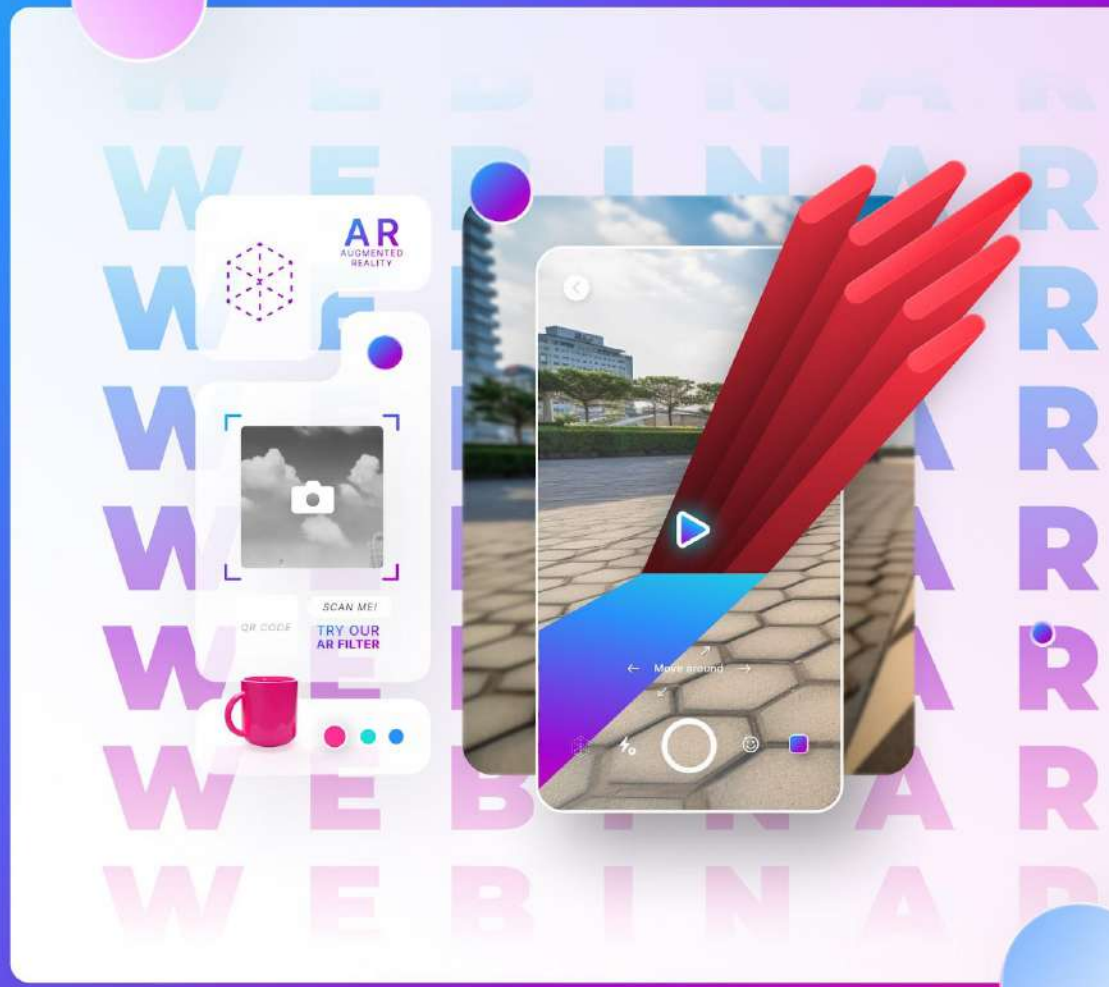
WEBINAR

The AR Effect

Meta | SHUTTLEROCK



Dani Larimer
Director, Global Partnerships
at Shuttlerock

SHUTTLEROCK

Dan Moller
Creative Strategist - AR
Specialist at Meta

Meta

Meta
Business Partner

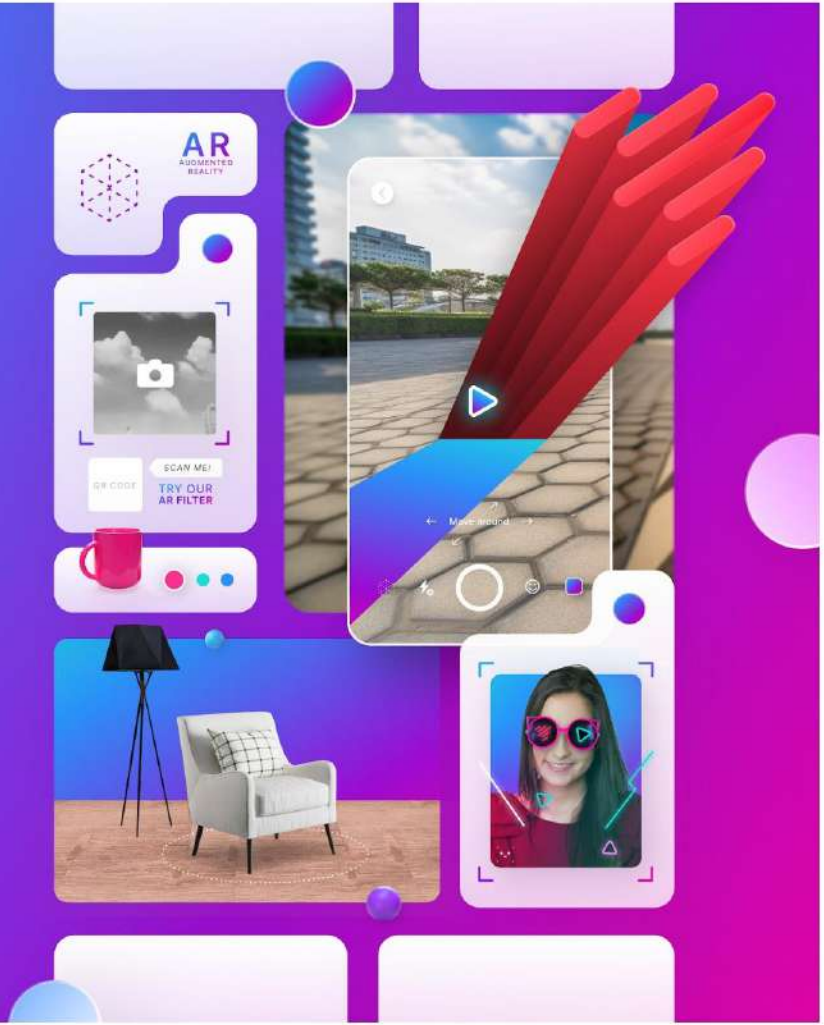
Understand the **basics of AR**, how it'll **benefit your brand**, and how easy it is to get started.

TODAY'S AGENDA

1. AR in our digital world
2. How AR benefits advertisers
3. Building for impact
4. Looking ahead

SECTION ONE & TWO

AR in our digital world



AR is all around us

We live in a world where static and video ads work alongside interactive placements.

The technology for more immersive brand experiences is here and consumers are already using it.

Demand for AR experiences is expected in our day-to-day lives and it keeps growing.

84% of consumers want to use AR to interact with a product before buying, presenting a huge opportunity for brands.

Source: Augmentality Shift Report, 2022

AR is a part of everyday life

Anyone who has a smartphone can leverage AR to interact with products and brand experiences when and wherever they want.

