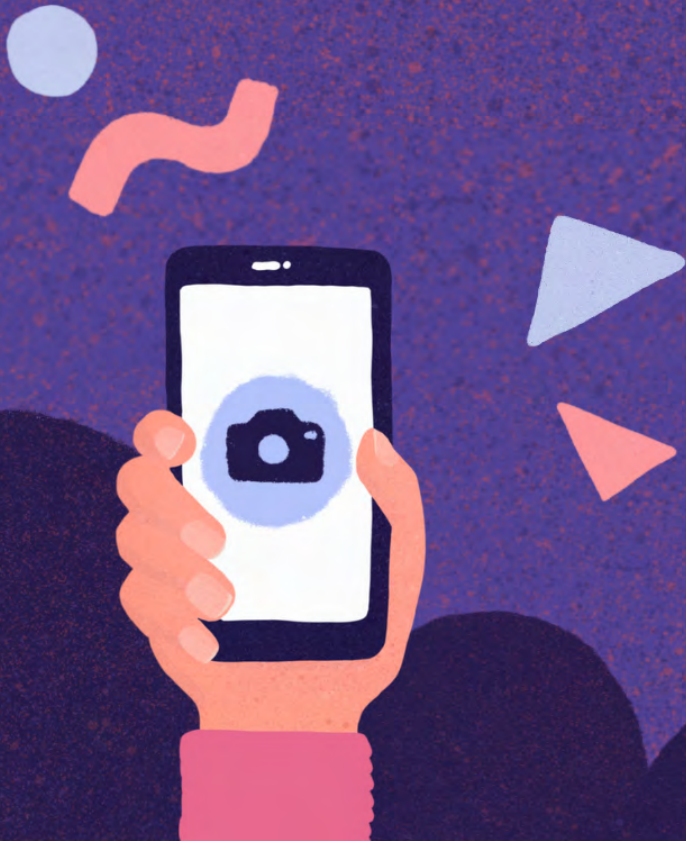




How to plan an AR campaign [Creative brief template]



How to plan an AR campaign

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Whether you are planning on embarking on an AR campaign with an agency or are a creative agency looking to plan a client campaign, this template and guide is designed to aid you in putting together a proper brief and to make sure you have all the right information that will help you get to the best solution.

With spatial computing, although much of it is similar to other marketing disciplines and thinking, there are a few additional elements that you really do need to consider as early as possible.

The following guide and template are all about getting to the right objectives, the right evaluation criteria, the right assets and the right budget to ultimately deliver a solution that is right for your end user.

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Before you start...

Why augmented reality?

It may sound like a strange question but it's important to establish why you are considering using augmented reality to solve this particular problem or open up a new opportunity over any other channel or tech solution. What is it that AR is going to deliver better, more effectively or efficiently for your desired audience than a website, social post, live demo, video etc.

Whatever you do, do not do AR for AR-sake or because you just wanted to 'try it out'. There needs to be a conscious reason you believe that spatial computing is going to meet your need, challenge or opportunity better than the existing alternative. You need to articulate this clearly or move on.



Top tip

Check whether the organisation has used AR before (in any division or market) and what they learned from it - good or bad? It's important to level set on peoples' experience and pre-set notions of the use of AR at the start.



Establish the point of contact

You need to know who is the final decision maker and who will be the point of contact running this project on the client side. You need to know who the point person is driving the project and whether the final approval point and decision maker is the same person or someone different. You need to understand their motivations and expectations and where this project sits in their priority list of other workstreams.

Top tip

Wherever possible, having a single point of contact running the project is beneficial for collating feedback and weekly status meetings. But there has to be a number two in the organization that can be called on in their absence or if they do actually leave the company or team for any reason. That continuity is really important. Being a client is tough and it's likely that the AR project is one of a long list of tasks and plates they're spinning so you need to know how to best support them and help them manage the expectations of their bosses and other stakeholders.

Define the briefing process

Establish a clear briefing process, think about how you are going to get the right information from your AR partner. You will need an open and honest line of communication as well as set timeframes to work on as part of the ideation process.

Section One

Project objectives and audience



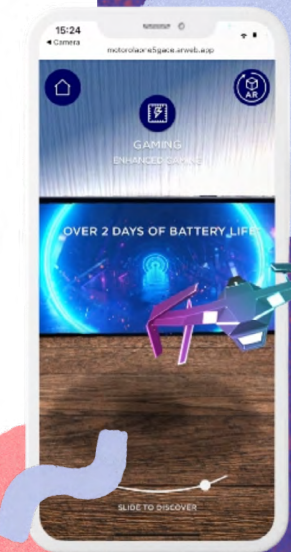
Identify the problem or opportunity

You will need to identify the problem you're trying to solve or the opportunity that can be unlocked by the use of spatial computing and a camera capability.

Are you...

- Driving top of mind awareness?
- Delivering more immersive brand storytelling and product information?
- Presenting a digital reward or product offer?
- Offering remote assistance?
- Providing learning and training around a core skill or topic?
- Delivering sales enablement?
- Giving a product demonstration and offering a virtual try on?

Write plainly and clearly your business problem or opportunity statement in a simple sentence. It is important that this is credible and achievable.



Set your KPIs

Next you need to be clear on the KPIs you're using to measure it.

Be really clear on what success looks like, what your expected outcomes are and how you are going to get a clear read on those metrics in your reporting and post campaign analysis.

Possible AR metrics are:

- Total scans
- Session time
- Sign ups
- Registrations
- Sales

However you will also need to link to outcomes like footfall, sales, positive brand consideration or NPS scores etc.

