



6 KEY MEDIA TRENDS THAT WILL DRIVE BRAND GROWTH IN 2022

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PUBLICIS GROUPE NETHERLANDS



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INNOVATION DRIVES FUTURE CAMPAIGN ROI

Life used to be simpler. A brilliant insight and great big idea could drive a brand forward. But in a world in which technology is president, a constant focus on innovation is key. Without it, ROI of your campaigns will decrease in the end.

And we know innovation takes time and constant attention but, the results of it could drive a growth step-change when scaled out.

That is why In this report we've highlight six key emerging media trends and point out the opportunities they hold for brands. So, sit back and immerse yourself into the world of AR, Metaverse, shoppable social and much more.

QUICK READ: KEY 2022 MEDIA TRENDS IN JUST 1 MINUTE

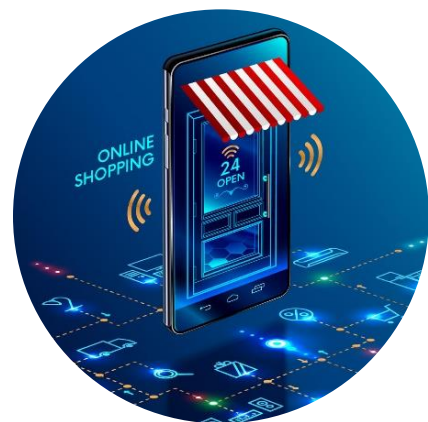
1. METAVERSE



The metaverse is on its way and peaked in interest during 2021, with major brands tapping into this virtual world already. It's all about new identities, virtual spaces, NFT's and digital commerce worlds.

Click [here](#) to learn more about the promise of metaverse

2. CULTURAL COMMERCE



Cultural commerce is all about understanding people culture and platform relevance. Brands can leverage the connecting power to drive brand- and sales growth in the same place.

Click [here](#) to learn more about how cultural commerce takes off

3. COMMUNITY COMMERCE



On TikTok it's all about snappy content, excitement and engagement. Creators share hypes and trends at the speed of light, opening up new possibilities for brands to tap into as user base and - frequency keeps growing.

Click [here](#) to learn more about the rise of community commerce

4. LIVESTREAM SHOPPING



Because of COVID restrictions, retailers are keen to find new sales channels to make up for physical restrictions. Ecommerce livestreaming is the ultimate solution to create new digital commerce experiences.

Click [here](#) to learn more about how livestream shopping sets foot in The Netherlands

5. VALUE OF AUDIO



The focus of leading marketing directors is around video formats, while consumer's media focus is slowly shifting to audio. It's time for brands to focus on their presence in native audio formats.

Click [here](#) to learn more about the underestimated value of audio

6. FUTURE OF AR



The future of AR for brands is about shifting from fun entertainment to functional brand- and commerce experiences to build lower funnel excitement and drive sales.

Click [here](#) to learn more about the bright future of AR



#1
THE PROMISE
OF METAVERSE

METaverse

WHAT'S THE BUZZ

The seeds of what we call “metaverse” have been planted over decades, but COVID-19 changed the game and gave the metaverse its moment. The list of reasons is extensive, but only one matters - humanity now sees the immense value in having a virtual existence operating in parallel to our physical lives. Now we look at the path forward...

1

The experiences we all know and love today will exist in the metaverse. Sports, music, gaming and connecting with friends will have enriched AR & VR experiences.

2

Right now, connecting with friends, family and coworkers through social media, video conferencing and livestreams gets us close, but leaves something to be desired.

3

Conversations with eye contact, working sessions with whiteboards and intimate moments in private spaces are all possible in the metaverse.

METaverse

WHY INTERESTING?

METaverse

Metaverse experiences are still in their infancy, so each activation is ripe for innovation. Nearly any digital enabled device can access a metaverse experience and they each have a unique ability to engage consumers. VR & AR consumer devices will ultimately be the gateway of choice for metaverse experiences. But today, Mobile, Desktop and Game Console devices offer the most scaled access to the broadest number of consumers. We expect that to change over the next two years with VR/AR achieving even broader scale by 2024 as metaverse experiences grow and mature to attract users that desire full immersion.

EXPERIENCES 2.0 VS. 3.0

Web 2.0 (non-blockchain), experiences are platform-based, providing internet users with the ability to rent services in exchange for using their data and user content for monetization and ads. In the generational shift to Web 3.0 (on-chain), these experiences are tokenized and decentralized, which means that users of services can fully own, transport, monetize, control, and customize their data vs having a platform own and control it.

NEW (LIVE) MEDIA AT SCALE

Web 3.0 metaverses will allow brands to extend their existing media investments by inserting live broadcast, live social, or 2D content into the metaverse experience; influencer meet and greets, live performances and NFT versions of brand merchandise can all be used to extend and enhance the value of those investments to much larger audiences. These extensions will empower brands to cultivate new audiences, drive loyalty and ultimately enable commerce through the sale of both physical and virtual goods

WALLET STRATEGIES FOR BRANDS

For years, advertisers relied on the collection of email addresses/SMS/browser and device IDs. In the near future, the wallet may be a new sought after datapoint. To collect this data, agencies and ad tech services will help brands develop wallet strategies. Advertisers will invent methods for brands to offer consumers a way to opt-in to provide and/or connect their wallets to that brand by accessing a metaverse experience, collecting a branded NFT or digital collectible.



METaverse ECOSYSTEM IT'S COMPLEX

Source: Newzoo's 2021 Global Games Market Report | Into the Metaverse trend report
newzoo.com/globalgamesreport



METaverse

INSPIRATION CASE : NIKE X ROBLOX

NIKE CONNECTS WITH YOUNG FANS THROUGH NIKELAND

WHAT'S THE CASE?

Nike created a metaverse on Roblox, NIKELAND, for Nike fans to connect, create, share experiences and compete.

WHY IS IT A SUCCESS? WHAT IS THE INSIGHT?

With this tailor-made world, the brand is aligning with an existing behaviour on the platform (to create games) and inviting people to contribute to Nikeland's offering. As a result, the virtual space is more likely to retain users and increase the amount of time spent with the brand within Roblox. Turning sport and play into a lifestyle.

HOW TO APPLY FOR YOUR BRAND IN 2022?

By encouraging co-creation with other users, platforms like Roblox and Minecraft tap into a unique social currency for Gen Alpha – digital creativity, which has boomed during COVID-19.



[Click image to watch case movie](#)

METaverse

HOW COULD IT WORK FOR YOU?

OUR TAKE-OUT:

The Metaverse is still an abstract interpretation of a brand new digital environment. But what we know is that it will transform the way we (as people and as consumers) live, communicate, shop, game and work. All powered by a decentralized and controlled environment by the users of the service.

HOW IT COULD WORK FOR BRANDS:

The new metaverse world will allow brands to extend their existing media investments by inserting live broadcast, ads, live social, or 2D content into the metaverse experience; influencer meet and greets, live performances and NFT versions of brand merchandise can all be used to extend and enhance the value of those investments to much larger audiences...but still, we need to wait for the real 3.0 innovation will pop-up in our new lives.



#2

CULTURAL COMMERCE TAKES OFF

ONLINE
SHOPPING

24
OPEN



CULTURAL COMMERCE

WHAT'S THE BUZZ

Cultural commerce builds the brand and closes the sale in the same experience, and brands can expedite branding into actual purchase by borrowing from both the principles of **brand building** and **performance marketing** to engage consumers and motivate them to buy at the same time.

1

To engage consumers and motivate them to purchase at the same time, leverage on the principle of cultural resonance.

2

Other principles include emotional engagement, distinctiveness and scale by balancing campaign relevance and audience reach.

3

With the right design and approach, brands can sell various categories in interesting ways via cultural commerce.

ONLINE SHOPPING

24 OPEN

CULTURAL COMMERCE

WHY INTERESTING?

CULTURAL RESONANCE

Get the brand to live in people's lives and cultural interests. What is happening on social media most accurately reflects what consumers are interested in and inform cultural conversations. Brands that leverage sentiments and topics from digital conversations demonstrate their understanding of their crowd. It's a long-term approach to brand building that reflects on the people and culture who power the brand.

EMOTIONALLY ENGAGING

Evoke human emotions to encourage brand preference. Emotion has been proven to drive attention and memorability. The common temptation is to prioritize investment in ads that focus on short-term clicks and sales because high impact (emotionally engaging and interactive) formats are more expensive.



SCALE

Although narrowing in a small and more precise audience potentially generates higher lift in purchase, it limits the size of the audience impacted. Map out the audience segments based on their behaviors with your category, propensity to purchase and average value to ensure you are targeting "everybody" with a likelihood to buy.