60% of smartphone shoppers already **expect** brands and retailers to offer AR for shopping.

Source: IAB, AR Buyers Guide 2023

The advertising landscape has changed

More competitive among brands

Consumers are less brand loyal

Consumers expect a personalized experience

Stand out with AR to stay relevant and competitive

97%

of brands on the Forbes Most Valuable Brands list have used or are currently using AR.

Source: IAB, AR Buyers Guide 2023

Augmented ***Reality***

Home Men Women Brand Login Cart

AR is Bridging a Gap in a digital-first shopping world

Whether your focus is ecomm, favourability, sales, leads, etc. AR presents a unique opportunity to connect with consumers in an accessible way.

EXPLORE SHOP

61%

of U.S. adults surveyed said that AR has influenced where they shop.

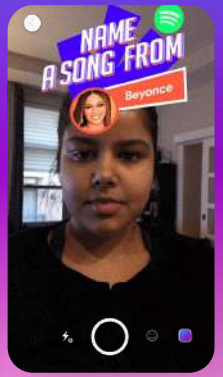
40%

are ready to pay more if they are getting an AR shopping experience from the retailer.

Source: Forbes, Retailers Have A Lot To Gain From AR and VR

Applications of AR in eCommerce

Think lipstick try on, viewing furniture in your living room, trying on clothes, or testing new hair cuts, consumers are experiencing products through AR before they purchase them.



