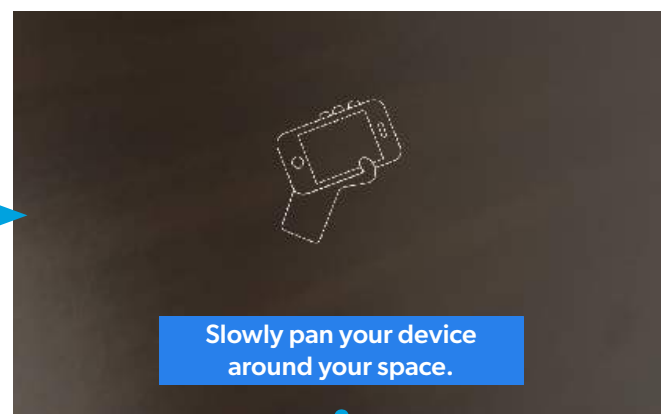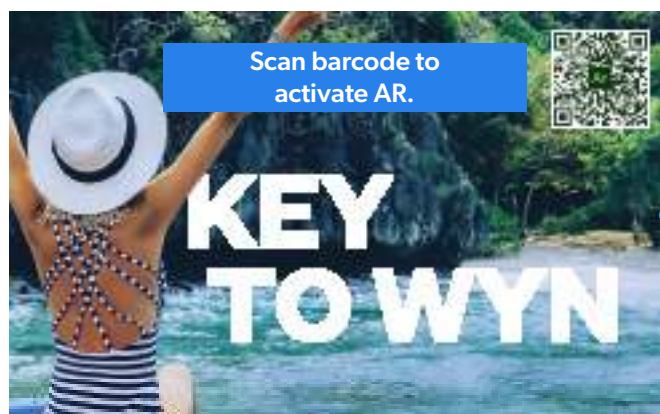
Augmented Reality, known as AR, is a concept where we use technology to superimpose virtual information on to the world that we see…

This fascinating technology can be used to enhance product packaging, improve brand loyalty, attract new customers, and stand out from competitors. AR is easy to incorporate into an **existing printing packaging** design by **utilizing the images within** the design to activate the AR. Another option would be to **add a barcode** to the design and once scanned it will activate the AR.

Scan barcode to activate AR.

Slowly pan your device around your space.

Extend the experience by taking consumer to web-page.

Interact with AR scene
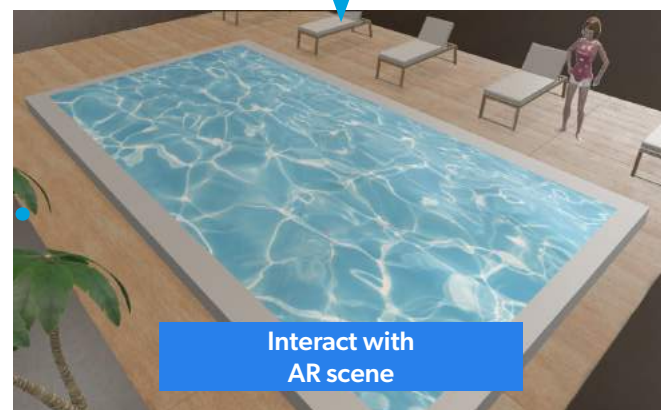
Benefits of AR include:

Virtual Space: Add virtual reality elements right onto your packaging for consumers to explore

Attract More Customers: By adding augmented reality to the label you can reach even more customers who want to explore what your brand has to offer

Improve Brand Loyalty: Using Connected Packaging product and packaging are presented in an exciting and positive way which will make consumers want to engage with them more than usual and build brand loyalty

Easy to Implement: Connected Packaging technology can be directly implemented into your existing design and decoration

Stand Out From Competitors: Augmented reality is fairly new, taking advantage of this technology now will give you a competitive advantage

Easy to Update Content: Campaigns connected to a special event or promotion can be created on short notice and updates are possible at anytime – you are always in control

Virtual Try-on

Virtual try-on can make a important difference when it comes to marketing and sales. Within seconds a customer can be presented with a realistic product that is personalized for them. Virtual products can included jewelry, clothes, furniture, plants, and much more. Product buying decision can happen much easier, quicker, and leave the customer happier and more satisfied with their buying decision.

Brands can use data collected from virtual try-on products to keep track of which products are selling the most, adjust product offering across various locations to better meet the needs of customers. Virtual try-on can also help reduce the cost that brands incur due returns of goods.

Marketing Games

Marketing Games, also known as Branded Games, are used by brands to engage with their consumers by promoting their business online. They encourage consumers to interact with the brand through interactive gaming experiences. Marketing games often include contests or sweepstakes, where the participant plays for a chance to win a prize.

Not only is this option a fun way to connect with customers and gain loyalty but it can also be a way to collect data to help lead generation and increase sales.

Coupons/Discounts

Coupons and discounts have always been to encourage consumers buy more items. They also are known for helping consumers save money, brand loyalty, help off-load older products, and help increase sales. AR takes coupons/discounts to the next level. Customers can scan products to unlock coupons, discounts, and special offer. Save that information to an online library and create a fun new way to shop.