MOTIVATE ACTION

Rewrite the call-to-action in the consumer's own language. Instead of "buy now", the message could be tweaked to meet their lifestyle aspirations or self-expression desires. It ensures that your offer reflects consumers' agendas and way of thinking about your product or service. A single piece of communication does not have to fulfill all of the above but achieve a good balance between branding and conversion.



CULTURAL COMMERCE

INSPIRATION CASE : H&M VEGAN

H&M DEBUTS VIRTUAL ALL VEGAN COLLECTION IN ANIMAL CROSSING

WHAT'S THE CASE?

H&M has debuted a virtual all vegan collection and fashion via Nintendo's Animal Crossing.

WHY IS IT A SUCCESS? WHAT IS THE INSIGHT?

The virtual platform provided a new and entertaining way to engage with consumers. Delivering concrete PR, economic and engagement opportunities for H&M.

HOW TO APPLY FOR YOUR BRAND IN 2022?

Going forward, AR & VR type tech is going to be great at providing answers to brands' problems related to space, distance and budget. Virtual solutions could be the way for brands to deal with their real-world constraints. If, instead of applying existing ways of doing things to new platforms, brands take a more imaginative approach, the creative possibilities are endless.



[Click image to watch case movie](#)

CULTURAL COMMERCE

HOW COULD IT WORK FOR YOU?

OUR TAKE-OUT:

Emotion is crucial to increase brand memorability. Not something new, but crucial for creating brand impact and sales performance, when done in the right context. In the dynamic world of social media, it's vital to establish an emotional connection that is the same in the full campaign and on all platforms. This allows brands to further build long term brand equity. It's crucial to tap into the culture and backgrounds of the focus segment instead of communicating product information in the activation phase.

HOW IT COULD WORK FOR BRANDS:

Balancing your advertising budget between long term (emotional driven) brand campaigns and short term (sales driven) activation is one of the key formulas to achieve sustainable business growth. To unlock this growth through 'cultural commerce' contains understanding your audience, adapt your tone of voice and place your product proposition in the context of their daily lives.





#3
THE RISE OF
COMMUNITY
COMMERCE

COMMUNITY COMMERCE

WHAT'S THE BUZZ

The nature of platforms link TikTok and its algorithmically driven 'For You' feed, means that rather than simply placing themselves in front of people, there is an opportunity for brands to engage with people with particular interests and to collaborate with creators. By doing so, they can become part of communities and brands can leverage these communities to sell products.

1

88% of users discover new content while on the app and one in two discover new products and brands in the process.

2

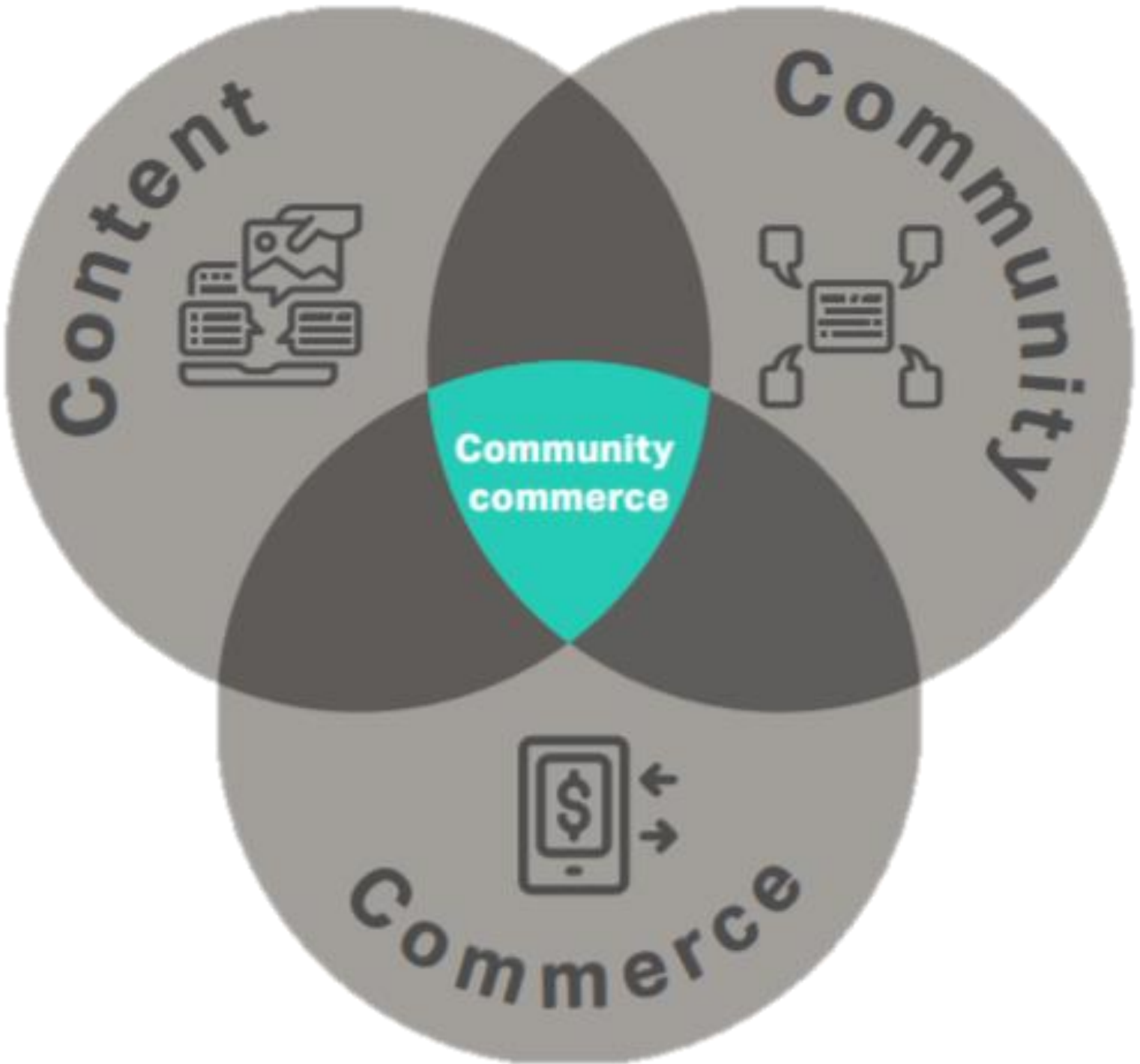
91% of users take some sort of action after seeing content; a quarter have researched or purchased the product they saw advertised.

3

73% give product recommendations to family and friends – this amplification effect is a crucial part of 'community commerce'.

COMMUNITY COMMERCE

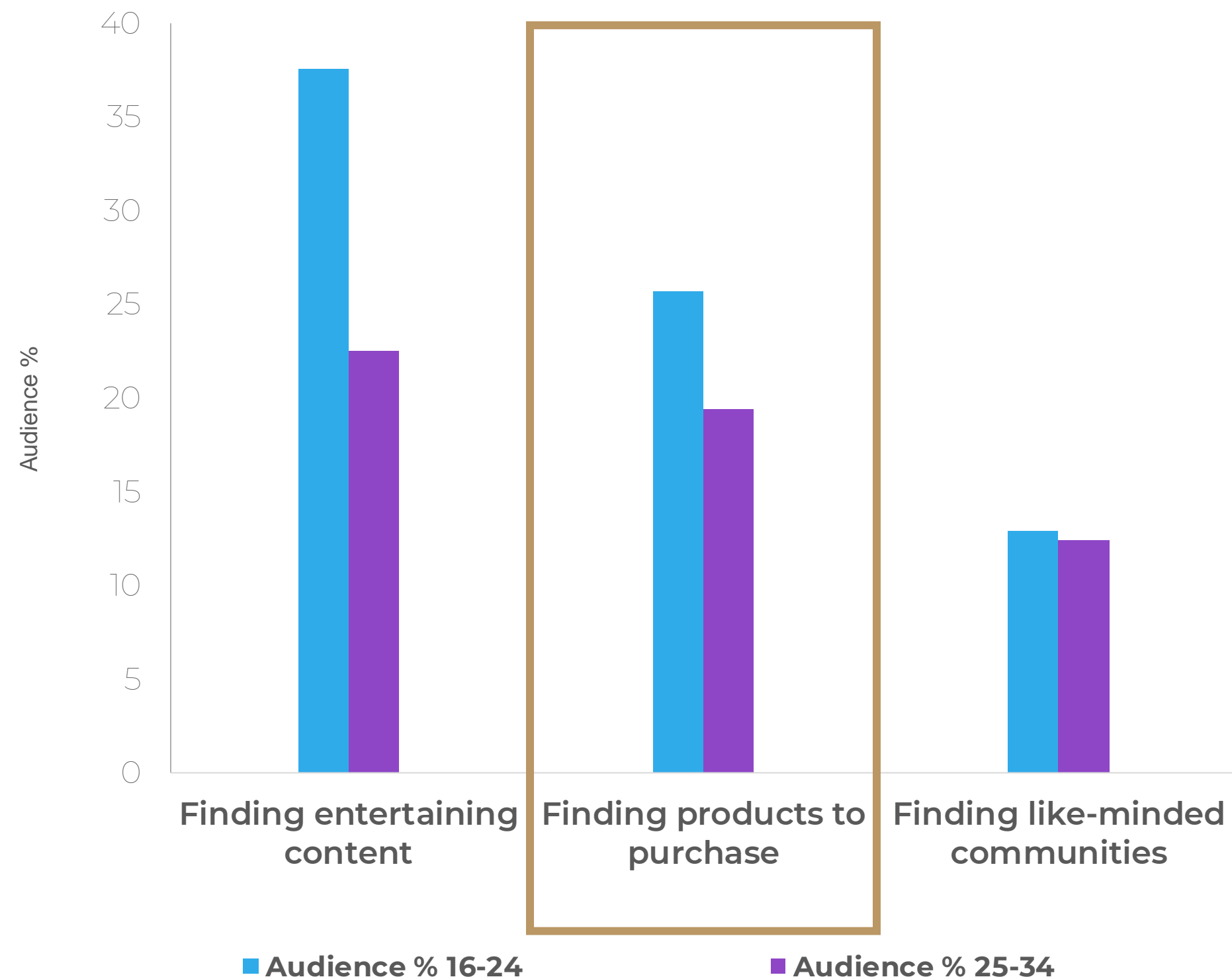
THE CONVERGENCE OF COMMUNITY AND COMMERCE