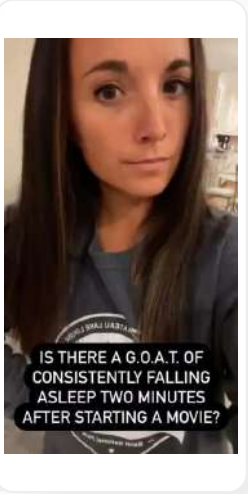
Activate AR for any objective

Upper Funnel: Encourage discovery by creating a new universe that combines the real world with the brands world.

Mid Funnel: Immerse consumers and retain their attention through interaction.

Lower Funnel: Turn inventory into AR so consumers can try before they buy

Awareness



Source: Silk, Meta

Consideration

Direct Response

Source: Avon Czech Republic, Meta

Brands are leaning into AR to increase their footprint

The Spanish eyewear company Meller wanted to drive more online sales while reducing the average cost per purchase through its digital campaigns. Meller ran augmented reality ads with a try-on feature so consumers could see how they looked before purchasing.

4x

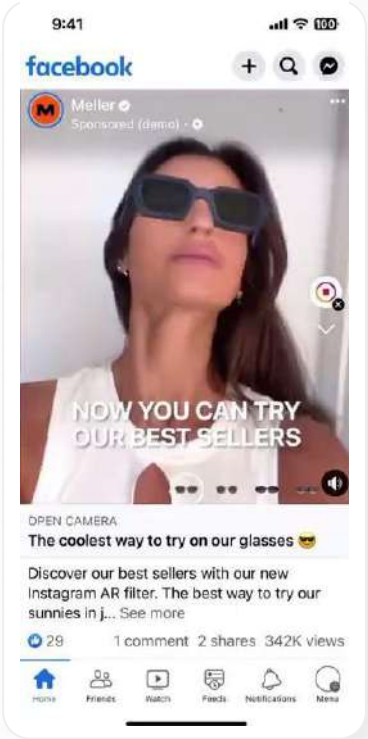
increase in incremental conversions for campaigns including augmented reality ads, compared to campaigns without.

74%

decrease in cost per purchase for campaigns including augmented reality ads, compared to campaigns without.

3.7x

increase in purchase lift for campaigns including augmented reality ads, compared to campaigns without.



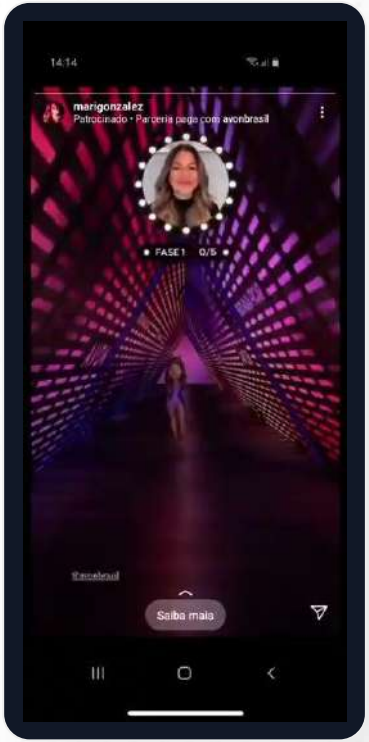
Source: https://www.facebook.com/business/success/meller

The Value of Immersive Ads

In a Meta study, campaigns that incorporated AR effects had a 59% lower cost for driving awareness compared with the BAU only campaigns.
The campaigns that incorporated AR ads delivering nearly triple the boost in brand lift.

59%

lower cost for driving awareness compared with BAU only campaigns.



Source: https://www.faceboaok.com/business/news/insights/groundbreaking-ar-ad-study-quantifies-the-value-of-immersive-creative

AR is a game changer for brands

Brands can create immersive experiences, encourage consumers to virtually try out your products or interact with your services in an inspiring accessible space.

Accessible technology

AR is at the tips of your customers fingers, accessible via their smartphones and being used in everyday life already.

