

Research on Brand Interactive Communication Based on AR Technology

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Abstract

AS a new media technology, AR has its own advantages in brand communication activities of enterprises. It can bring consumers a powerful sense of sensory experience and participation, better attract consumers' attention. With the help of AR technology, we can carry brand interactive communication out in novel ways such as AR advertising, AR packaging, AR online shopping experience and AR games. Restricted and influenced by supporting hardware equipment, development cost, creativity level and other factors. AR technology faces many challenges in brand interactive communication.

Keywords

AR technology, Brand communication, Advantage, Challenge.

1. Introduction

Augmented Reality (AR) technology is a new man-machine interaction technology. It uses computers to simulate the physical information such as vision, hearing and touch difficult for people to experience in the real world, generates a realistic virtual environment, and then integrates it with the real environment, so that the audience can get vivid sensory experience beyond the reality. In their book Introduction to Augmented Reality Technology, American scholars Gregory Kipper and Joseph Rampolla summed up augmented reality (AR) technology as three characteristics: the combination of real scene and virtual information, real-time man-machine interaction, and application in a three-dimensional environment. [1]

In recent years, AR technology has developed rapidly and gradually moved into various fields. In brand communication, AR technology also shows unique advantages, it offers a brand fresh way for brand communication. AR technology can bring consumers more surreal sensory experience and a powerful sense of participation because of its combination of virtual and real, three-dimensional image of information presentation and immersion interactive way. It can please customers, enhance the interaction between consumers and the brand, and enhance the brand's communication power and influence.

2. The Advantages of AR Technology in Brand Interactive Communication

As a new media technology, AR brings people a fresh way of information presentation and more interesting interactive experience. With its advantages, AR technology will play a new role in brand communication.

2.1. AR Technology Can Make the Brand Three-Dimensional, Vivid and Interesting, and Enhance Consumers' Sensory Experience of the Brand

Consumers' consumption is a process of constantly seeking for sensory experience and enjoyment. AR technology can break through the space limit, carry out personalized and panoramic display of the brand, and bring consumers the strongest visual satisfaction and brand pre-experience. It can combine the actual picture with the virtual scene, and provide

clients with a powerful sense of surrounded reality through the simulated "real scene". [2] By using the virtual reality of AR, we can transform the complex logical content into a vivid virtual image. It can strongly stimulate customers' perceptual experience and deliver brand value to them. For example, in an exhibition or brand release, with the help of virtual and real interactive experience, AR can visually display product and brand information, simulate the details and creativity that cannot under real conditions, and make brand exhibition or release more intuitive and vivid.

2.2. AR Technology Makes Brand Experience Interactive, Which Can Bring Consumers A Powerful Sense of Participation and Enhance Their Brand Recognition

For consumers, the biggest difference between AR brand communication and traditional communication is the sense of experience and participation. From the most traditional outdoor advertising, to print media, to today's digital media, in terms of consumer experience, customers are mostly passive and have a low sense of participation in these modes of communication. AR technology can make the static scene "move". It makes the flat and static information three-dimensional and dynamic, and can connect the brand and users through multiple channels, thus shortening the time and distance between the brand and users. AR technology integrates display, interaction and sharing, which can bring clients a powerful sense of participation. It enables consumers to have zero distance contact with the brand and feel brand information in the immersion interactive experience. The application of AR technology can integrate brand communication into the fun of interactive experience, improve customers' favorable impression of the brand, and deepen users' brand memory.

2.3. AR Experience of A Brand Can Further Enhance Brand Communication Through Extensive Sharing on Social Platforms

AR is a modern technology and a new communication tool. In brand communication activities, when the novel AR technology is closely connected with consumers, social hot spots will naturally form. Thousands of customers can have an AR experience on their phones or tablets. Novel AR experience will bring emotional interaction and communication between the brand and users as well as between users, and will make experiencers become spokesmen of the activity immediately. Take photos of the interactive images and share them on Micro-blog, Wechat and other social platforms through the built-in photography function of mobile phones or tablet computers, which will spontaneously promote the secondary communication of the brand. Through the cyclic process of "AR experience -- sharing on social platforms -- word-of-mouth communication -- re-experience", the brand communication is further enhanced.

With the combination of AR technology and modern social media, novel and interesting forms of communication have changed the traditional point-to-point information transmission mode, and directly achieved the effect of point-to-surface group communication. It reduces the cost of product publicity and maximizes the effect of brand communication.

3. Application of AR Technology in Brand Interactive Communication

3.1. AR Advertising

AR advertising is another form of advertising based on AR technology. AR advertising realizes the transformation of information from "passive reception" to "active discovery". It can seamlessly integrate other advertising channels into interactive advertising campaigns. It also grants the former non-interactive media such as video and printed matter to be transformed into highly interactive media through AR activation, which can actively arouse the curiosity of the audience. Nowadays, with the maturity of AR technology, more and more enterprises that

are tired of traditional advertising gradually break away from the traditional communication mode that only relies on creative design or advertising language to attract consumers, and generate higher acceptance for AR advertising with novel forms.

