

Augmented Reality: The Next Marketing Channel

How brands can use Augmented Reality to increase engagement.



About Augmented Reality

Augmented Reality (AR) is a term for a live direct or an indirect view of a physical, real-world environment whose elements are augmented by computer-generated sensory input, such as sound or graphics.



How Augmented Reality Helps/Data States

Boost your ROI at lightning speed through augmented reality, present your products in a ultra realistic way directly in your customer's environment.

Augmented Reality improves the visual impact of your presentations and helps your sales team close deals faster.

Time spent on Android & iOS

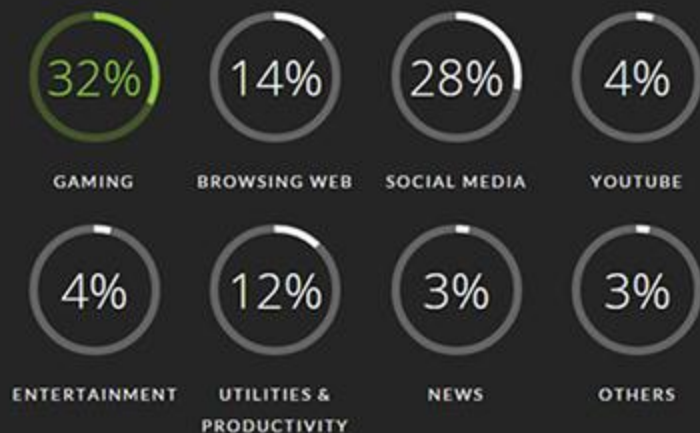


TIME SPENT IN APPS



TIME SPENT BROWSING THE
INTERNET

How that breaks down





WHY AUGMENTED REALITY ?

Finding the 'magic moments' when consumers are receptive to brand engagement.

Using all of the design aspects of packaging to achieve customer engagement. Unless the customer is engaged, brand and packaging are ignored.

- First Impression
- Look and Feel
- Branding
- Persuasion
- Specs/Benefits

Creating Meaningful Engagement

With Smart Packaging, Consumers can download coupons or enter contests. This gets customers excited and involved with the brand in a more meaningful manner.



Engaged Time Affects Brand Recall

This increases engagement with the products consumers buy, creating brand advocacy in an authentic way.



Creating the Internet of Packaging with Yeppar

Using 'smart' packaging, brands can leverage technology to go directly to consumers in real-time and link activity to sales – all while also gathering valuable data on their customers.

Yeppar



Higher Engagements = Higher Sales

“Hall and Partners suggests that up to two-thirds of a brand's profits may rely on effective consumer engagement.”

Source: "<https://www.research-live.com>"

“Consultancy Lippincott's recent **“Brand Legends”** study (MW, 15 April) suggests that “brands that tie their marketing stories to their consumers' real-life experiences will increase their bottom line.”

Source: "[https:// www.prophet.com](https://www.prophet.com)"

Brand Promotions

“ *Building an engaging and interactive form of Brand communication.* ”

The internal and promotional events can be linked with the Brand's print. This will not only increase the visibility of the promotional brand content, but also, it will be a value addition for the Marketing, wherein users will get a new and exciting way to engage with the brand.



Augmented Reality Advertorials

“ For an advertiser, it's all about people trying to engage with your brand. ”

Higher the engagement, higher the chances for the brand to convert the engagement into a potential lead or perhaps, a customer. There are multiple aspects of an advertorial.

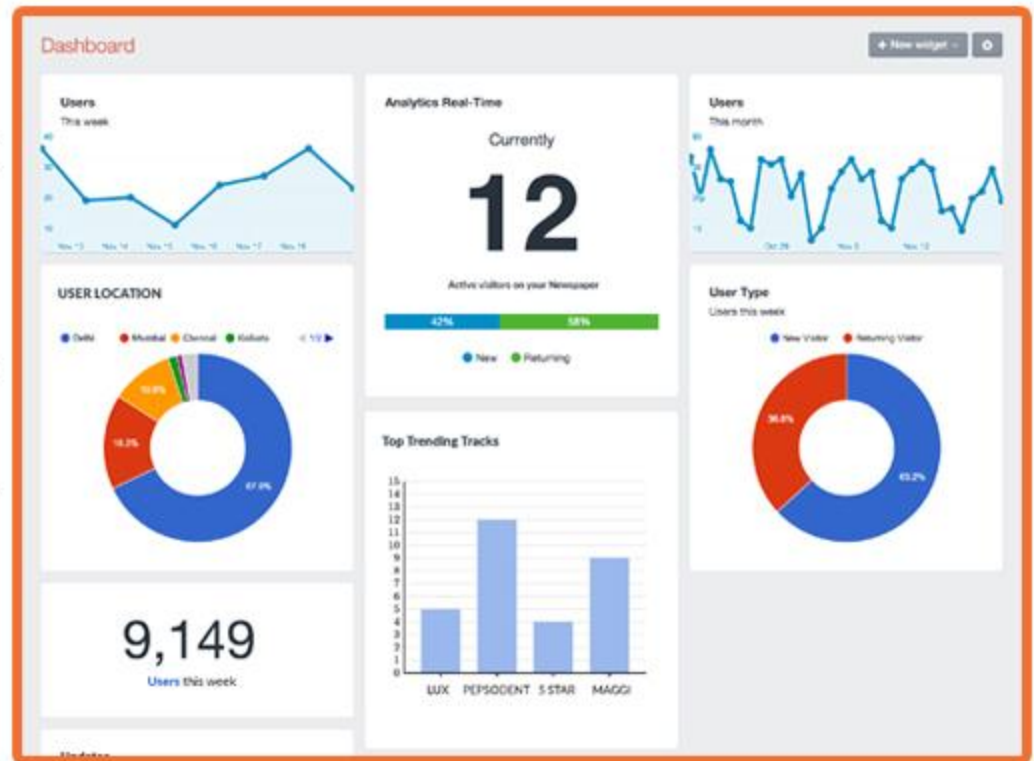
- Branding and Promotions
- Connecting Print with Digital
- Local Advertising



Real Time Analytics Data

“Tracking consumer behavior.”

- Tracker-wise data charts.
- Number of Scans and data associated with the image tracker.
- Duration and Date Range.
- Ability to create graphical representation of the data.
- Option to export the data in the form of csv reports.
- Top trending content and trackers.



Our Proposals



Play The Game



Advertising Video



**Lucky
Draw-Coupon**



3D Model

How We Work



IDEA

To analyze the requirement through in-depth research with the help of brilliant tools.



SKETCH

To draft the design that is related to the research in order to check the feasibility.



DESIGN

After completing feasibility test, a final design is prepared by using smart tools.



DEVELOP

Now, our the development team starts developing the solution according to design.



TEST

In testing phase, we test every component to make sure that our solution fits the requirement.



CELEBRATE

We make delivery for the solution and assist our clients to control and administer solution.

Brands We Have Worked For




Let's Get Started

Ready to add augmented reality to your marketing plan?
Getting started with augmented reality is easier than you may think.

MEET US

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LET'S BE SOCIAL

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THANK YOU