Customer demand

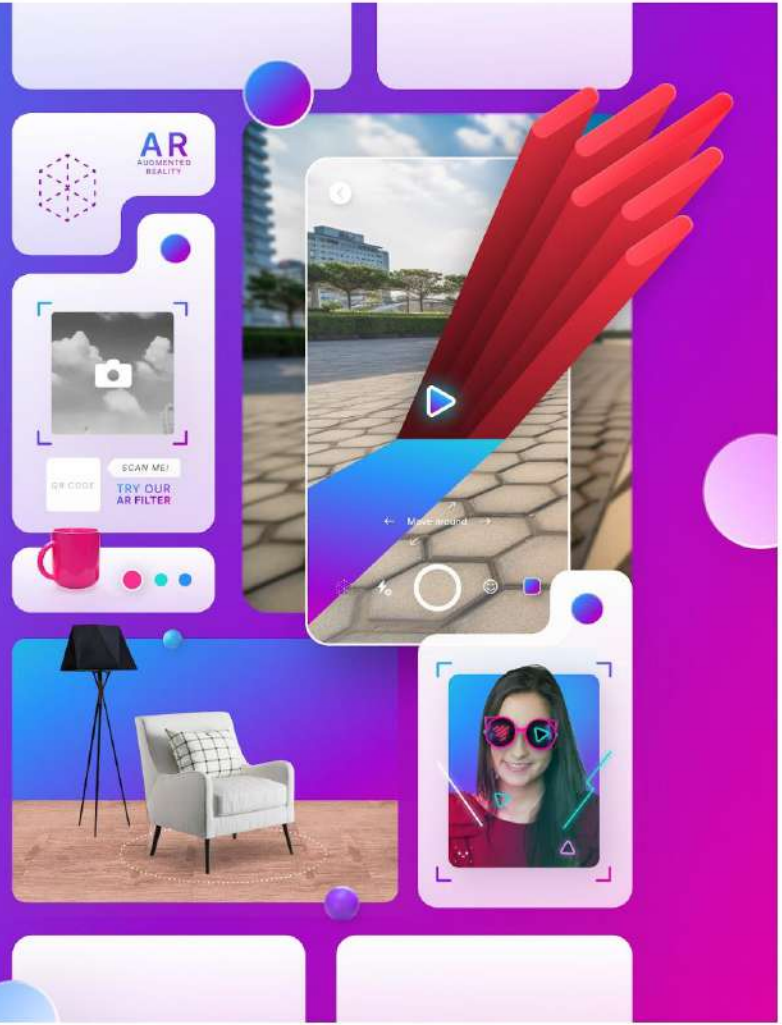
Your customers are seeking and expecting AR experiences along their journey and it can be used for all stages of the marketing funnel.

Gets performance results

In Meta's ground breaking study, campaigns that include AR perform better than those that don't.

SECTION THREE

Building for Impact



AR on Meta

Augmented reality ads are only available on mobile. They don't appear on the desktop version of Facebook Feed or in other placements.

Your ads can use augmented reality camera effects to let people interact with your products and brand on:

