Introduction

- Advertising through the use of Augmented Reality (AR) has gained tremendous momentum in recent years.
- The availability of powerful, camera-equipped smart phones and tablets with wireless internet connectivity have made mobile AR applications more viable than ever.
- As a result, brand owners and advertising companies around the world have been actively looking for new ways to entice a wider audience to interact with their brands using AR.
- Despite this, AR is almost nonexistent in Irish advertising.

Goals

- Investigate why there is a lack of AR in Irish advertising campaigns.
- Interview marketing and advertising professionals in Dublin and discover the requirements for a mobile AR application.
- Design and implement an app adhering to those requirements.
- Evaluate the app by means of a user survey and professional feedback.

Technologies

- A review of the most popular AR development platforms was carried out.
  - Layar, Popcode, Qualcomm AR and junaio.
- junaio was chosen for development because it has a great feature set, comprehensive “getting started” documentation and it also available on both Android and iOS devices.

Design

- Interviews with marketing professionals were carried out around Dublin.
- The interviews were analyzed in order to capture the voice of the customer.
- The results were organized and prioritized by creating several mind-maps.

AR Car Park

- Concept
  - An advertisement for Volkswagen that could appear in a magazine or a newspaper.
  - The tracking image was created with Photoshop to resemble a car park.
  - The empty parking spaces have an image spray-painted onto them. These images represent the type of content that can be accessed when viewing the tracking image through the AR Car Park channel on junaio.
  - 3D car models appear in the vacant spaces and can be interacted with by the user.
- Interactions
  - Additional brand information – When selected details of the brand are displayed to the user. This includes buttons to send an email, phone and visit the brand’s website.
  - Voucher game – This causes a UFO to appear above the selected car which must be destroyed before a voucher code is rewarded to the user.
  - View commercial – Streams the Volkswagen “The Force” commercial.
  - Plot route – Displays details about a Volkswagen dealer in Dublin, a link to their website and also can plot a route from the users current location to that dealer using the Google maps app.
  - Facebook – Takes the user to the AR Car Park Facebook page.

Tracking Image

Further Information

- You can use any QR code reader to scan this marker. If Junaio is not installed, it will lead to the Android Market or App Store, otherwise junaio will be opened with AR Car Park preselected.
- Contact Information
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