Establish these benchmarks early and make them clear to everyone involved in the initiative. It might be hard to know exactly what to expect the first time round for your brand and business. But at least have a target and calibrate from there for next time based on the data.



Establish the audience and the benefits you're providing them

Once you have defined your business problem or opportunity statement you will then need to clearly identify who your audience is and what the benefit and value you're creating for them through your solution.

This is where you need to really put yourself in the shoes of your intended audience at the moment that you are expecting them to use your AR experience.

- Where are they?
- What device and operating system are they most likely to be using?
- What's their network connectivity like?
- What's happening in their surroundings?
- What is the time of day?
- What else might they be doing at that moment? (As ultimately you're asking them to replace what they are currently doing with this new (and potentially unknown) AR experience)

Be very sure that what you're intending to deliver is something your audience will truly be able to use, value and understand in this moment.



Section Two

The AR experience



Define where the AR is going and on what

You will then need to decide where and how you are going to tell your audience about this experience, what they need to do and what they're going to get from it.

Remember that your startpoint HAS to be that no-one cares, is looking for, or knows what they're being asked to do or what to expect with your activation. In fact, you have to start with the mindset of 'how is this not going to work?' What's the thing that's going to stop people from using this experience, finding it, or doing it wrong?

This comes down to signposting, placement and communication of the what, how and why this experience exists and what it's going to do for your end user that makes their lives better, easier or more enjoyable.

The people tasked with delivering the AR experience for you will need to know exactly what real-estate they're working with (on product, print, POS, places, or social posts), how many there are in the world and whether they are going to change in appearance at all. Also, how many markets are we talking about and therefore language variants or requirements for serving and hosting.

For example...

Cereal boxes

A great place to put an AR experience for the at home occasion. Sure, but if the visual appearance of that box is going to be different on different SKUs in different countries you need to know that from Day 1 to avoid production headaches, additional costs and costly mistakes down the line. So be really clear on where you are able to place your AR experience and where else you can talk about it to your audience.



Decide on distribution and reporting methods

When it comes to your intended distribution and reporting method there are a few questions to consider

- Are you deploying via an existing native app or creating a new standalone app?
- Do you want a more frictionless process through webAR or a combination of the above?
- Who is going to host and service the content?
- Which analytics dashboard do you want to use to track campaign success?

At Zappar, for example we offer a serving, hosting and analytics service for you; or it might be something you want to or have a requirement to self host as an organisation; or have your own data dashboard with Google Analytics for instance or other data lake.

Understanding where the experience is going to live and how it is going to be rolled out to your audience is naturally important to the choice of tools to build the experience and optimise it for its setting. So too is making sure that the events and data from the AR experience are flowing through and being reported correctly alongside other key performance indicators and campaign tracking metrics. These have to be considered and known from the very outset as they become much harder to plumb in and collate later in the process if that information changes.



Complete a full asset audit

Doing a full asset audit at the start and establishing when they will be available is vital for the smooth running and cost estimates for any project.

It's important to know what assets are available to create the experience or need to be optimised or created from scratch. As well as delivery dates, formats and permissions for those assets.

This is fundamentally important to understand for any sensible costings: especially when it comes to things like 3D models in terms of their file format and size (as almost all 3D models will need some rework to the model, rig, textures or animations of some kind).

If you are creating assets from scratch you will also need to know what sort of approval process you're going to be up against. If you're working with a studio or licensor these can be pretty stringent. And added to that, you need to know what are the rules and 'Do's and Don'ts' governing the use of those assets and how they apply to AR and spatial computing from the very start. You can't be informed that a certain camera can't exist in the real world at the alpha review stage for instance.



Top Tip

Brands can have strict guidelines about the look and feel of their products and related brand imagery, especially the representation of talent as avatars.

So we recommend taking the time to understand the organisational structure of your partner and any other stakeholders that you are reliant on for approvals on assets as this could really affect the number of rounds of feedback and sign off loops which could increase time and budget for your project delivery.



Define budget and key dates

On budgets it's always useful to have at least a guide to know if you're looking at a £75-100k range versus activation of £150-200k or more, as it changes the dynamics of how you think about the project and what can be delivered.

It's also really important to know whether this is a pitch or if there is a business requirement for you to get competitive quotes for this activation? If everyone can be open and honest and transparent about the process from the very start that's got to be best for everyone and then you can decide whether you want to pitch and be considered or indeed not.

Timings are also critical as if it's a quick turnaround that will also affect the dynamics of what's achievable and may need a different resourcing plan altogether. Coupled with timings is getting an understanding of any key stakeholder meetings or internal sales conference that need to be accommodated within the timeframe and also might affect specific milestones and deliverables.





Establish the legal, procurement and information security process

Ideally you'd want to set up a session to meet with the relevant people in these areas as early as possible to understand their requirements and processes. It's also important that these internal departments and teams know what is being asked of them and can participate in the project.

Otherwise you might find yourself filling out loads of irrelevant forms and going through compliance checks that are not relevant to your activation. The risk and data protection elements of creating AR activations has only increased and has become a considerable time sink and burden on both sides. So this needs to be understood and managed from the outset to avoid hiccups later and make it efficient for everyone.

Consider Accessibility

How is the activation looking to cater for and deliver the content in an accessible way?

This is quite a complex one when it comes to AR and XR in general but suffice it to say that it HAS to be part of your thinking and design from the very outset and cannot be an afterthought or easily retrofitted.





Looking to get started with your own AR project?

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