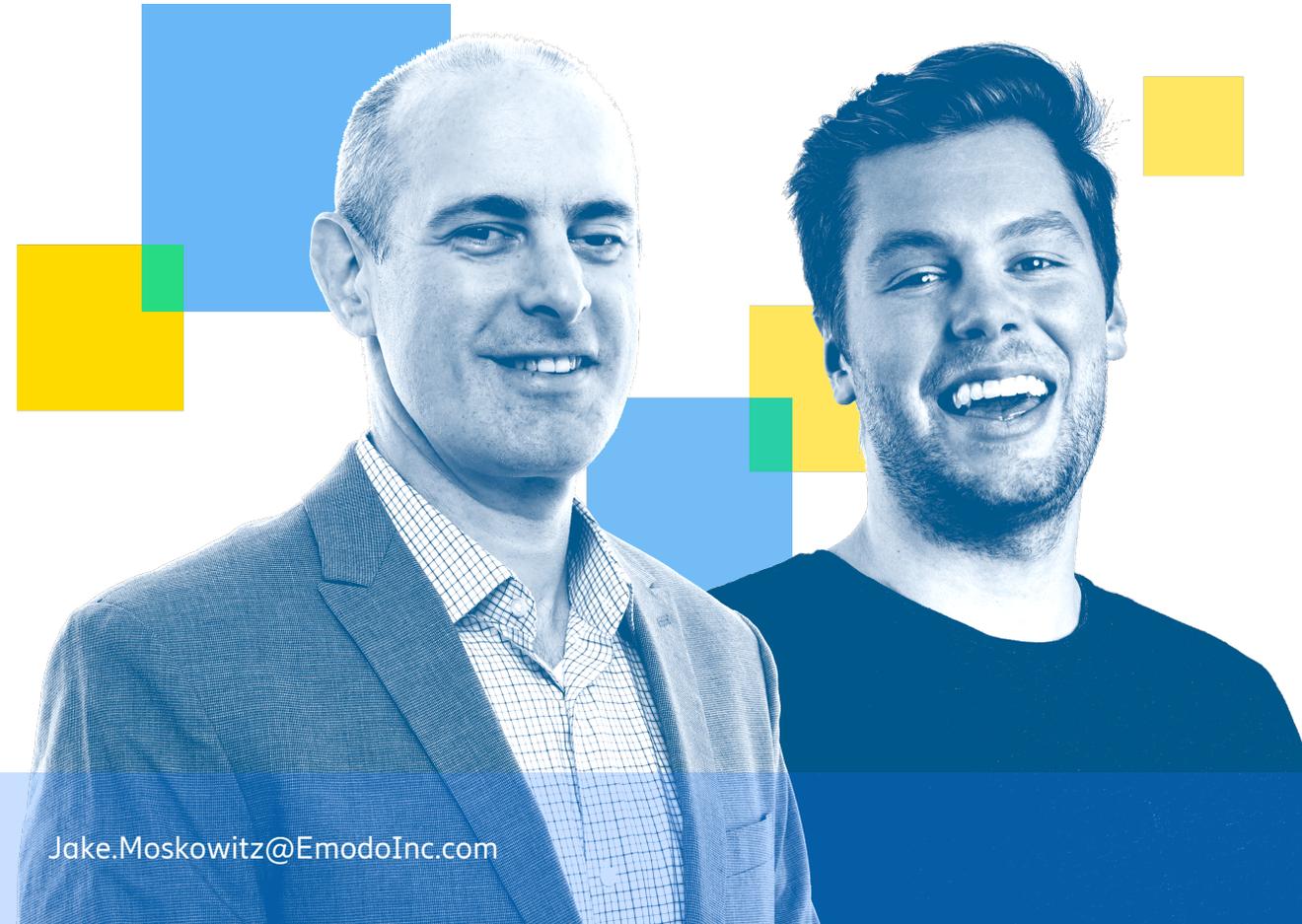


# How 5G is Enabling Better Results through Immersive Creative Experiences

2021 is the year of Augmented Reality.



