

# Immerse in Every Moment with AR

## AR Activation Guide for the

## Festive Shopping Season



# The 2022 Shopping Season Will Bring

New Challenges:

## High inflation







### High consumer expectations



## AR provided an **INCREASET** in Ad Recall amongst shoppers

# AR solves real

# shopping season

early in their Purchase journey.

#### Returns

2/3 of shoppers would be less

# business problems.

likely to return a product as a result of using AR.

## Brand / Product Loyalty

<sup>1</sup>Beginning: Exposed N = 677, Control N = 604; Beginning: Those who are not immediately considering purchasing the category, ↑ = Statistical significance between Exposed and control groups at > = 90% confidence level 2022 Alter Agents study commissioned by Snap Inc. and Publicis

## of shoppers feel more confident in their purchase when using AR.



# Make It Personal to Make a Difference

# Frames for every day of cozy season

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of consumers expect companies to deliver personalized interactions.<sup>1</sup>





of brands are more likely to be considered if they have a branded AR experience.<sup>2</sup>



1. The Future of Virtual Reality Marketing and the Consumer Experience, The Future of Marketing Institute, Nov 2021 2. 2021 Global Deloitte Study commissioned by SnapInc. Base = People who use AR all the time (n=1,760)



# What's more personal than...







#### your face

#### your space

#### your life



# Snapchat Has Unmatched Immersive

Experiences

#### **AR Immersion Compared to Competitors**





# AR Has a Role in Every Stage of the Purchase Journey

#### **Delivery + Creative =**



#### CONSIDERATION

#### CONVERSION



## Awareness

## Stop your audience in their scroll.





#### Product Visualization

#### Inspire Creation

Spark Interests

Surprise and Delight

Spread Holiday Joy



# AR Grows Brand Awareness

#### Global BrandIndex® Effectiveness





#### Total Media Snap AR TV Other Social

Nielsen analysis commissioned by Snapchat, April 2018 - April 2021



# Consideration

## Don't just personalize. Give your audience hyper-personalized

### shopping experiences.

AWARENESS

CONSIDERATION

## CONSIDER THESE AR APPROACHES



#### Product Immersion

#### AR Customization

AR Quiz

Virtual AR Stores



## Conversion

## Accelerate and promote purchases.





#### Catalogue AR Lenses

#### An Actionable CTA





Snapchatters who experienced a shoppable Lens were



more likely to purchase than those who didn't.

Snap Inc. internal data Q2-Q3, 2020

# Make Any Lens Shoppable





# Immerse in Every Moment

With Snap AR



#### Add Snap AR to your campaign to:



Deliver on high consumer expectations with personalized experiences

Stay top-of-mind from

#### September through January

Break through the clutter and drive conversion for higher ROI



