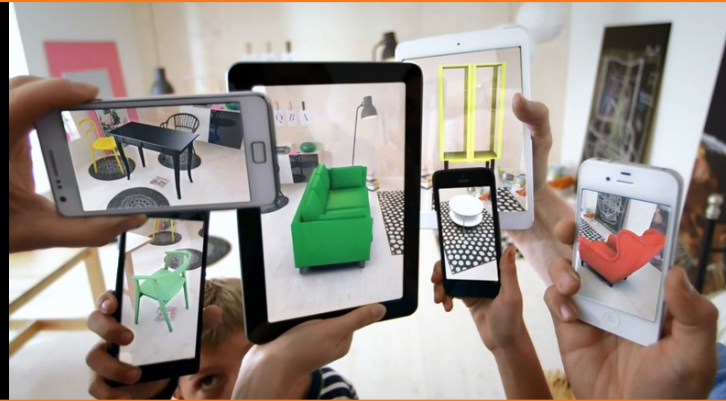




Augmented reality and changing marketing landscape

By: Sandra Pedro, CMMP
Editor-in-Chief



MARKETING WORLD REVIEW

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Get Started

Augmented reality technology is quickly coming into the mainstream. The opportunities for new consumer experiences are enormous. If in the past, augmented reality seemed merely science fiction, nowadays it opens new marketing opportunities.

So, what is augmented reality? According to [Mashable](#), augmented reality is a technology that connects the real world with digital information and media in real-time through smartphones, tablets, computers and glasses. It has the capa-

bility of changing your perception of reality through 3D models, videos, sounds and various types of content.

Marketers have a whole new world to explore. There are some examples of brands that are using augmented reality with success. IKEA, for example, uses augmented reality in its catalogues. Consumers can scan one object from its catalogue and try it at home before purchasing it at the store. But there are many more functionalities for augmented reality. *Continued on page 5*

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Augmented reality and changing marketing landscape

Editorial by Sandra Pedro, CMMP



Continued from page 1

Can you imagine seeing a billboard with a campaign against violence in sports, like we are watching in the European football (soccer) championship - Euro2016? You could scan it with your smartphone and have access to additional campaigns from different countries (depending upon where you are located and from where you are) or content appealing for good

sportsmanship and proper behaviour from supporters?

There's more. In online retail, augmented reality gives consumers the possibility of trying furniture, clothes, shoes, artwork, etc., at home before making the purchase. That way, we are sure not get that outfit wrong, right?

Any consumer will be able to see if a painting is suitable for his or her living room. An architecture office can show their projects to their clients in 3D, giving the opportunity for their clients to have a better idea of how it could be their dream house or building. A sales representative can simulate his or her product in real time with no effort in the client's office and drive sales.

These are only some examples on how augmented reality is changing your perception of reality, increasing your interaction with objects and helping to make faster purchasing decisions before consumers move

to stores or purchase online at home.

But how about virtual reality, you may be asking? [Augment](#) distinguishes augmented reality from virtual reality by the experience of reality. The first is a computer-generated technology that enhances the "existing reality" through the "ability to interact with it". The second is "an artificial, computer-generated simulation" of a "real life environment or situation."

Both augmented and virtual realities have enormous potential in changing the marketing landscape by increasing interactions and experiences between brands and consumers. As technology evolves more and more in mobile devices, such as laptops, smart phones and tablets, it is changing how the real world and digital images, graphics intersect and interact with one another. What will the future bring? I would like to hear from you.

La réalité augmentée et le changement du paysage marketing

La technologie de la réalité augmentée s'intègre rapidement dans le courant des tendances actuelles. Les possibilités de nouvelles expériences de consommation sont énormes. Si dans le passé, la réalité augmentée semblait être de la science-fiction ; aujourd'hui, elle crée de nouvelles opportunités marketing.

C'est quoi donc la réalité augmentée ? Selon [Mashable](#), la réalité augmentée est une technologie qui connecte le monde réel à l'information numérique et aux médias en temps réel à travers les smartphones, les tablettes, les ordinateurs et les lunettes numériques. Elle a la capacité de changer votre perception de la réalité à travers des modèles 3D, des vidéos, des sons et des différents types de contenu.