Instagram Feed

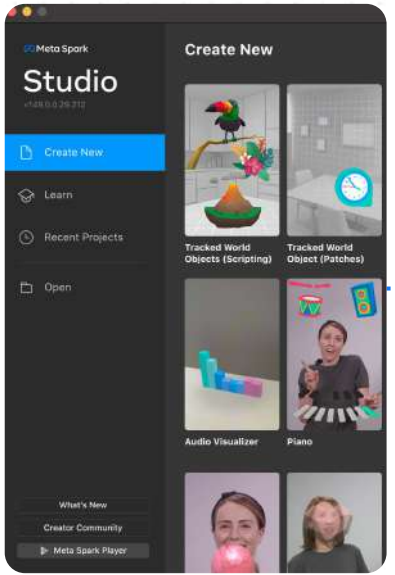
Facebook Feed

Instagram Story

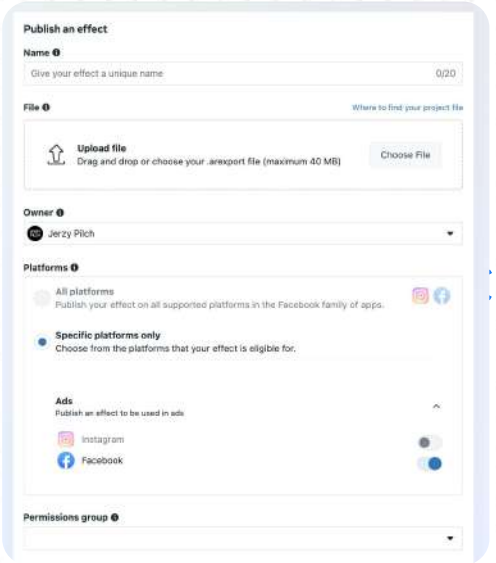
NEW!
Reels

AR Workflow 101

MAKE
META SPARK STUDIO



PUBLISH
META SPARK HUB



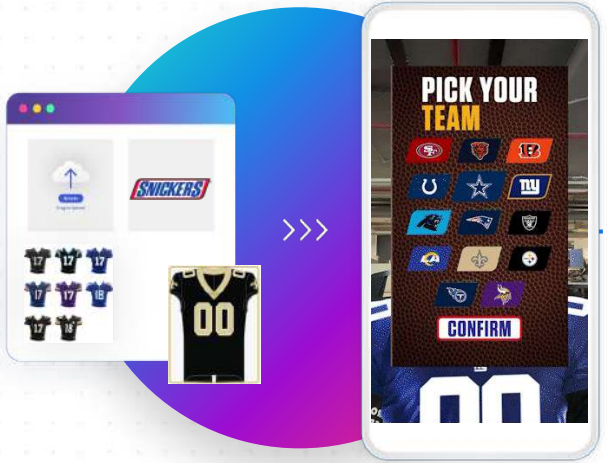
PROMOTE
PAID: ADS MANAGER

ORGANIC: FB & IG STORIES & REELS

Support to Make AR Assets

MAKE

SHUTTLEROCK

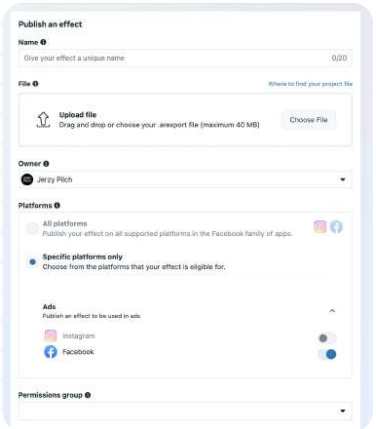


Advertiser supplies existing assets

Shuttlerock creates AR creative and lead in video

PUBLISH

META SPARK HUB



PROMOTE

PAID: ADS MANAGER

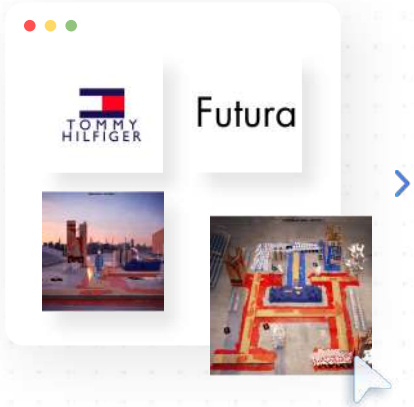
ORGANIC: FB & IG STORIES & REELS

Accessible AR for Brands

AR isn't as intimidating as you think and you likely have everything you need to get started.

For Shuttlerock's turnkey solutions, all you need is:

1. Logo
2. Brand guideline
3. Font file
4. Any campaign assets *(e.g. product shots, graphics, static images/ ads, illustrations, artwork, icons e.t.c)*



How we build for AR

In as little as 2 weeks from brief submission to approval you could have AR assets live in your campaigns.

1

Storyboarding
(4 days)
Upon client brief submission

2

AR Production
(7 days)
Upon storyboard approval

3

Lead-in Video Production
(4 days)
Upon AR asset approval

4

Final Delivery
AR asset, lead-in video and test link packaged up for publishing.
Delivered as a zip file with the final export file, demo and logos.

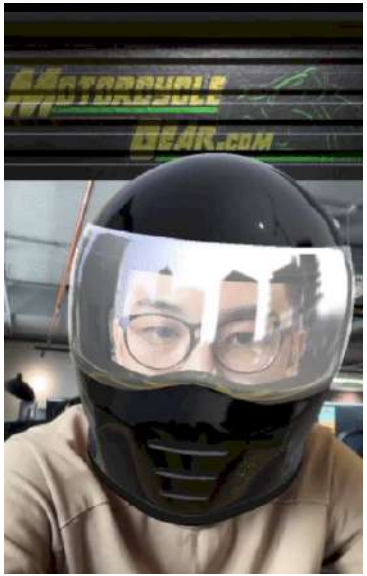
A scale of complexity in AR creative

2D Selfie

© Disney. Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard.