COMMUNITY COMMERCE

HIGH CONSUMER RELEVANCY

Product orientation is key driver for Gen-Z and Millennials to go on social



COMMUNITY COMMERCE

THE PLAYBOOK

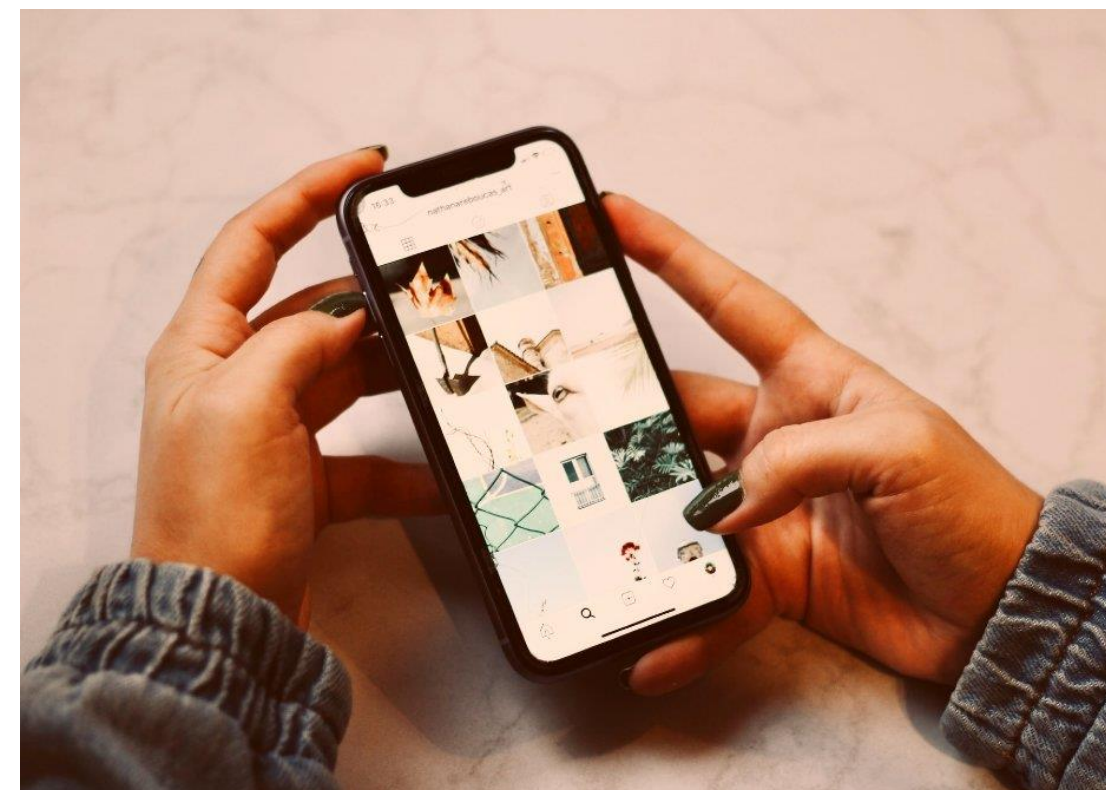


DISCOVER

According to TikTok's own research, 88% of users discover new content while enjoying the app and one in two users discover new products and brands in the process. 91% of users take some sort of action following content they see; a quarter have researched or purchased the product they saw advertised ("and this applies to all sorts of brands throughout the year, but particularly during the holiday season").

SPARK

The creator makes a video featuring the product, either by themselves or in partnership with the brand. In some cases, brands are the ones that are making this content by way of organic videos that are posted into their Tik Tok business account, and this leads on to...



SHARE

Fellow TikTokers see that content and they join in the conversation. They like, they share, they comment on the video and the creative made in the Spark phase, which leads to...

SPIKE

Excitement builds up around the brand on TikTok, which leads to an ever-growing conversation and a rise in sales and this is the point at which brands really start to notice an impact on their bottom line, and finally...

SUSTAIN

This is where brands maintain the success and buzz built during the first few stages, finding ways to keep the audience engaged and to turn the excitement into a long-term strategy.



COMMUNITY COMMERCE INSPIRATION CASE: GUCCI FLORA X MILEY CYRUS

AN ORIGINAL CONCEPT AROUND MUSIC TO PROMOTE THE LAUNCH OF THE NEW GUCCI FLORA FRAGRANCE

WHAT'S THE CASE?

For the launch of their new fragrance Flora, Gucci teamed up with Miley Cyrus, transforming digital unlike any other.

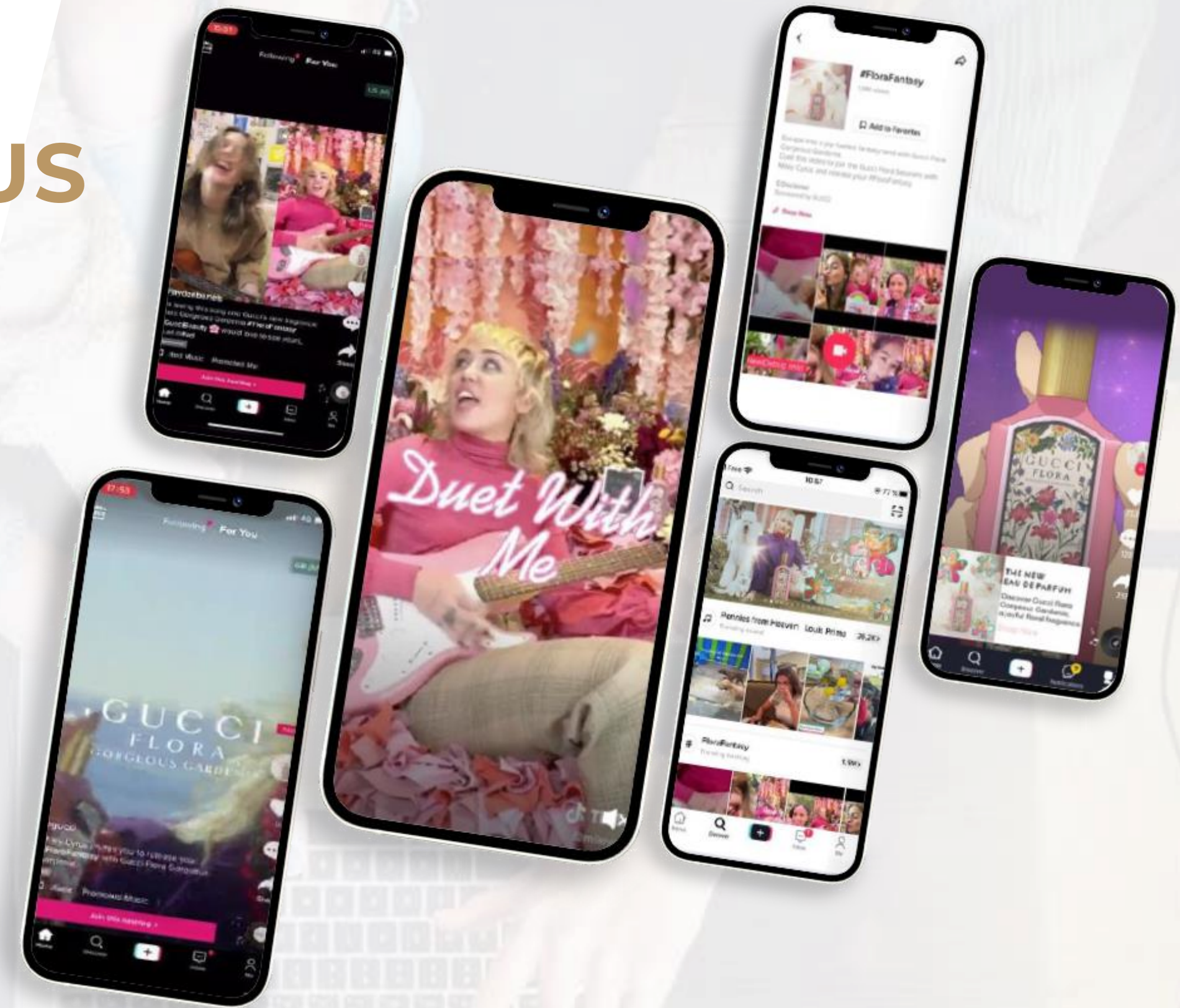
WHY IS IT A SUCCESS? WHAT IS THE INSIGHT?