Les marketeurs ont un tout nouveau mon-

de à explorer. Il existe certaines marques qui utilisent la réalité augmentée avec succès. Ikea, par exemple, se sert de la réalité augmentée dans ses catalogues. Les consommateurs peuvent scanner un objet à partir de son catalogue et l'essayer à la maison avant de l'acheter du magasin. Mais il y a beaucoup plus de fonctionnalités offertes par la réalité augmentée.

Pouvez-vous imaginer voir un panneau d'affichage avec une campagne contre la violence dans le sport, comme ce que nous regardons dans le championnat d'Europe de football – Euro 2016 ? Vous pouvez le scanner avec votre smartphone et avoir accès à des campagnes supplémentaires de différents pays (selon l'endroit où vous vous trouvez ou d'où vous venez) ou à un contenu attrayant pour un bon esprit sportif et un comportement correct des sup-

porteurs.

Il y a plus. Dans le commerce en ligne, la réalité augmentée donne aux consommateurs la possibilité d'essayer des meubles, vêtements, chaussures, œuvres d'art, etc., à la maison avant d'effectuer l'achat. De cette façon, nous sommes sûr de ne pas obtenir de fausses mesures.

Tout consommateur sera en mesure de voir si une peinture convient à son salon. Un bureau d'architecture peut montrer ses projets à ses clients en 3D, donnant la possibilité aux clients d'avoir une meilleure idée de ce que pourrait être leur maison de rêve ou bâtiment. Un représentant des ventes peut simuler son produit en temps réel sans effort dans le bureau du client et stimuler les ventes.

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Success Story of a CMMP Designation Holder

Mohammed Jihad Al-Shaikh Ali, BBA, CMMP (Executive)

Account Manager at Shades House, Riyadh, Saudi Arabia

Recently, I have completed one of the best professional educational programs, one that I was considering a lot about before joining, the IIMP. The Certified Marketing Management Professional (CMMP) program has really advanced my knowledge in the following areas of marketing:

1. How to Design and lead research (focusing on consumer behavior), with an in-depth analysis for all business purposes.
2. Communication is one of the things that I was dreaming to get the knowledge of and it was part of my job and I did.
3. It helped me to improve my skills in Strategic marketing fundamentals diagnosis and other things like:
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Get Started

The marketing genius Behind Uber

By: Caroline Berryman, CMMP

Since Uber launched in Canada in 2012, Uber has steadily increased in popularity. In Toronto, almost one million people are using the app and the company now operates in most major Canadian cities including Vancouver, Montreal, Ottawa, Edmonton and Calgary.

Despite anti-Uber protests and politicians trying to decide the fate of this company, the brand has remained very positive in its marketing through a series of low-cost, high impact events that generate excitement and also provide newsworthy content that results in free publicity for Uber.

Internally, Uber refers to these events as “making magic” and claim that it is one of their core values. According to Uber Marketing Manager Erica Edwards, the company had a mission “to celebrate the cities it operated in and obsess about its customers.” They have done this very successfully through a series of strategic and targeted events recently.

On St. Patrick’s Day in 2015, Uber set up breathalyzer kiosks around downtown Toronto that included straws which potential customers could blow into. If they blew over the legal limit for driving, they could use the kiosk to order a free ride home. What a great way to get new future customers? What was the result of this clever marketing tactic? The event earned 55 million media impressions and resulted in over 500 articles published worldwide. As an aside, they also won a Bronze Cyber Lion in Cannes last year for their innovative use of technology.

In Canada, Uber has a local marketing team in every city whose objective is to tell a local story with its marketing and they did so with UberPitch. UberPitch is a program that offers entrepreneurs a 15-minute Uber ride to pitch their business idea to a potential investor. This event first occurred in the U.S., and because it was so successful, it has been repeated and customized to other markets includ-



ing Canada. When Uber launched UberPitch in Canada, it acquired well-known local investors including Joseph Mimran and Michael Hyatt from the successful TV show *Dragons’ Den*, a show that invites entrepreneurs to pitch their ideas in front of a panel of potential investors for a chance to become business partners. This Uber event actually led to several actual business deals and resulted in 8 million social media impressions and 1,203 brand mentions on social media.

