

zappar

The 5 Cs for AR success



How to achieve repeatable results with your AR solutions

Over the past 11 years of working with the world's biggest brands to deliver 1,000s of AR campaigns, what we have found is that the success of an AR campaign can actually all come down to the process and communication.

So we've developed a framework for creating successful AR campaign activations, The Five Cs.

(In most cases, these 5 points actually have little to do with technology, and everything to do with great planning and execution.)



The who, what, where and why.



It's all about the scanning environment.



How your user accesses the content, and most importantly why they should.



Think inspiration, information & incentivisation.



Your internal and external education.





You need to consider the context in which your user is going to be scanning your experience trigger.

- Who's going to be scanning this kind of trigger? Who's your user?
- What is it you're asking them to scan? Is it a sign, is it your product packing?
- Where are they going to be when they scan this item?
- When are they going to be scanning?
- How are they going to go about scanning it?

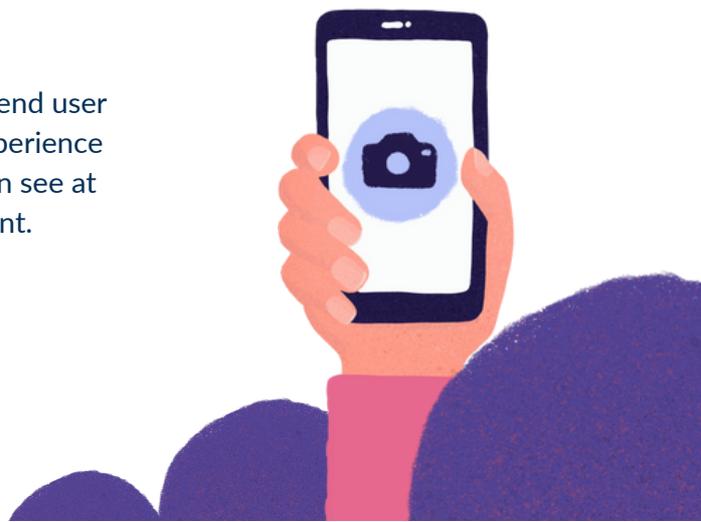
Put yourself in the shoes of your end user in the exact moment of assistance and ask yourself what that moment would feel like: do you have a hand free at the moment, good network connectivity and the dwell time to make it a positive scanning experience?



How well can we control this context:

- The lighting
- The image being scanned
- The distance of the user from it
- Occlusion
- The acoustics
- File size

The more control we have in that context the better the end user experience. Remember that when it comes to AR, the experience will only be as good as what the camera on the device can see at that scanning, detection, initialisation and tracking moment.



all to Action

Make sure the Call to Action clearly tells people HOW to scan and WHAT they are going to get for their efforts. Make sure the CTA is connected to the image or place you're asking people to scan. The greater the distance from CTA to scanning moment the greater the drop-off in activation. Getting the CTA right is crucial.

This is the C that on the surface seems the simplest to get right but 9/10 is left too late or not thought about deeply enough. Remember that no one is looking for (or cares about!) your AR experience so be very clear about what you are asking them to do and what they're going to get.

This experience is a great example of a really clear CTA, the user understands what they have to do and what they will get from the experience.



The experience itself also offers content with unique value offering a series of puzzles and games to unlock for a chance to win prizes, as well as recipe ideas and an avatar creator.

Content

Make sure the content you are delivering is valuable to your users and could not have been more easily accessible or better delivered by just going to your website or YouTube channel. Reward them for their participation with digital value add or real world value (sweeps, coupons etc.) and offer levels of immersion, engagement and interaction that make AR so powerful.

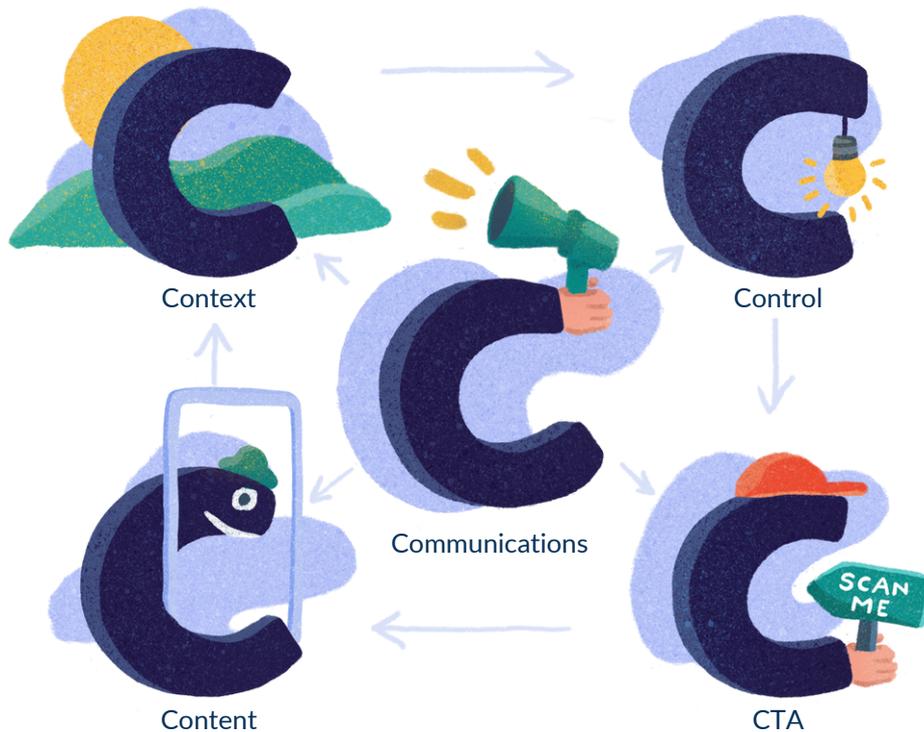
Scan to play Kings Hawaiian's pineapple bowling game





ommunications

Make sure to leverage your other comms channels to tell people about this new camera capability (through POS, Print, TVCs, social, online ads, influencers, PR, internal comms etc.). This is a new behaviour for your audience so help them understand the benefit and how they can participate. Remember, beyond your core consumers, your internal audience and sales staff are your most powerful advocates for spreading the message.



zappar

Looking to get started with your own AR project?

[Get in touch today >>](#)