The brand has always targeted young consumers but found itself no longer resonating among new generations because of clichéd advertising. Winning the heart of these generations means building upon the growth of gaming and virtual channels. But make sure your campaign idea enhances the virtual experience.. And most importantly create highly-branded engagement (not just free entertainment) with seamless commerce integration.

HOW TO APPLY FOR YOUR BRAND IN 2022?

Even the hottest craze of the current moment can only be effectively leveraged if you find its relevance to the focal point of the campaign. Know how people would react to the content and what they would do with it next.

[Click image to watch case movie](#)



COMMUNITY COMMERCE

HOW COULD IT WORK FOR YOU?

OUR TAKE-OUT:

Research shows that TikTok is not limited (anymore) to fun, entertainment and filling up some spare time. The power of the platform community and the combined strength of content possibilities makes it a potential solution to create engagement & brand conversation at scale: the start of a modern word-of-mouth era.

HOW IT COULD WORK FOR BRANDS:

To activate your brand- and communication concept it's crucial to understand the potential influential reach ability TikTok has. Knowing what your audiences are up to is the starting point. By tapping into actual conversations with relevant content brands can start the community conversations loop. This allows brands to turn appealing content into propositions.





**#4
LIVESTREAM
SHOPPING SETS FOOT IN
THE NETHERLANDS**

LIVESTREAM SHOPPING

WHAT'S THE BUZZ

Live streaming stores are growing significantly in Asia but are still unknown in the Netherlands. Live streaming provides an offline experience in an online world, with interaction possibilities between the customer and seller: an offline experience in an online world describes the research of quantitative analysis to assess the effect of live streaming on sales leads and engagement.

1

Customers are attracted to this type of shopping because of its utility value, pleasure and social values. This, in turn, improves the consumer experience and attitude toward brand or products, while also increasing purchase intent.

2

The number of people rather shopping online than offline grew to 51% during the pandemic

3

73% of people watches online video's as a form of entertainment

LIVESTREAM SHOPPING OF CONVENIENCE MAIN DRIVER



Source: WARC January 2022 – Livestream shopping growth potential

LIVESTREAM SHOPPING

WHY INTERESTING?

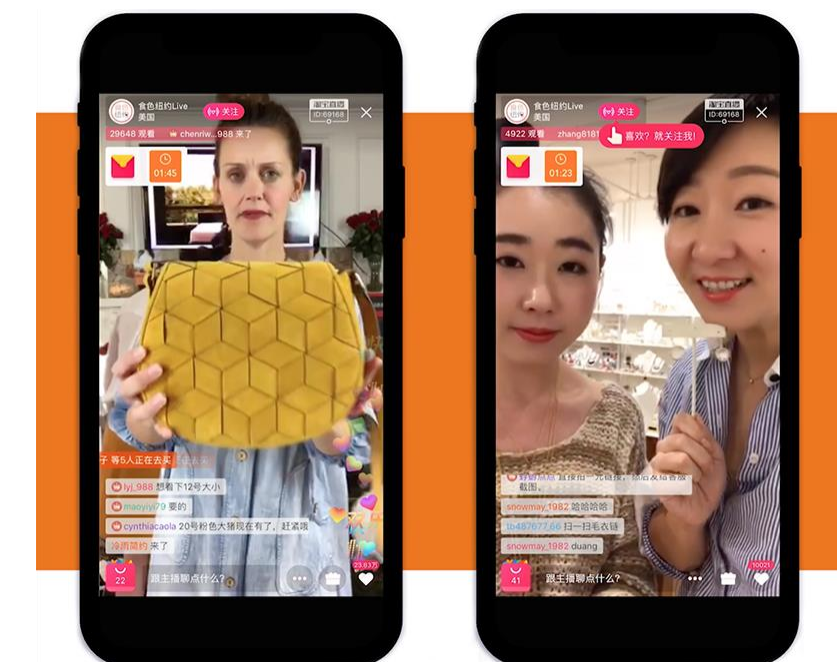
MULTIPLE WAYS OF LIVESTREAMING

By integrating multiple sales tactics, ecommerce livestreaming is the perfect solution to enhance the consumer journey per audience need and immersive funnel objectives. Multiple strategies could be handled:

- 1. Transactional approach
- 2. Persuasive tactics
- 3. Content focus and
- 4. Relational approach

ON-DEMAND EXPERIENCE

Viewers can watch recorded demonstrations of previously shown products; if the products are on the featured-product list without any demonstrations, they can request the host to show that product. Thus, the livestream has an on-demand component — if viewers are interested in particular products, those get priority in the presentation.



RETAIL PARTNERSHIPS

The excitement about new and innovative product launches could be further unlocked in terms of brand and product attraction via retail partnerships. Via smart data collection, based on viewer/engagement data, it's possible to retarget viewers/visitors via collaborative ads on e.g. FB and Instagram.

CUSTOMER DATA

Live video streaming in 2021 acts as an additional funnel to retrieve customer data. With free and mainstream live streaming platforms like your own .com website, TikTok and Instagram, this data can come in the form of likes, comments and engagement rates.

With your own customized live streaming platform, however, you can have access more in-depth data. For example, the ability to be able to analyze user behaviors within each live stream, enabling you to better understand what your audience likes or dislikes.



LIVESTREAM SHOPPING INSPIRATION CASE: CK DEFY TWITCH LIVESTREAM

AN ORIGINAL CUSTOM PROGRAM AROUND DEFYING EXPECTATIONS, LAUNCHING AS FIRST TO MARKET STREAMABLE VIDEOS.

WHAT'S THE CASE?

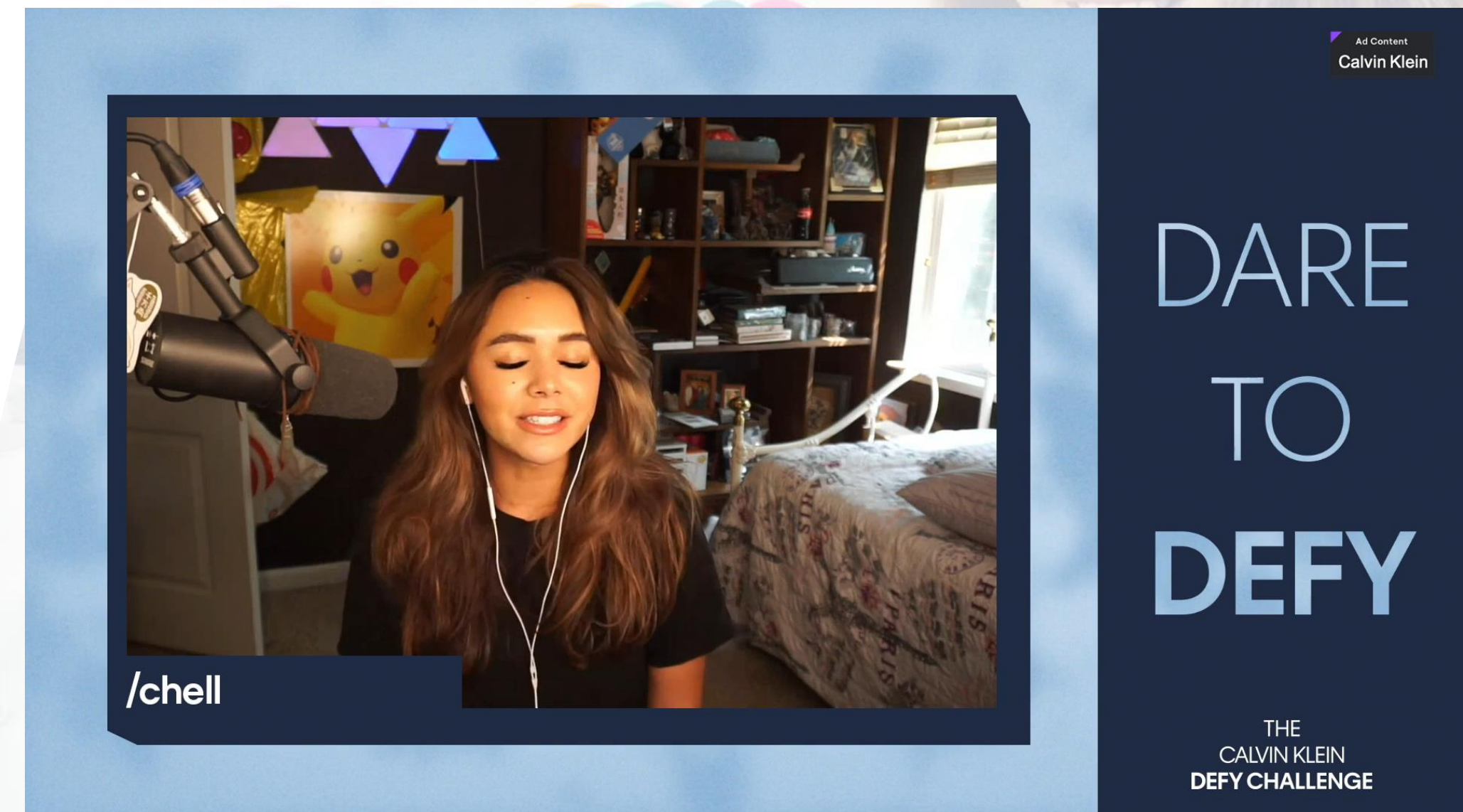
Calvin Klein launched a livestream shoppable video on Twitch for their Defy campaign.