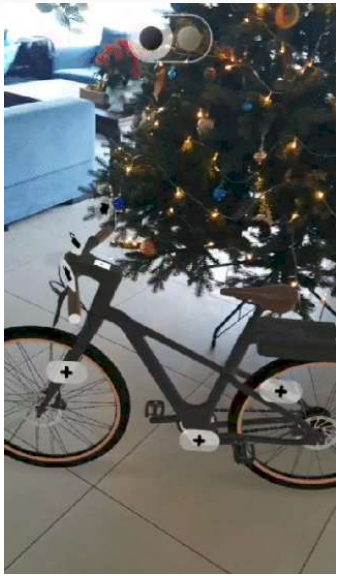
Entry Level

3D Selfie



Mid Range

Immersive 3D



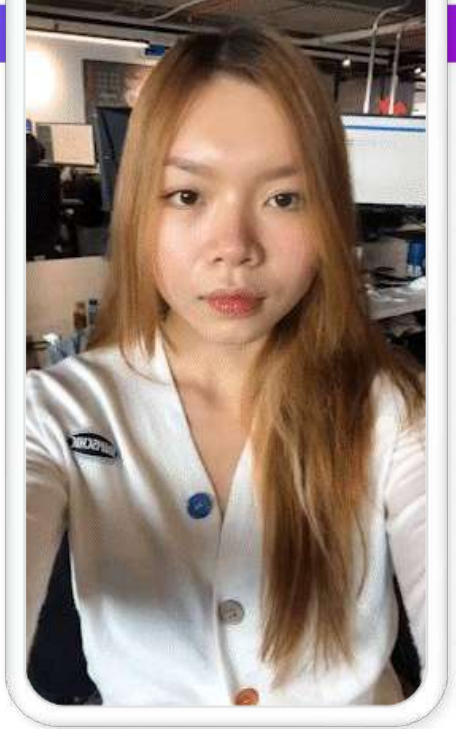
Complex

Front Camera Experiences

Face & Expression Tracking

People effects are effects that respond to someone's movement. Capabilities typically used in people effects include **face**, **hand** and **body** trackers, person segmentation, and deformation.

Face Tracking, Segmentation



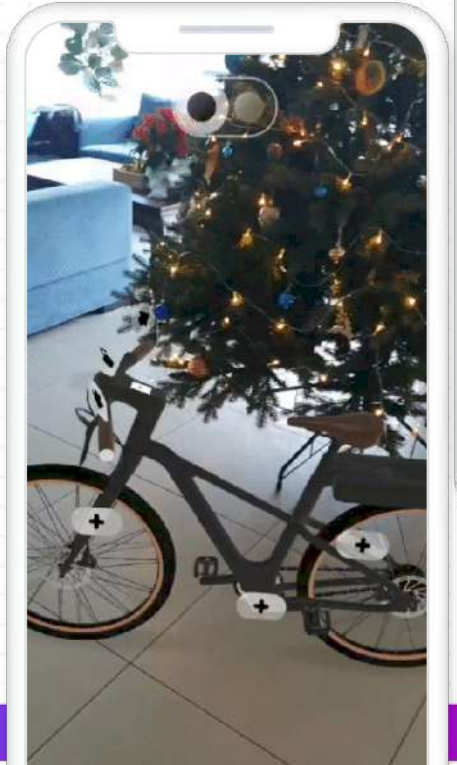
Expression Tracking

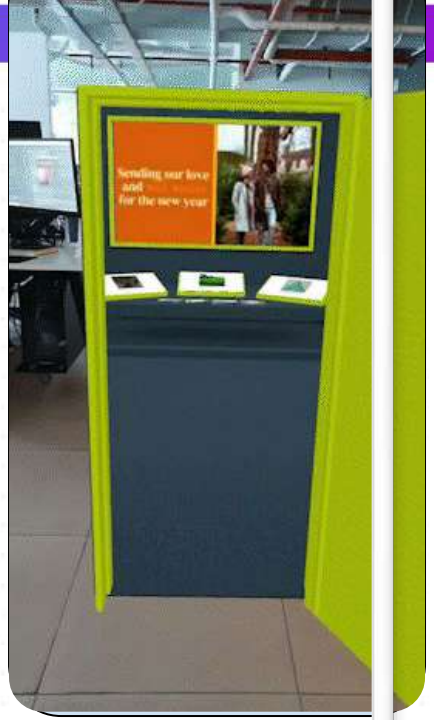
Source: https://sparkar.facebook.com/ar-studio/learn/articles/people-tracking/people-effects-introduction#removing

Plane Tracking & Portals

World effects add virtual objects into real world environments. Unlike people effects, world effects usually use the back facing camera. You make world effects using the **plane tracker** or **target tracker**.