IPG MEDIA LAB



# Welcome to a Crossover Episode

Two Award-winning Digital Media podcasts

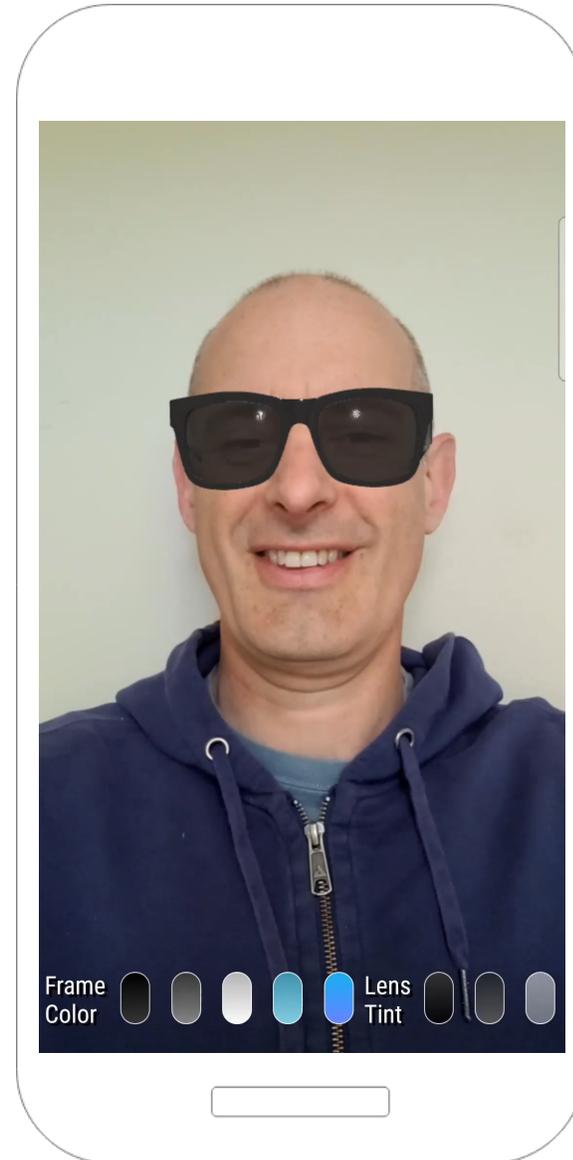


“5G is going to unleash the power of virtual reality (VR), augmented reality (AR) and mixed reality (MR)...This tech **will change our jobs** as brand builders because the consumer experiences we create will change. We’re experimenting with it already, but I can’t wait to see what comes next.”