WHY IS IT A SUCCESS? WHAT IS THE INSIGHT?

Consumers have little tolerance for friction in online shopping. By providing a faster route from inspiration to checkout, shoppable video is well positioned to help marketers tackle this challenge.

HOW TO APPLY FOR YOUR BRAND IN 2022?

Harnessing shoppable video's interactivity, flexibility, and convenience will be an essential element of that; helping them to not only deliver the seamless shopping experiences consumers want, but to also outshine rivals and optimize the value of every online video. From here on, meeting the need for speed, data-based efficiency, and simple purchasing will be critical to maintaining digital success.



[Click image to watch case movie](#)

LIVESTREAM SHOPPING

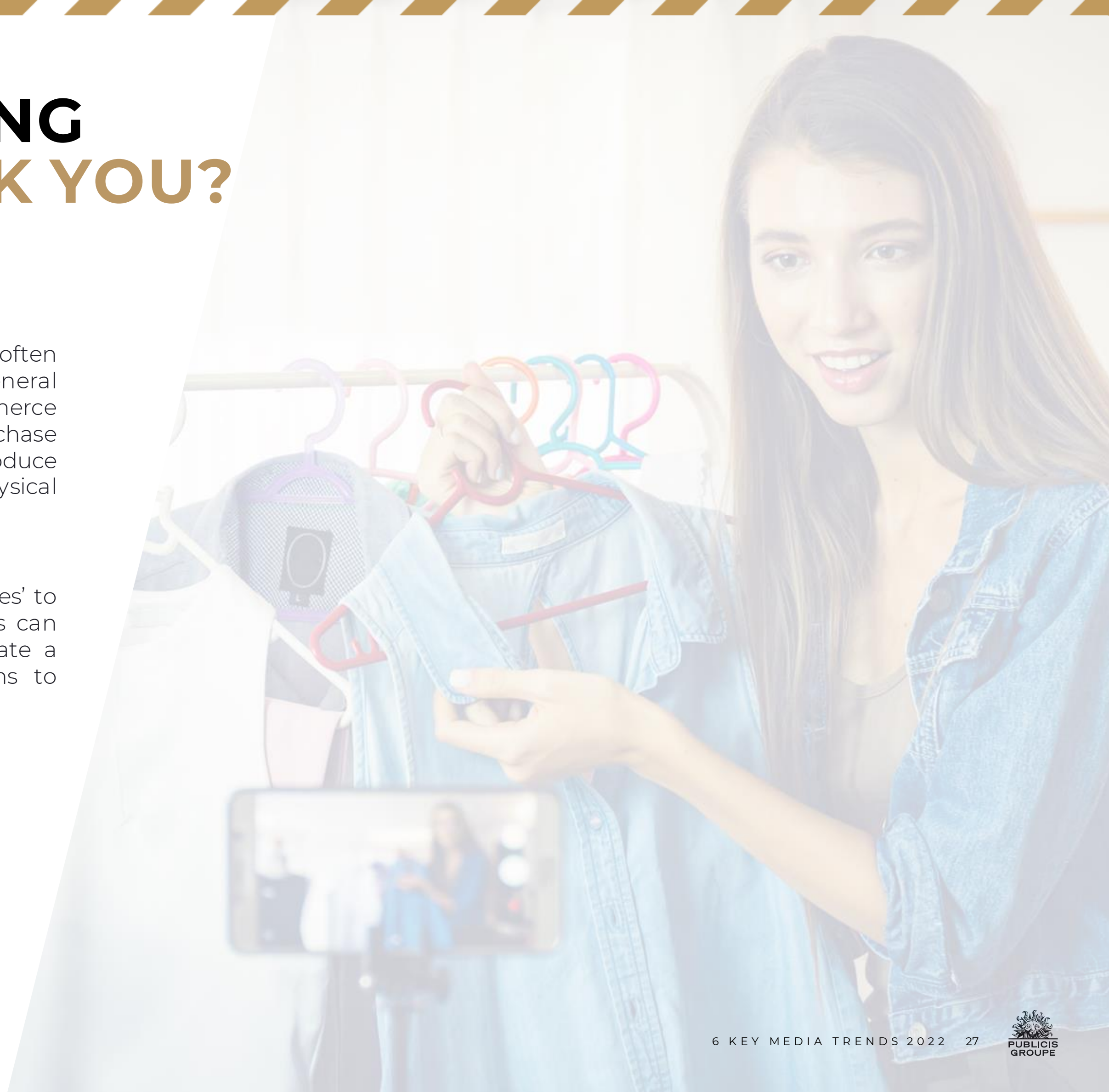
HOW COULD IT WORK FOR YOU?

OUR TAKE-OUT:

As a result of the lockdown, people started to shop even more often online: 52% of all consumers prefer to shop online in general (+ 9% growth YoY). Even though in the Netherlands ecommerce livestreaming is still a relative unknown solution to build purchase intent and activate sales, despite the endless possibilities to introduce people to the ease of researching online and providing a physical shopping experience.

HOW IT COULD WORK FOR BRANDS:

Smart retargeting strategies could easily engage 'warm audiences' to deeper engage with your products or new innovations. Publicis can help your organization to reach value audiences at scale, create a journey of one and integrate ecommerce livestream sessions to engage people with your brand and/or products.





#5
THE UNDERESTIMATED
VALUE OF AUDIO

VALUE OF AUDIO

WHAT'S THE BUZZ

The simple facts are: Consumers are listening more; audio has the most reach and delivers an increasing engagement.

Not only does audio offer an escape from visual overload, the fact that share of ad spend is markedly lower than share of consumption means there is much less competition for consumers' attention.

1

The opportunity for brands to grow with audio marketing is massive, but most brands are still under-invested and under-experienced.

2

With decline in linear tv viewing time and double digit growth in GRP prices, radio is a very cost efficient push-alternative to build mass reach quickly

3

Audio offer the possibility to connecting upper and lower funnel to build awareness and drive sales via the same channel.