3.1.1. AR Outdoor Advertising.

Using AR technology gives new vitality to traditional outdoor advertising. Through AR technology, real environmental information and pre-stored virtual content are combined to present eye-catching virtual audio-visual images on the screen, which can quickly attract the attention of on-site audiences. [3] The combination of AR technology and electronic display has subverted the customary form of outdoor advertising. Consumers no longer just passively watch advertising, but become the protagonist in AR advertising. In the positive interaction with advertising content, brand image is quietly integrated into the hearts of customers.

Pepsi, for example, once set up an outdoor advertising screen for AR at London's New Oxford Street bus stop, and implanted virtual monsters and alien elements into the actual scene. It shows a simulation of satellites hitting Earth and aliens capturing passers-by, and attracted the attention of passers-by successfully. They took pictures of the game and Shared and discussed it on social media. With the help of AR technology that gives people intense sensory experience, this creative outdoor AR advertising has successfully attracted the attention of passers-by. [4]

3.1.2. AR Advertising on Smart Phones

Such advertising mainly takes smart phones as the carrier, mostly in the form of interesting game, virtual animation and so on. They use the phone's built-in camera to capture information about the actual environment, and then combine digital graphics to present an augmented reality picture on the phone's screen. [3] Boring print advertising will become fresh and three-dimensional when traditional newspaper advertising is infused with AR technology. They have proven to readers in the form of animation, which really makes newspaper advertisements move.

3.2. AR Packaging

In the era of "everything is the media", commodity packaging has risen from a necessary external product protection measure to an important brand communication strategy of enterprises, and become an effective weapon to spread the brand image and stimulate consumers' purchase desire. Nowadays, AR technology has penetrated into every aspect of people's life, and commodity packaging is no exception.

Traditional product packaging is mainly in the form of printed text and graphic pictures, and we expect the content information and form to be very limited. Outdated product packaging is flat and single for product presentation and display, while AR technology brings a new world to product packaging. In the process of product packaging design, enterprises can reasonably add virtual content about the brand on the product packaging. Depending on mobile phones, tablets and other carriers, AR technology can upgrade the traditional commodity packaging form from 2D manifestation to 3D three-dimensional form, expanding the dimension of commodity packaging and including more product and brand information. The application of AR technology in commodity packaging can realize the superposition of virtual digital information of the brand with real product packaging information, increase the information of traditional product packaging, further deepen consumers' cognition of products and brands, and improve their brand memory.

3.3. AR Online Shopping Experience

AR technology can realize the combination of real and virtual scenes, offline and online scenes, which can help make up for the lack of consumers' online brand experience, increase the interest and interaction of offline and online brand communication activities, attract more consumers' attention, and expand the influence of brand communication activities.

For online e-commerce platforms, AR technology can make virtual online goods realize the scene display effect of 3D virtual image. It makes the online display of goods touchable, bring great convenience and fun to consumers.

3.4. AR Game

The game is the most common application form of AR brand communication. Enterprises can develop AR fun game for the brand to spread, and create their own brand IP. By scanning the brand logo on a smart phone, consumers can open an interactive AR game and exchange different prizes through the game. AR game is an interesting communication activity to draw the attention of young consumers. Through AR game, we can communicate with consumers, grab their attention, deepen brand impression and promote product sales.

4. The Challenge of AR Technology in Brand Interactive Communication

In brand communication, AR technology has unique advantages. With powerful interactive functions, it can improve the level of user experience. AR technology is a relatively recent technology. Although it is relatively mature, supporting hardware equipment, development cost and creative level factors will restrict the promotion and application of AR technology in brand interactive communication.

4.1. The Challenge of Supporting Hardware

At present, AR brand communication is mainly carried out through mobile terminals such as mobile phones and tablets. Because of the limitation of mobile devices, the content of brand communication can only be put on the mobile screen in the form of 3D, which has a great impact on the content performance and visual impact. Therefore, we should research and develop products that can put AR out of mobile devices. Only in this way can brand communication go further in the mobile terminal.

4.2. The Challenge of Higher Development and Utilization Costs

As we superimpose AR on a three-dimensional environment, it involves a large number of model animation and special effects. In addition, AR technology is still in the development stage and the industry is still in the early stage of development, so the development and production cost of brand AR communication content is relatively high. All these are not conducive to the promotion of AR technology.

4.3. Challenge of AR Creative Level

The biggest characteristic of brand AR communication is "creative". The combination of AR technology and creativity can serve the pursuit of "freshness" in brand communication. At present, the most urgent problem for the development of domestic AR communication is the creative problem of AR. We should change the practice of blindly following and imitating excellent foreign AR creative ideas, make bold innovation, and make efforts to realize the localization of AR creative ideas, reflect Chinese characteristics and local regional advantages. In this way, we can better serve the brand promotion of Chinese enterprises.

5. Conclusion

To sum up, as a visually reforming technology, the continuous development of AR technology also reflects its great value in brand communication. More and more enterprises are testing the blue ocean market of brand AR communication, trying to carry out brand communication by novel means such as AR advertising, AR packaging, AR online shopping experience and AR game. But it now, there are many factors restrict and influence the AR technology in brand's application communication activities. AR technology still needs to be improved in many aspects,

and the AR communication of the brand should be innovated constantly in terms of experience form to enhance the sense of reality of experience.

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