–Mark Pritchard, Chief Brand Officer, Procter & Gamble

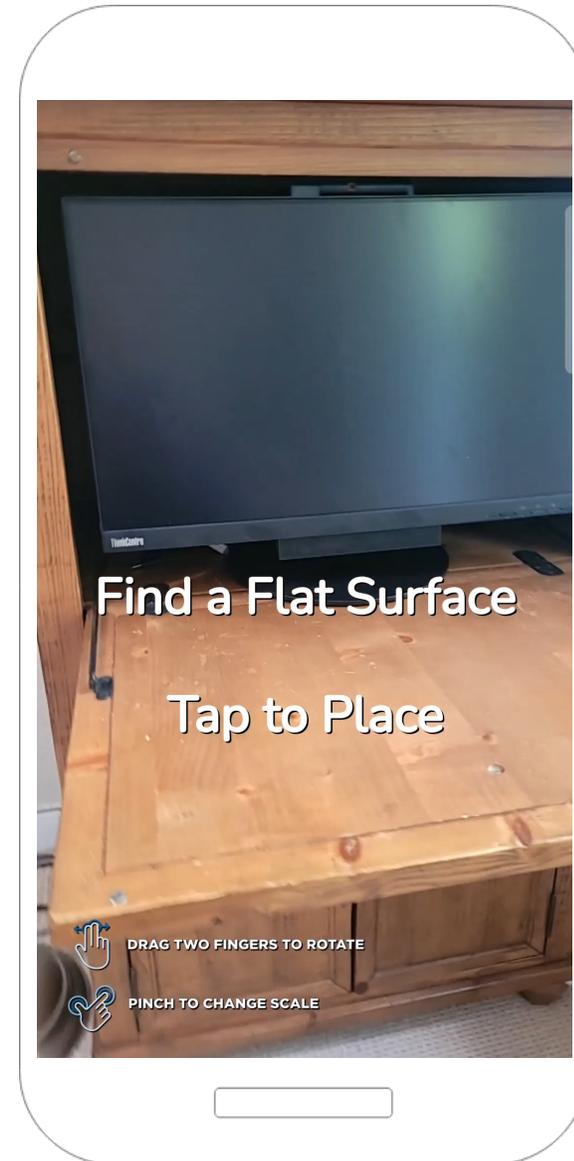
# Augmented Reality – Try On

 Emodo

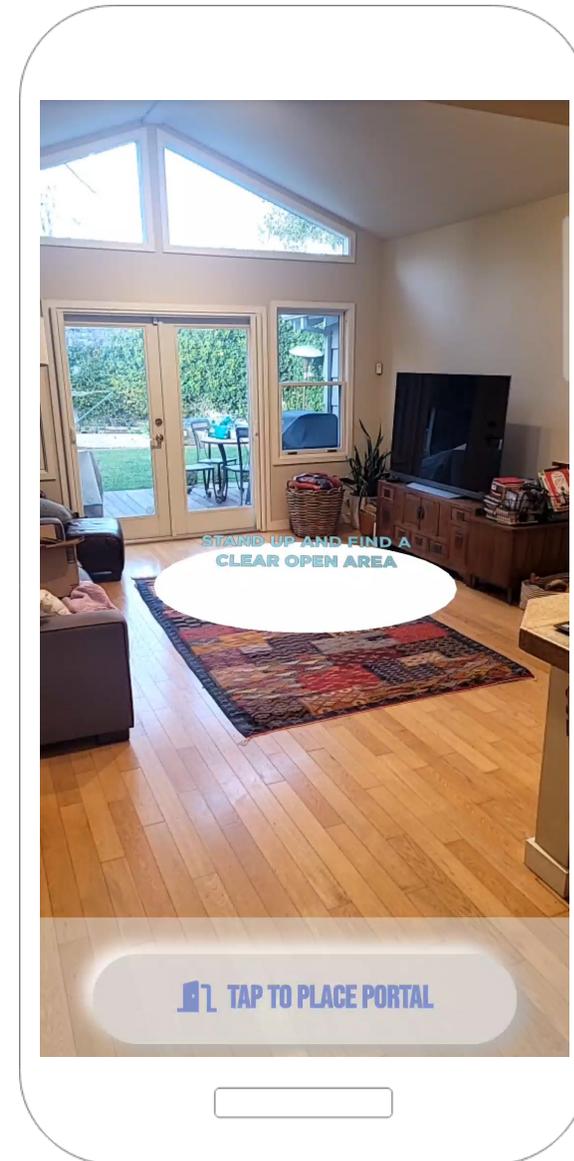


Provided By: 

# Augmented Reality— Product Demo



# Augmented Reality— Mixed Reality Portal



# Those exposed to AR *love* it



70%

Agree or Agree strongly with "I'd like to see more Augmented Reality ads in the future"

68%

Agree or Agree strongly with "Advertising experiences like these would reflect positively on the brand in the ad"

74%

Agree or Agree strongly with "These ads would be more likely to capture my interest or attention than normal ads"

Source: Emodo Primary Survey Research Study of 5G phone users, March 2021

# AR appears to every consumer segment

2/3

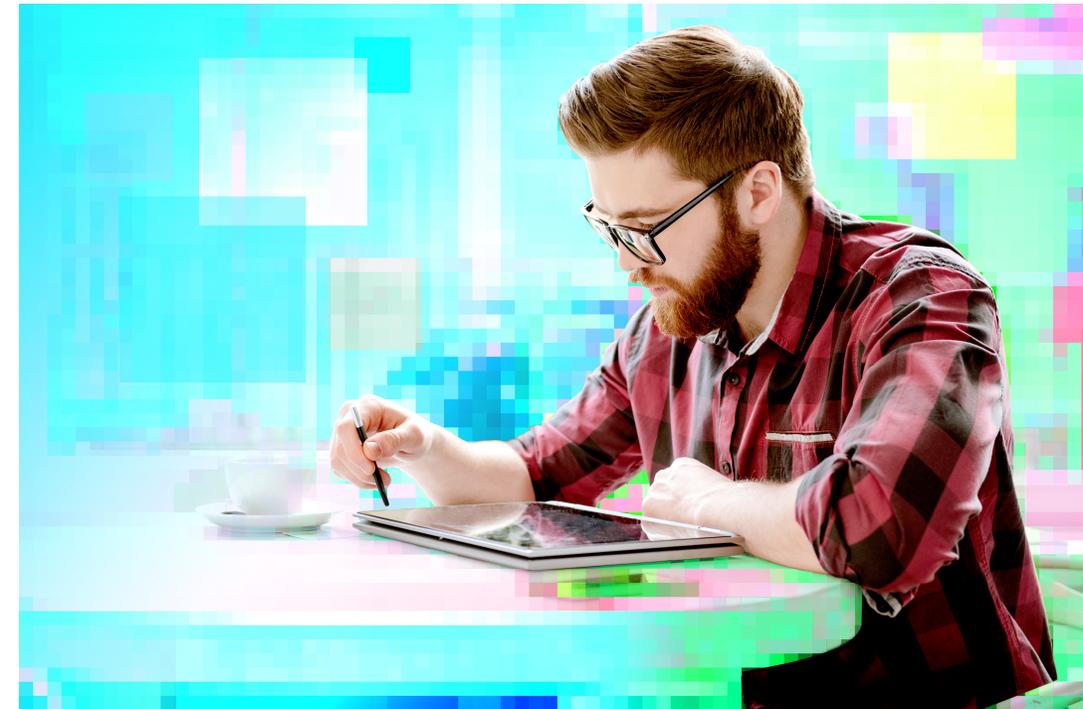
of even self-proclaimed Later Adopters are asking for more AR ads

61%

Of those for whom 5G was not a major driver in phone choice say **AR ads grab their attention more than normal ads**

Even

AR ads generate strong results across Gender, Age, Ethnicity, Race, HHI, & more



Source: Emodo Primary Survey Research Study of 5G phone users, March 2021

# AR ads are already proving effective

3.79

ROAS as measured by Placed/Foursquare on a recent Emodo Augmented Reality campaign for a major national convenience store chain



**How does a marketer decide how AR  
is a good fit for his/her brand?**



**What should a marketer do now  
to get started?**



**What organizational changes are required  
to fully leverage AR?**



**Where will this all take us  
in the longer term?**



**What is one great example of AR  
you can share?**



**Q&A**

[www.EmodoInc.com](http://www.EmodoInc.com)