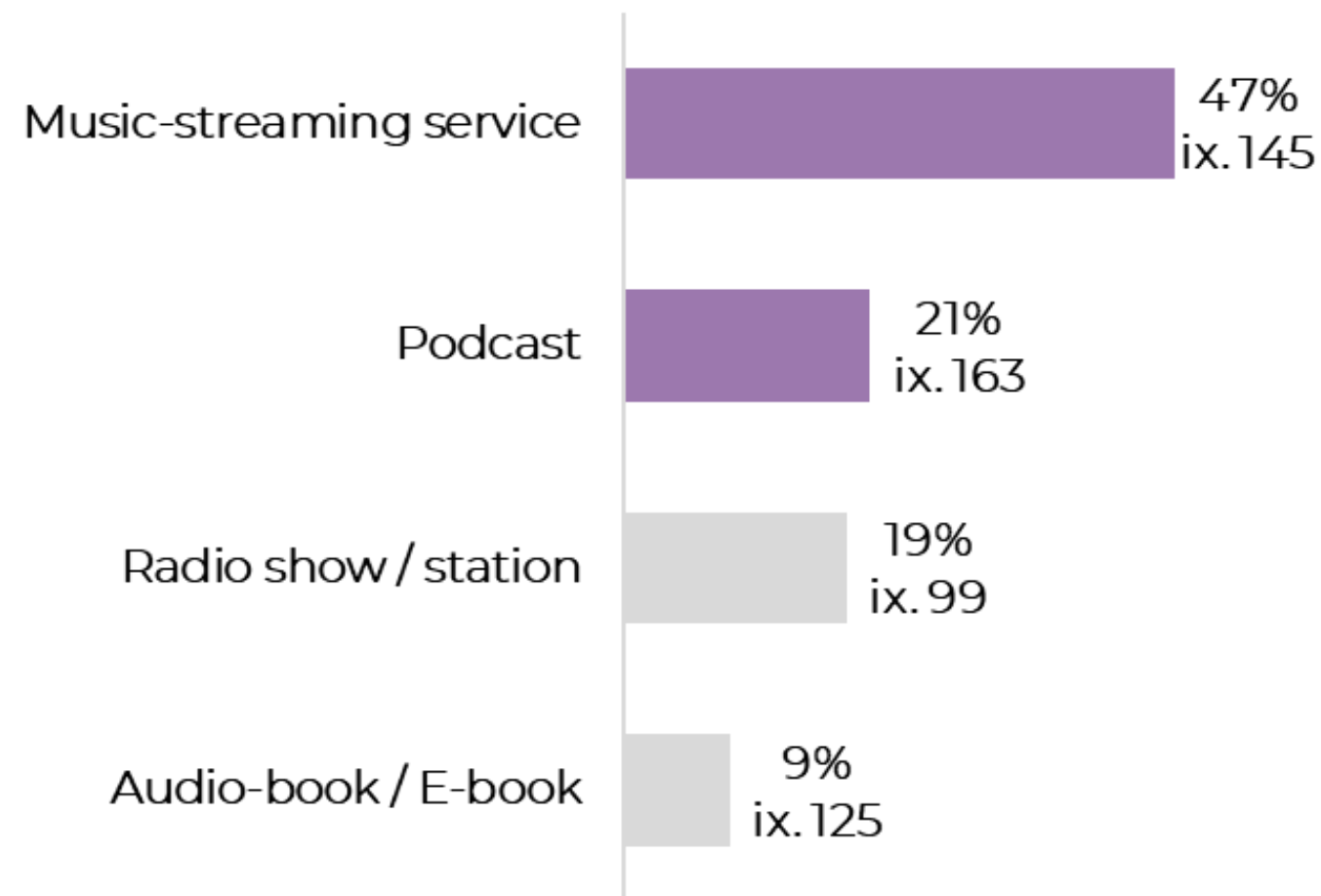
VALUE OF AUDIO

WHAT'S THE BUZZ

STREAMING MUSIC VIA SPOTIFY IS A REGULAR ACTIVITY.
PODCASTS ARE BECOMING MORE AND MORE POPULAR.



