

INCREASE FAN GROWTH

TRUE VIRAL POTENTIAL WITH AR

Provide engaging, fun, and branded experiences with AR filters and games on social media – not only to your existing followers, but also to new ones.

The power of social AR has large potential for viral effects which lead to community growth. Any user that engages with your AR filter triggers others that follow them – resulting in a snowball effect.

Grow your community and business!



► BENEFITS

INCREASE BRAND AWARENESS AND ENGAGEMENT

- 600 million active AR users in 2020
- 80% of end users spend more than 1 full minute
- Average dwell time of 75 seconds (4x longer than video)
- 70% higher memory response compared to non-AR experience

► CASES & OPPORTUNITIES

- Sales lift from digital advertising
- Gamification
- Try-on mechanics
- Product placement in user-generated content

► HOW TO START, HOW WE HELP

- Define goals
- Concept and creatives
- AR development
- Deployment
- Reporting