

3 Things Marketers Need to Know About AR and VR



Augmented Reality (AR) and Virtual Reality (VR) are the future. While AR allows people to overlay virtual elements onto their physical environments, VR enables people to enter into completely immersive experiences using head-mounted display units. People are already adopting AR—applying photo filters is one popular example—or choosing VR for more immersive gaming. And there is a wealth of other possibilities for how people can and will use these technologies. See what the future of reality holds for people and brands.

1 AR is already adding to daily life

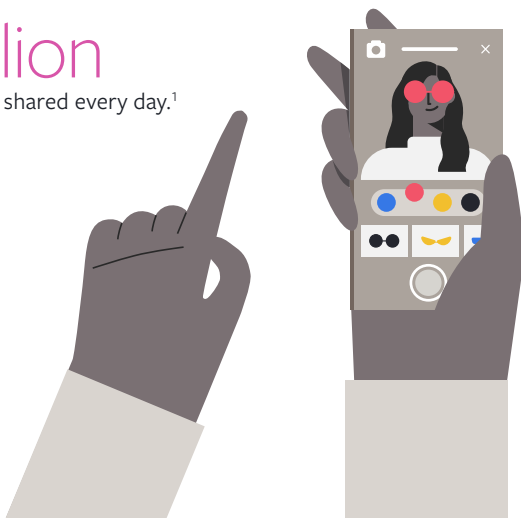
As visual communication continues to grow, AR can allow people to blend the physical and digital worlds to communicate their thoughts, feelings and experiences in unprecedented ways. Even if they don't think of it as AR, many people currently enjoy some form of it on mobile, especially through stories.

“One of the current benefits of AR is that it's at everyone's fingertips, on their phones.”

—Fan Huang, Product Marketing Manager, AR Ads, Facebook

Across the Facebook family of apps,

1 billion
stories are shared every day.¹



2 VR will help people to defy distance

By 2020, it's predicted that more than 1 in 5 US internet users will experience VR content at least once a month.² While AR allows people to play with their existing physical environments, VR can transport them to completely new worlds, enabling immersive, engaging and even transformative experiences. From [helping people overcome phobias](#) in a safe, virtual space, to [providing life-saving training](#) for medical students, VR has a range of uses beyond gaming. People can already see it adding value to their lives.

Among people surveyed across 11 markets globally:



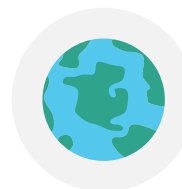
65%

anticipate that VR will become a part of daily life.



60%

are interested in using VR to interact with colleagues who are far away.



47%

agree that VR will be considered as real as the physical world.

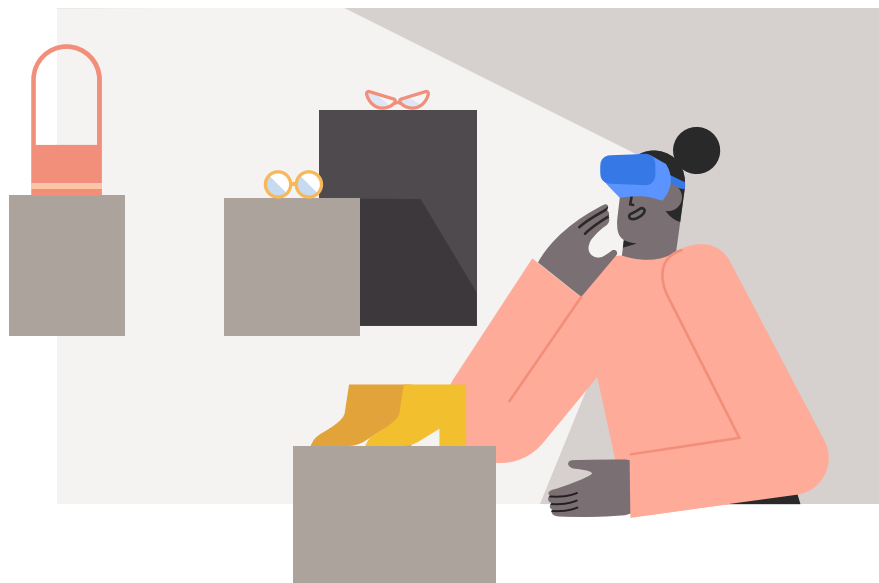
3 AR and VR are poised to transform the path to purchase

AR and VR can combine the convenience of shopping online with the confidence that comes from trying products in store. Many are eager to use these technologies to streamline their shopping experience.

People surveyed across 11 markets globally said they would be interested in using VR to test out a range of products before purchasing them:

- 71%** **Travel**
Checking out vacation destinations or hotels
- 59%** **Entertainment**
Watching films from an immersive perspective
- 58%** **Retail**
Trying on clothes or makeup
- 49%** **Auto**
Taking a car for a test drive
- 48%** **Gaming**
Being the character in a virtual game

People's interest in AR and VR is only set to grow, as they will increasingly enable consumers to move between the physical, augmented and virtual worlds. By leveraging these emerging technologies, brands can create experiences that allow people to feel present, even if they can't be there.



What it means for marketers

Find inspiration from brands, creators and publishers: While AR and VR continue to grow, some brands, creators and publishers have already worked with immersive mediums and found success. See how [Sony](#) used 360-degree video to promote a new movie, and discover how [agencies and artists](#) alike have already played with AR.

Determine where AR and VR can best augment your customer experience: As these new AR and VR technologies take hold, consider how they might help get you closer to your goals and address shoppers' specific needs. For instance, if you're a beauty company, creating an AR experience could help people overcome their qualms before making an online purchase. But, if you're working to sell people new cars, or even new destinations, consider how VR might enable a more immersive, engaging and realistic experience for people in the final stages of their purchasing journeys.

Play with existing and emerging visual mediums: With new technologies on the brink of widespread adoption, brands have the power to shape the future of communication and commerce. Consider how you can make your marketing more visual, and give people experiences they'll remember. Discover how [stories formats](#) like Facebook Stories, Messenger Stories, Instagram Stories and WhatsApp Status and [emerging video opportunities](#) can help you build stronger relationships with customers. Learn how to up-level your storytelling using [360-degree photos and videos](#) and [3D photos](#). And start experimenting with organic AR effects on Facebook using the [Spark AR Studio](#).

Source unless otherwise stated: "Trends 2.0" by Crowd DNA (Facebook-commissioned study of 11,300 people across AU, BR, CA, DE, FR, GB, ID, IN, KR, NG and US), Sep 2018. 1. Facebook data, Oct 2018. 2. "Virtual Reality Users" by eMarketer, Mar 2018.