Online audio activities last week

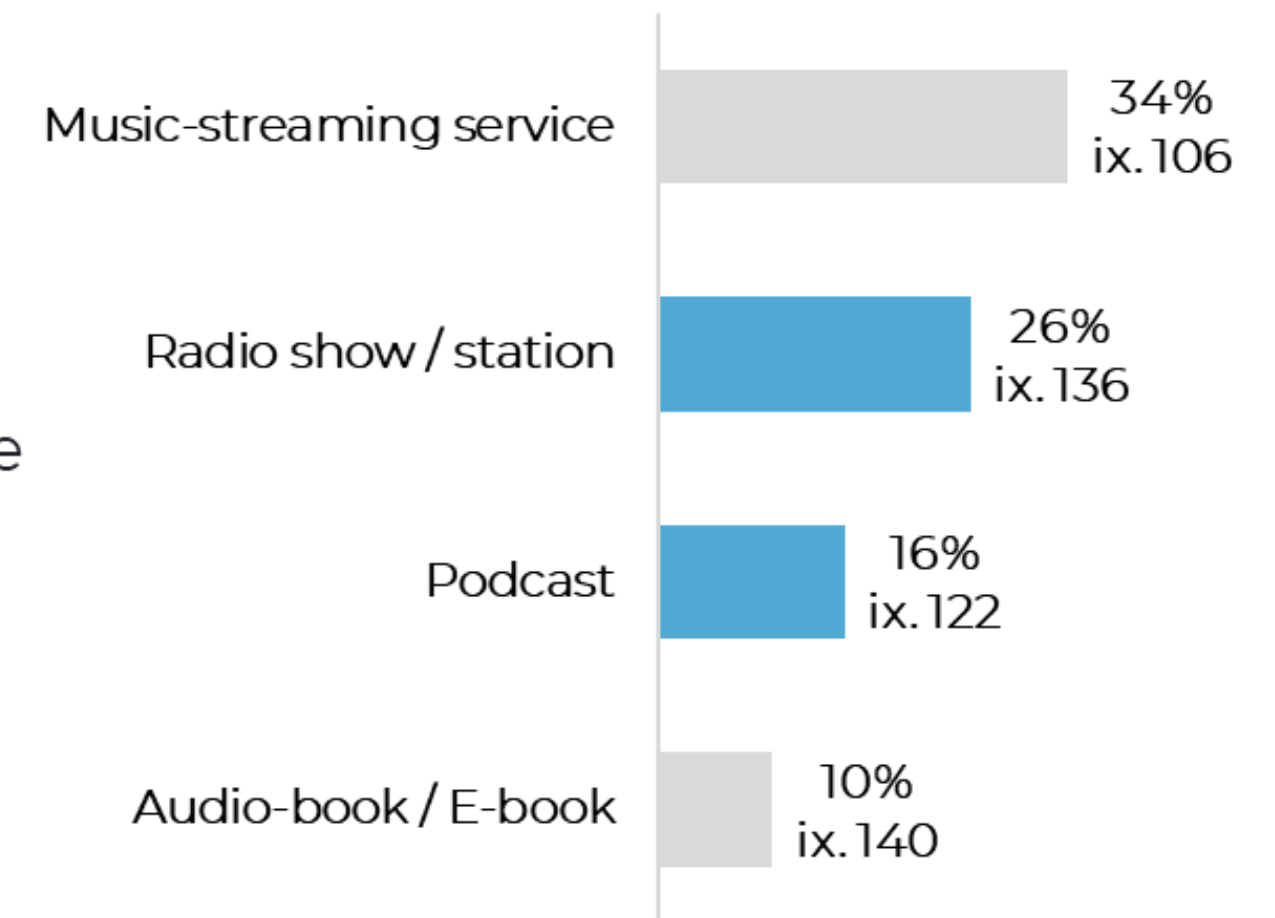


13-34

Monthly usage



Online audio activities last week



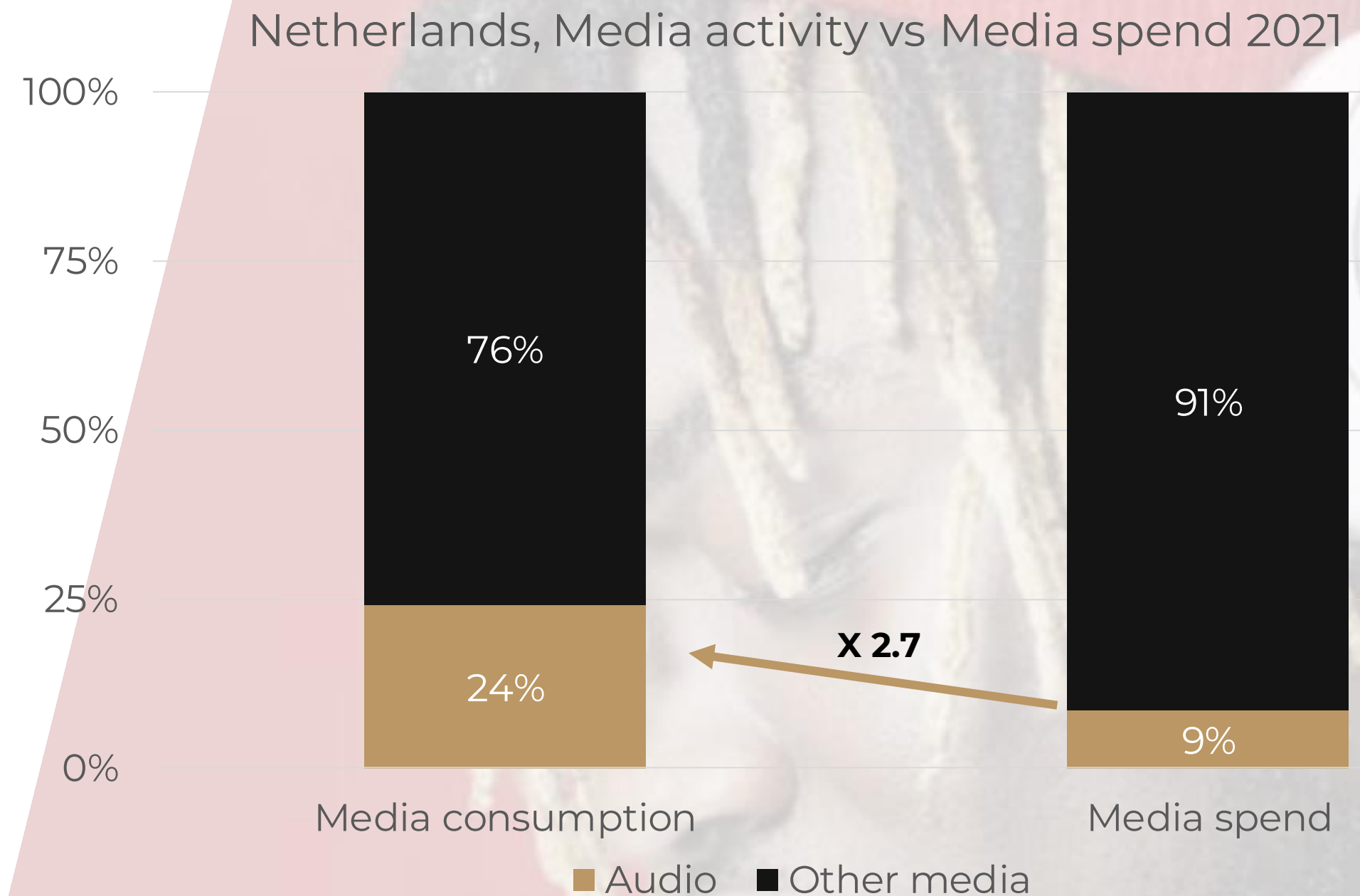
Families

Monthly usage



VALUE OF AUDIO CONSUMPTION VS SPEND GAP

THERE IS A CLEAR GAP BETWEEN MEDIA CONSUMPTION AND MARKETING SPEND WHEN IT COMES TO AUDIO



VALUE OF AUDIO

WHY INTERESTING?

AUDIO UNDERESTIMATED

With digital creating new distribution points, and emerging formats like podcasts growing fast, its share of consumption is rising by the year. But advertising euros have yet to follow. Spend on audio would need to increase at least x3 to match audience behaviors.

CONSUMPTION GAP

Audio's share of consumption is higher than its share of ad spend across all demographics. Relative to listeners overall, the gap is particularly marked amongst: • Men • 16 – 34 year olds • High income groups.

PODCAST POPULARITY

Given their nature, podcasts are especially well-suited to top-funnel activity. Research has shown strong uplifts across awareness (+89%), consideration (+57%) and favorability (+24%).

COOKIELESS WORLD

As marketers enter a new Cookie-less, MAID-less and IP-obstructed world, privacy-first strategies centered on interest-based targeting will become increasingly important. Audio's strengths in contextual targeting are likely to play to its advantage.

IMMERSIVE EXPERIENCES

Emerging technologies are offering new ways for audiences to interact with all types of content. Innovations such as 3D audio will be very much part of this trend. Podcasters, content creators and their listeners can expect a new wave of immersive audio experiences.

VALUE OF AUDIO INSPIRATION CASE : MAGNUM X SPOTIFY 3D AUDIO

MAGNUM LAUNCHED A CAMPAIGN IN TURKEY USING SPOTIFY TO DRIVE SALES

WHAT'S THE CASE?

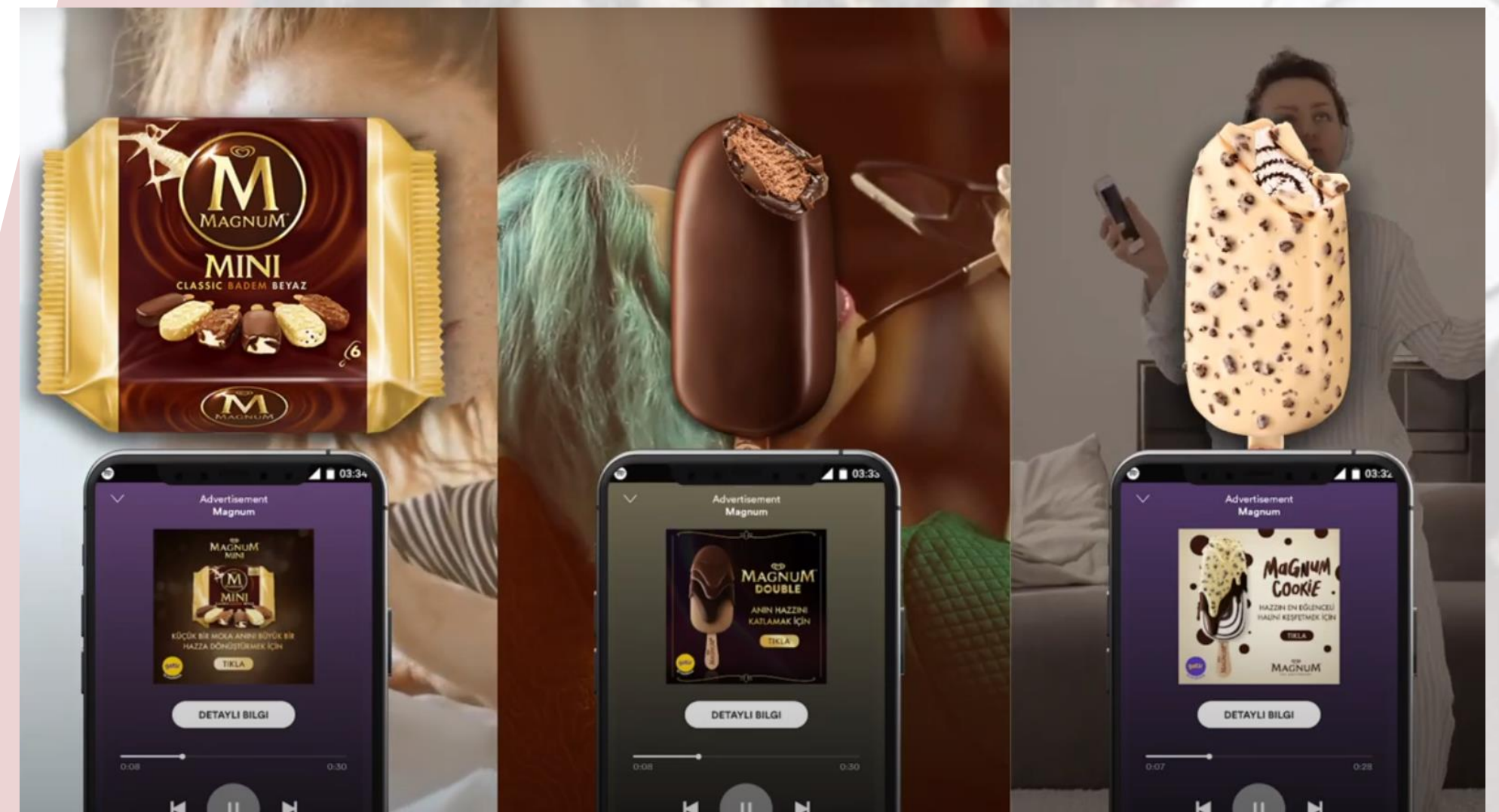
With online audio listing rates growing, Magnum partnered with Spotify, identified three of the most popular playlists that matched these moods and interspersed them with ads that used its iconic cracking sound.

WHY IS IT A SUCCESS? WHAT IS THE INSIGHT?

One of the key objectives of the campaign was to maximize reach to create top of mind awareness. Magnum made people listen their 3D audios +2mio times on their most concentrated period through their headphones.

HOW TO APPLY FOR YOUR BRAND IN 2022?

The benefit of using digital audio in your marketing efforts? Digital audio can go wherever the listener takes it. Spotify listeners soundtrack their days with their favorite music and podcasts, spending up to 2.5 hours a day listening across devices. Digital audio content complements, rather than detracts, from people's activities.



[Click image to watch case movie](#)

Case movie is Turkish, so put on subtitles ☺

VALUE OF AUDIO

HOW COULD IT WORK FOR YOU?

OUR TAKE-OUT:

The media consumption share of audio is increasing and became more vital since the start of the covid pandemic. Publicis sees an enormous shift in cross audio consumption, new emerging audio formats to create brand impact and optimized measurement currencies to unravel the optimal budget allocation for cross audio campaigns in the media mix.

