

Береговий Олександр Сергійович

Київський національний університет

технологій та дизайну (м. Київ)

Науковий керівник – ст. викладач Ренська І.І.

AR TECHNOLOGY AS A MARKETING TOOL

Nowadays, the headlines of popular online publications, television news, are oversaturated with mentions of modern technologies, but few people know that we use them almost every day. What everyone has in their pocket is a smartphone. It allows us to discover, for ourselves, the world of the latest scientific innovations in the fields of: education, entertainment, and simply convenient additions to our reality, and the latter will be discussed later [1].

The purpose of this work is to show the possibilities and prospects of using AR technology in marketing and brand development.

In order to sell a product to a potential user, at the time of the first artisans, it was enough to make just a good product and word of mouth began to distribute news (advertising), which brought new customers to the manufacturer and, accordingly, to raise revenue. This was a fairly effective technique, since the region that the craftsman covered was no more than one or two settlements.

With the launch of enterprises, new horizons for sales began to open: cities, countries, and later even entire continents. With these changes, ways to communicate product information have changed. Appeared: posters, posters, agitators, who called on the consumer to buy goods, paying attention to its positive aspects.

Over time, companies ceased to simply list the real characteristics of the product, the price of the goods ceased to be directly tied to cost, and customer interest ceased to focus only on “usefulness”. The recognition of a certain thing (brand) with you, by other people, has become a sales engine.

Advertising always went along with scientific progress and used the latest developments in technology to attract customers, with the advent of computers and the Internet, advertising banners became popular, later advertising on social networks and in mobile applications. Since almost every inhabitant of our planet uses smartphones now, it has become the largest platform for advertising and promoting products of both large and small companies.

Over the past few years, a technology called AR (Augmented Reality) has begun to gain popularity. Its main characteristic is the addition of an ordinary (real) environment to virtual objects using special marks on the surface or tracking points of space [2].

Many people confuse AR with VR (Virtual Reality), but the latter, today, requires more complex computing power, cumbersome equipment, and a limited selection of software.

AR requires the buyer to have a smartphone and the application of a specific company installed on it. Let's look at examples of the use of technology.

The so-called “masks” in several popular networks make it possible to try on the faces of some celebrity, animal or fantastic creature, which in turn increases the conversion of ads in applications and gives additional income to the creators of these masks.

Accessories companies can increase their sales thanks to an application that allows users to try on a product without leaving their home using the front camera of a smartphone.

Very often it happens that the user sees the clothes that he liked and wants to buy them. Unfortunately, modern search engines can not always understand the query; as a result, the company loses its buyer and the share of profit. Using AR technology will help identify a potential customer. Where can I buy goods by simply pointing the camera at the thing I like, both on the person and on any image of the

product? Also, a virtual fitting can be an addition, right after choosing a product in the online store [3].

AR apps of the furniture company will allow you to put any piece of furniture directly at your home and choose the suitable option for purchase.

Automobile companies make instructions using this technology, which in real time I can show on the smartphone screen this or that part of the vehicle, its function of the operating rules and how to replace it in case of breakage or wear. Such amenities increase loyalty and brand confidence, which is one of the main conditions for good sales.

Conclusion AR technology has great potential in advertising and brand development. With the right use and improvement of technology, this is a good tool to facilitate customer interaction with stores and increase sales.

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