Plane Tracking





Portals

Source: https://sparkar.facebook.com/ar-studio/learn/articles/people-tracking/people-effects-introduction#removing

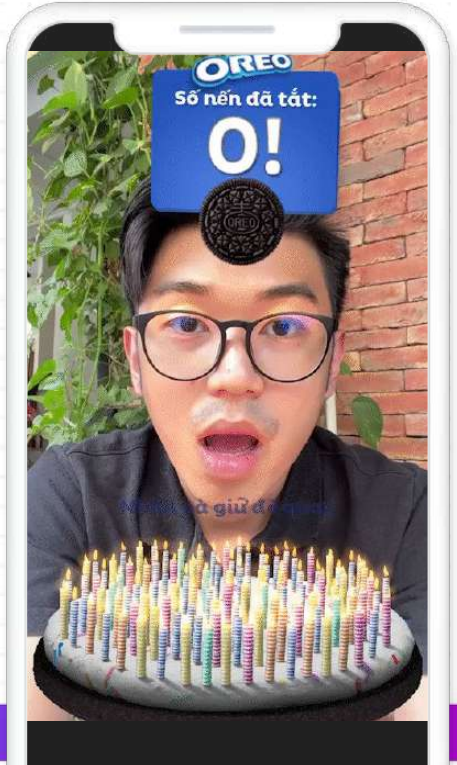
Fixed: Mouth Shape or Body Position

Target tracking effects are triggered when the camera is pointed at a specific image in the real world, like a poster for a movie or product packaging.

AR is activated by interactions:

- Mouth open
- Eye Blink
- Wink
- Smiling
- Sad face
- Head Nod
- Head Shake
- Head Position
- Hand position
- Screen Tap
- And more...

Fixed, Mouth Shape



Fixed, Body Position

Source: https://sparkar.facebook.com/ar-studio/learn/articles/world-effects/world-effects-introduction#plane-tracker

Best Practices #1

Effect Strategy

- **Focus on a solid use case**
  E.g. to educate, try on, to personalize, to entertain e.t.c.
- **Make it social**
  Consider adding support for multiple faces to use with friends.
- **Keep it simple**
  Maintain control of the user experience by not overcomplicating.
- **Design for different device types**
  Test on different devices and models.
- **Design for repeat use**
  Engaging and flexible to be used in different contexts.

Source: https://sparkar.facebook.com/ar-studio/learn/articles/fundamentals/best-practice#effect-strategy

Best Practices #2

Effect Design

- **Add to the camera experience**
  Ensure the design doesn't over take the real world
- **Avoid the edges of the screen**
  At the risk it interferes with UI
- **Give people something to capture with low effort**
  Capture attention with main features front and center

Source: https://sparkar.facebook.com/ar-studio/learn/articles/fundamentals/best-practice#effect-strategy

Best Practices #3

Adding Interaction

- **Keep it obvious**
  Associate with natural movements
- **Avoid gestures that conflict with system-level commands**
  E.g. interactions they're already used to
- **Keep interactions to a minimum**
  Focus on 1 or 2 main interactions

Source: https://sparkar.facebook.com/ar-studio/learn/articles/fundamentals/best-practice#effect-strategy

Best Practices #4

Using Instructions

- **Capitalize on Facebook's standard instructions**
  It's more likely users are familiar with them
- **Avoid creating custom integration instructions**
  If you need to keep it simple and use one gesture
- **Reveal instructions progressively**
  Ensure no overlap between user and effect timing/triggers

Source: https://sparkar.facebook.com/ar-studio/learn/articles/fundamentals/best-practice#effect-strategy

Turnkey Solution 1

Complexity

AR Type 2D Selfie

Camera FRONT

Client Assets

shop Disney.jp

Timeline

Ideation	Storyboard	AR Processing	R1	R2	Export
1 Days	2 Days	3 Days	2 Days	2 Days	1 Day

© Disney. Based on the "Winnie the Pooh" works by A.A. Milne and E.H. Shepard.