Who doesn’t like cute puppies? Delivering puppies via Uber is another event which the company has done in other markets successfully. For \$30, offices can order a 15-minute visit from dogs from local shelters, a tactic that has paid off resulting in lots of publicity that gives the brand a ‘warm and fuzzy feeling’, while showing their good corporate citizenship raising awareness for animal shelters. Last April, Uber executed this event in Toronto for National Adopt a Shelter Pet Day. Marketed as a way to raise awareness for animal shelters, this event was such a success that Uber brought it to Toronto again this spring, as well as Edmonton, Ottawa and Calgary. In Toronto, this event generated

very positive news coverage from two Toronto TV stations and a major newspaper.

Uber is a marketing success story, executing unique events to create awareness, increase customers, increase its profile in communities that it operates in by being seen as a caring company, while spending very little money on advertising. These events are so exciting that the media loves to talk about them and we love to hear about them.



Caroline Berryman, CMMP

MARKETING WORLD

REVIEW

Call for Papers for Premier Issue of MWR Magazine

The International Institute of Marketing Professionals (IIMP) publishes the quarterly magazine "MarketingWorld Review" to advance marketing professionals' knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness. Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

The Editor-in-Chief of MarketingWorld Review invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing for its initial issue.

The latest technological developments such as social media, online communities, or social networks have all transformed markets and marketing. In this new era, which demands changing classical practices, customers and companies are both empowered with many capabilities such as easy access to information or ability of multi-way communication. Within this broader networked customer-company relationships, customers are actively engaging with the companies in every aspect and have an influence on marketing decisions at an increased level. However, both scholars and practitioners also address potential risks and challenges that companies face associated with this new era of connected marketing.

The initial issue of the MarketingWorld Review will focus on the latest thinking, principles, and best practices on the field of marketing, that reflects the challenges and opportunities in a digitally-empowered and connected world. We welcome submissions which may be case studies, market analyses, interviews, and research papers employing a range of theoretical and methodological approaches and which provide future research directions and in-depth strategic marketing implications for today's marketers.

All topics reflecting the latest thought in marketing are welcomed but pieces concentrating on the "Next Practices in the Era of Connected Marketing" are specifically encouraged.

The deadline for initial **submission to the first issue is July 15, 2016**. The review process will feature a maximum of two rounds and final decisions will be made before July 30, 2016. Authors are referred to the MarketingWorld Review Author Guidelines in the preparation of their manuscripts at <http://www.theiimp.org/magazine/> or at <http://www.theiimp.org/PDF/MWR-GUIDELINES.pdf>. Submissions are to be made to magazine@theiimp.org.

Asli Kuscu
Editor-in-Chief
MarketingWorld Review



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- Coach and mentor members to deliver on their Strategy profession



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La réalité augmentée et le changement du paysage marketing

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Ce ne sont que quelques exemples sur la façon dont la réalité augmentée est en train de changer votre perception de la réalité, augmentant votre interaction avec les objets tout en aidant à prendre des décisions d'achat plus rapides avant que les consommateurs se déplacent aux magasins ou procèdent à l'achat en ligne.

Mais que diriez-vous de la réalité virtuelle, vous demandez-vous peut-être ? Augment distingue la réalité augmentée de la réalité virtuelle par l'expérience de la réalité. La première est une technologie générée par ordinateur qui améliore la "réalité existante" par la "capacité d'interagir avec elle." La seconde est "une simulation artificielle générée par ordinateur " d'un "environnement de la vie réelle ou d'une situation."

Les deux réalités augmentée et virtuelle ont un énorme potentiel pour changer le paysage marketing en augmentant les interactions et les expériences entre les marques et les consommateurs. Comme la technologie évolue de plus en plus dans le domaine des appareils mobiles, tels que les ordinateurs portables, les smartphones et les tablettes ; la façon dont le monde réel, les images numériques et les graphiques se croisent et interagissent est en train de changer. Qu'apportera l'avenir ? J'aimerais bien vous entendre.

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MARKETING WORLD

REVIEW

Need Volunteers for Editorial/Support Team

The International Institute of Marketing Professionals is a leading global professional association dedicated to developing and implementing marketing standards in order to advance marketing practice world-wide.

Currently, we seek volunteers to enhance our editorial and support team (see following list of roles) to publish a quarterly periodical named "MarketingWorld Review Magazine". The publication will be distributed to marketing practitioners all around the world in 192 countries.

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