HOW IT COULD WORK FOR BRANDS:

As we saw that the share of listening time has increased during the last years the urge to tap-into brand 'visibility' has emerged. Understanding the role of audio in the lives of (different) consumers is key to achieve scale. Tailoring your audio impact solution depends on the platform and it's crucial to further investigate usage behaviors.

Podcasts, music streaming platforms, linear radio channels, YouTube: all different platforms, all with their own behavioral explanation.



A woman with dark hair pulled back, wearing a light blue turtleneck and a gold necklace, is looking upwards and to the right. Her right hand is raised, with her index finger pointing towards a glowing, futuristic AR interface. The interface consists of various circular and rectangular elements, some with numbers like '24', '75', and '30'. The background is dark, and the overall lighting is dramatic, highlighting the woman's face and the glowing interface elements.

#6
THE BRIGHT
FUTURE OF AR

BRIGHT FUTURE OF AR

WHAT'S THE BUZZ

There are a few key advantages to augmented reality, but one of the most important is usability. True AR interfaces provide an intuitive and elegant user experience for a variety of services and technologies. As touchless interfaces become more versatile, AR applications can be paired with them to create truly innovative methods of interaction for brands with their potential audiences, as more and more people find their way into AR; 85.000.000 users in the U.S.

1

Shopping with Augmented Reality (AR) offers a 'try before you buy' experience.

2

Informativeness increases purchase intentions and willingness to share personal data.

3

Enjoyment leads to an affective process yielding a more positive brand attitude.

BRIGHT FUTURE OF AR

WHY INTERESTING?

AR IS GROWING

Mobile AR can provide consumers with a more immersive shopping experience. Thus, we will see more brands leveraging it as part of their operations or their marketing and sales campaigns. AR generates emotional audience connections with brands and products which could have a great effect potential on brand/product KPIs closer to conversion.

AR SHOPPING EXPERIENCES

About 61% of modern shoppers prefer buying from stores using AR (Hacker Noon). As a result, retailers are gearing up, with 46% of store owners saying that they are looking to transition to an AR or VR solution. Through AR, shoppers can try before they decide to buy products. It's become so popular over the past few years that it has also become one of the most recent retail trends.



INFLUENCERS & AR

It's already on the rise, Twitch streamers can give themselves a virtual makeover through Snap's AR effects that gives users a choice of filters. This gives content creators a way to get creative with themselves while doing live streams of their games and more. How about integrating brand influencers within AR experiences of the brands audiences?

LIVE EXPERIENCES

Sports teams already found a way to utilize AR, and with event cancellations due to the coronavirus, the entertainment sector is eager to find ways to supplement and drive income with both virtual and AR events and experiences. Besides the sports world, the user range from broadcasting to in-stadium experiences, it won't be long before concert venues, theme parks, and other event venues pick up on the trend. What about home entertainment?



BRIGHT FUTURE OF AR INSPIRATION CASE : BEAUTÉ MAGIQUE /BOURJOIS

FRENCH BEAUTY BRAND CREATES BLENDED REALITY SAMPLING EXPERIENCE

WHAT'S THE CASE?

Cosmetics brand Bourjois has created a blended reality experience in its relaunched boutique in Paris.

WHY IS IT A SUCCESS? WHAT IS THE INSIGHT?

Bourjois has taken virtual sampling a step further by blending a physical experience with AR. Research by the brand revealed that 72% of consumers said they want an in-store beauty experience to be a mixture of both physical and digital elements to make it feel more 'real' and 'believable'. In fact, PERCH reports that the merge of digital content and physical products drives an increase in customer engagement by 5-10 times, 30-80% product sales lift and 200-400% ROIs on average.

HOW TO APPLY FOR YOUR BRAND IN 2022?

Customers may develop a sense of ownership over products when they see themselves wearing it. According to the endowment effect, this will make them place greater value on the product, which could help persuade them to purchase it.



[CLICK IMAGE TO WATCH CASE MOVIE](#)

BRIGHT FUTURE OF AR

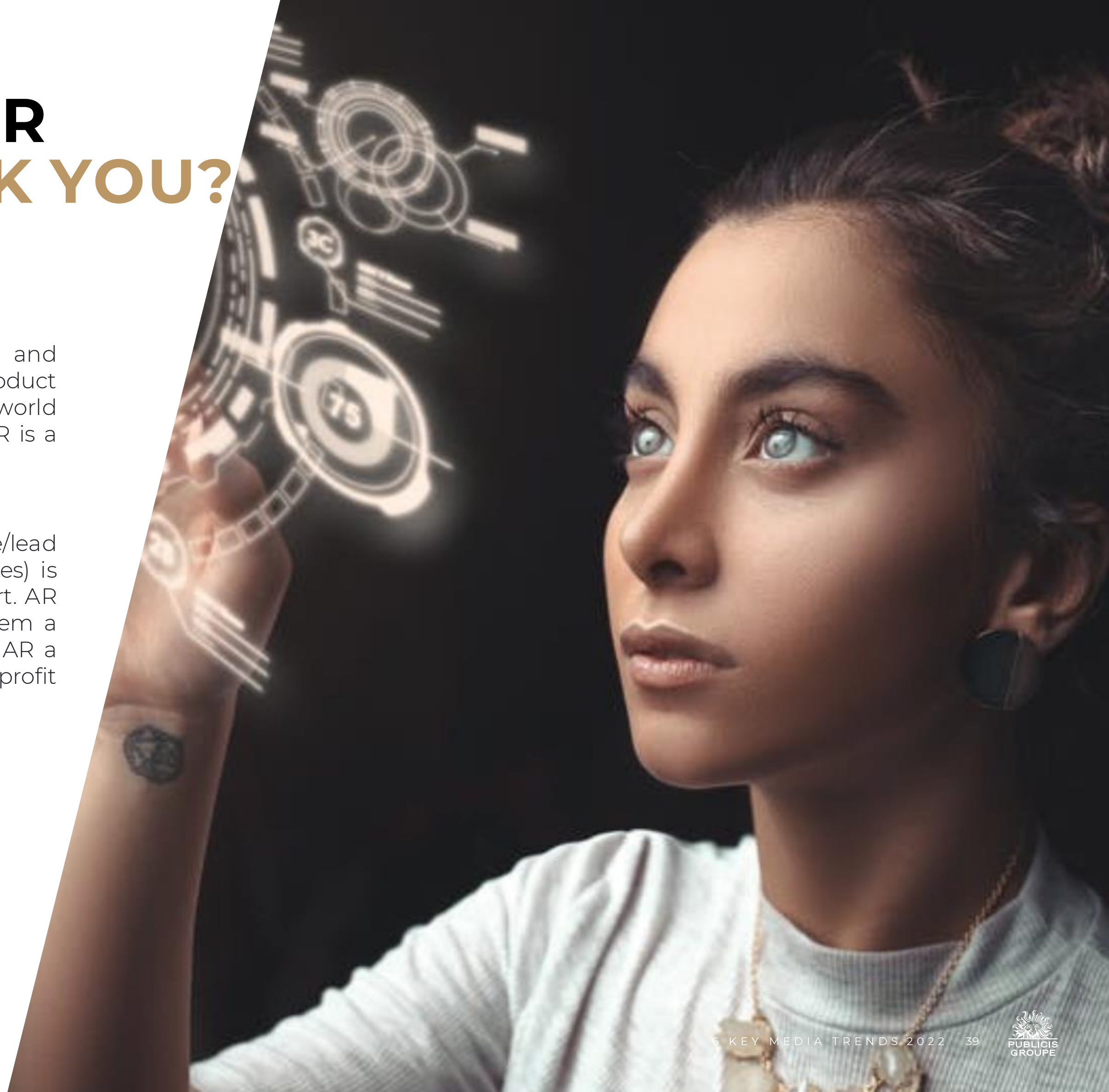
HOW COULD IT WORK FOR YOU?

OUR TAKE-OUT:

AR generates emotional audience connections with brands and products which could have a great effect potential on brand/product KPIs closer to conversion; also, in the long-term. With the world transforming into a more digital eco-system (yes, also events), AR is a future proof consumer engagement tool.

HOW IT COULD WORK FOR BRANDS:

Based on own Publicis research, the most common purchase/lead barriers (within automotive, electronics and household appliances) is the lacking possibility to test the product without too much effort. AR allows your brand to interact with your customers by giving them a 'free taste' of the product before making a purchase. By giving AR a tactical place in the consumer journey leads and sales will profit effectively.





WANT TO TAP IN TO THESE TRENDS TODAY?

Want to explore how these emerging media-trends can help you grow your brand?

Contact your Publicis Groupe client lead.

Or contact:

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