

## 5 BRANDS AUGMENTING BUSINESS RESULTS WITH **AUGMENTED REALITY**

Augmented reality (AR) has reached a whole new level of brand and consumer adoption. As online shopping and social commerce behaviors accelerated over the past two years, AR became a critical tool for helping consumers see products in a more granular and contextual way.

Over time, we've seen use cases and success stories expand to new product categories, new environments and new promotional strategies. With this Hit List, we'll spotlight the retail brands that have been able to optimize the AR experience and see tangible results, including:



Higher conversion rates and average order values



Reduced return rates



Increased social engagement



Improved mobile app downloads

01

CATEGORY: **EYEWEAR**

**Bollé**, a French sports and lifestyle eyewear brand, has rolled out several successful social media campaigns that have AR at the center. **In a winter campaign, the company saw a 456% year-over-year sales increase for its Nevada goggles and Ryft helmet.** But for its latest campaign, Bollé focused on the release of the brand's Volt+ lenses, which are specially designed to create high-contrast visuals that enhance all colors and provide a better depth of perception.

Bollé partnered with **M7 Innovations** and **QReal** on a campaign designed to help people experience this proprietary eyewear tech firsthand. Aptly called "Rediscover Earth," the campaign allows users to virtually try on **15 SKUs** via Instagram and through a mobile marquee lens. They can see not only how they look wearing specific frame styles, but also how the lenses impact their visual experience.

Want to see what we mean? Try Volt+ AI-designed lenses by [following this link](#) using your mobile phone, or scan the QR code.



02

CATEGORY: **FOOTWEAR**

**New Balance**, the sports footwear and apparel brand, partnered with **Snapchat** to drive awareness and purchases for its partnered collection with NBA star Kawhi Leonard. Together, the companies launched a multi-ad product campaign targeting Snapchat users 13 to 24 years old interested in fashion, fitness and sneakerhead lifestyles. At the center of the campaign was a Shoppable AR Lens that helped users virtually try on different sneakers from the Kawhi Leonard x New Balance collection.

New Balance and Snapchat crafted multiple paths to the AR Lens. Consumers could either swipe up to shop the New Balance website and make a purchase, or they could "swipe up" on Snap Ads featuring different sneakers from the collaboration and click an option to try them on using the AR Lens. The New Balance x Kawhi Leonard try-on Lens reached more than **7.3 million** Snapchat users and, on average, these users tried on sneakers for **20 seconds**. Up to **250,000** Snapchatters swiped up to the New Balance website to further explore the sneakers. Ultimately, the campaign inspired sales, driving a **3.3%** purchase lift with a **\$55.68** cost per incremental purchase.

03

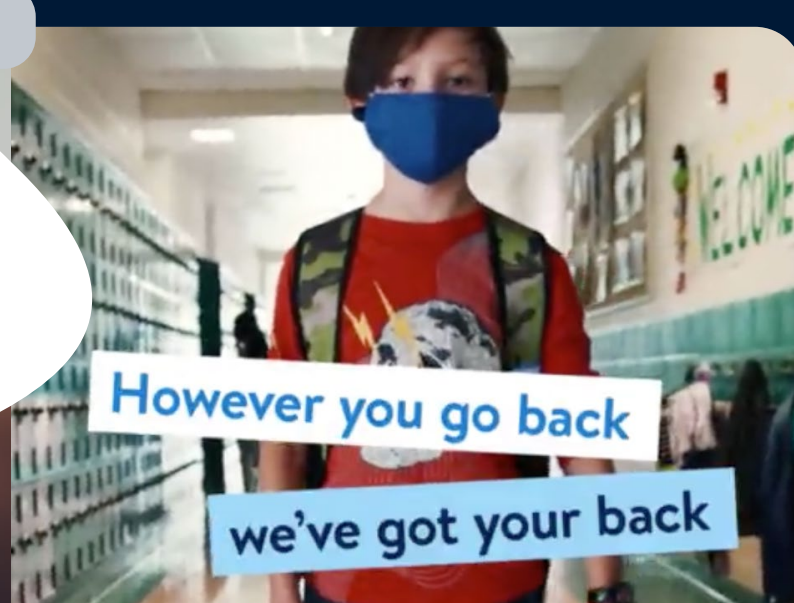
CATEGORY: **COSMETICS**

While many brands and retailers have embraced AR to make online shopping more accurate and trustworthy, **MAC Cosmetics** implemented the technology to digitize a new store concept. In its New York City concept store, which was developed in collaboration with **Valtech**, MAC included a multitude of tech-driven features design to make the in-store experience engaging and even contactless.

Most notably, the store touts **16 virtual mirrors** that are powered by AR technology. The mirrors provide several "looks" that consumers can shop and virtually "try on" before they dig for products or ask an associate for assistance. The new concept was launched in the fall of 2020, when beauty retailers had to mix try-on services and testing tools. Thanks to AR, data analytics and RFID, MAC shoppers simply picked up an item to trigger the digital try-on experience, allowing them to see their real-time reflection with the lipstick, foundation or eyeshadow overlaid.

If you want to learn more about how MAC brought this experience to life, [watch this session from the 2020 virtual Retail Innovation Conference](#).

04

CATEGORY: **BIG BOX**

**Walmart** wanted to drum up buzz for back-to-school and knew it had to think big. The big box retailer partnered with Snapchat to harness its suite of **ad solutions** to engage parents and kids alike and bring its tagline to life: "However you go back, we've got your back."

The campaign included the following components:

- An AR Lens that allowed users to try on back-to-school products from key brand partners;
- Audience Filters to generate audience excitement by boosting social shares and word of mouth; and
- Camera ads and vertical video commercials to reaffirm the campaign messaging.

Walmart saw positive results from the campaign, largely in awareness and engagement metrics. For instance, the retailers saw an improvement in ad awareness, brand association and recommendation intent.

05

CATEGORY: **MALL DEVELOPER & LANDLORD**

**Brookfield Properties** has partnered with **The ARIA Network** to use AR technology in all **100+** of its shopping centers. The partnership gives ARIA exclusive rights to Brookfield Properties' "virtual air space," which spans **150 million square feet** across all locations. Brands, especially tenants, will be able to tap this space to create exclusive AR content.

Enhanced AI capabilities empower shoppers to quickly access rich content and information about the mall, its brands and associated deals, offers and recommended products. This integrated approach to marketing and advertising is designed to help improve dwell times, foot traffic and overall revenue for tenants. Brookfield Properties also will be able to access more granular first-party data around shopper intent, behavior and the overall impact of AR experiences, which will lead to improved campaigns and activations over time.

## ABOUT THE AUTHOR



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Alicia is an editor-turned-content marketer, with a passion for all things focused on digital-powered experiential retail.