

Picture This: Image Recognition + AR In Your Business



Nothing is better than generating some well-deserved buzz after you nail a marketing campaign. And lately, a lot of those “check out this cool campaign” news items involve the same tech: augmented reality (AR). Brands across all industries are coming up with incredible use cases for this technology, and image recognition is quickly becoming a favorite activation point for a truly newsworthy campaign.



How Image Recognition & AR Work Together

Think of image recognition as the jumping point for AR experiences. Image recognition enables the device to process the real world environment that AR lives in, which means the AR graphics can populate more realistically—as if they’re in the environment, too!

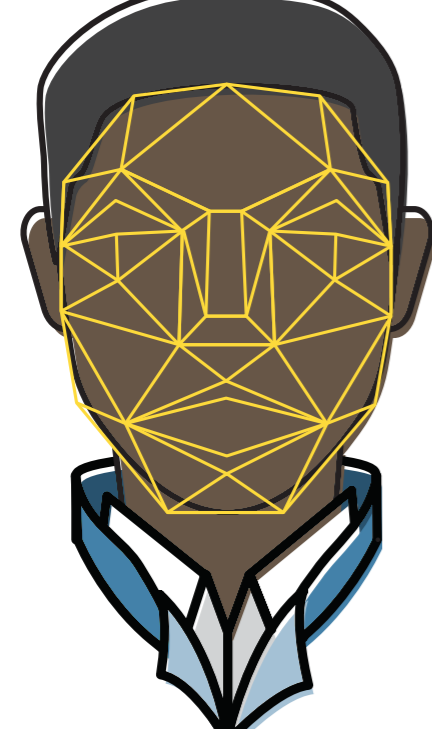


Image Recognition

It’s the subset of AI that allows devices to interpret images and “react”. This could be as simple as the ability to recognize a color or pattern, or as complex as determining whether or not auto damage was staged or accidental.

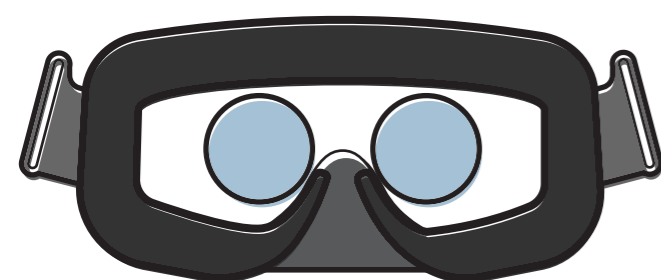


Augmented Reality (AR)

AR combines elements of the real world with computer generated graphics, typically via a smartphone. You’ve seen it in games like Pokemon GO, and in social media apps like Snapchat.

AR vs VR

Don’t get it confused: AR is not Virtual Reality (VR). VR is a computer-generated simulation that creates a new virtual world for the user to experience. It’s usually experienced via a headset.



of customers see clear benefits of AR¹



AR/VR market will grow to \$200 billion by 2022²



of mid-market companies are using AR³



of consumers are more inclined to shop with retailers using AR experiences⁴

Industries Capitalizing on Image Recognition & AR

Sporting Venues

Notre Dame fans could download the Irish Reality app to make their season tickets come to life with exclusive video content

The Washington Capitals partnered with Bud Light to bring a coaster to life and activate an interactive mobile game



Restaurants

Arbys, in partnership with the Charlotte Motor Speedway, enabled race fans to hover over a logo on their cups to make the logo come to life

Burger King’s “Burn That Ad” feature enabled app users to scan a competitor’s ad and virtually set it on fire—all with the promise of a free Whopper for every ad “burned”



CPG Brands

Wine brand Nineteen Crimes allows consumers to bring the criminals featured on their bottle labels to life and tell stories of their crimes

Nike leverages AR technology to let customers virtually measure their foot and get personalized sizing recommendations



Bring Your AR Strategy to Life



Start Small

Don’t try to boil the ocean—think of one project to start with, and make sure you’re setting goals and measuring your results against those goals along the way to know whether or not a bigger investment is worth it.



Find the Right Technology Partner

In order to get up and running quickly, you’ll likely need to find a technology partner to get you off the ground. This is going to look different for everyone—maybe you’ll want a full-fledged team, or maybe you’ll simply need to find the right platform to enable your existing team to create AR experiences. Whatever your needs are, make sure you find a partner that is well-versed in AR implementation and can help you with your launch strategy.



Make Sure It’s Adding to the Customer Experience

This is tricky, but don’t just do it because it’s cool. Make sure it’s adding to your overall customer experience! Whether you’re doing it to generate buzz around your team, celebrate the launch of a new product line, or instruct your customers how to use your product, make sure it’s something your customers will find value in. Put the time in on the front end to think these things through, and your investment will definitely pay off.

¹<https://www.fool.com/investing/2016/11/27/10-augmented-reality-stats-that-will-blow-you-away.aspx>

²<https://www.statista.com/statistics/591181/global-augmented-virtual-reality-market-size/>

³<https://www2.deloitte.com/us/en/pages/deloitte-private/articles/technology-trends-middle-market-companies-survey.html>

⁴<https://brpconsulting.com/virtual-and-augmented-reality-enter-retailers/>