Turnkey Solution 2

Complexity

AR Type 3D Selfie

Camera FRONT

Client Assets

OREO

Assets created

Timeline

Ideation	Storyboard	AR Processing	R1	R2	R3	Export
2 Days	2 Days	7 Days	2 Days	2 Days	2 Days	1 Day

Turnkey Solution 3

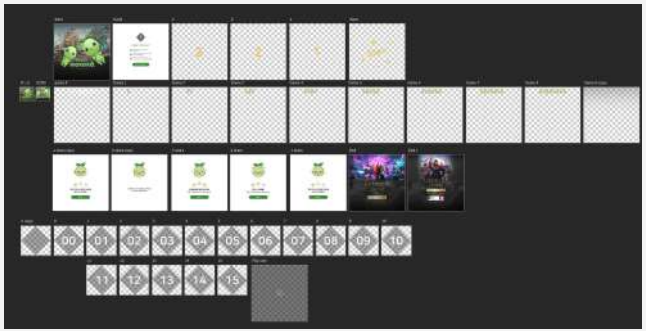
Complexity

AR Type Immersive 3D

Camera BACK

Client Assets

Assets created

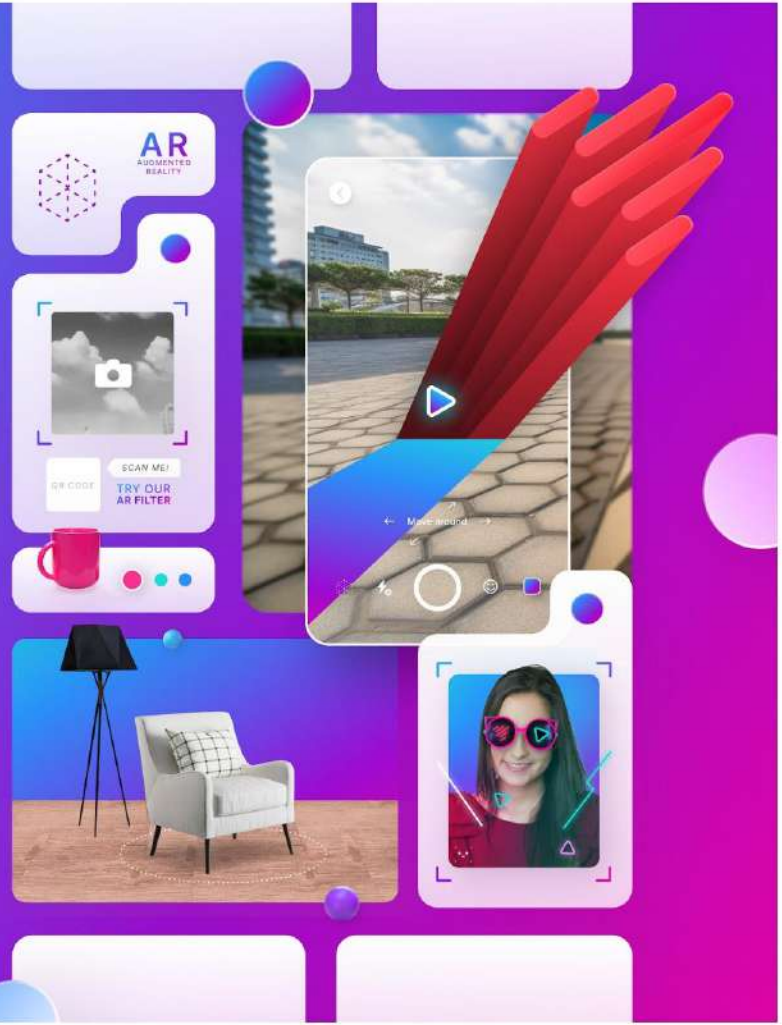


Timeline

Storyboard	AR Processing	R1	R2	Export
2 Days	7 Days	2 Days	2 Days	1 Day

SECTION FOUR

Looking Ahead



The Future of AR

Where will we be in 5-10 years?

Key Takeaways

AR creative positively impacts campaign performance at **all stages of the marketing funnel.**

Easily build AR ads by **repurposing the existing assets** at your disposal.

Don’t think of AR as a special project, start **integrating into your campaigns easily.**

SHUTTLEROCK

Scan the QR Code for a

FREE AR consultation

and a chance to win a funded project
with Shuttlerock!

THANK YOU!

Dani Larmier
Director, Global Partnerships
at Shuttlerock

SHUTTLEROCK

Dan Moller
Creative Strategist - AR
Specialist at Meta

Meta