Principles of Employing Augmented Reality Techniques in Planning Advertising Campaigns

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Abstract:
The research problem lies in trying to identify and find solutions to questions such as to what extent can the augmented reality technology be used in the field of advertising? How can technological development on advertising be measured in light of the technique of added reality by the criterion of influence on the recipient? To what extent can the identity of the institution be achieved through advertising used for added reality and achieving the aesthetic and functional aspect when planning an advertising campaign? To what extent is it possible to achieve compatibility between the various means of the advertising campaign using the added reality? What is the tripartite relationship between intellectual development and technological expansion and the use of added reality to plan an advertising campaign appropriate to the spirit of the times? This study was designed to employ the added reality to find new eye-catching advertising formations with a dynamic impact on the eye and feelings that achieve the aesthetic dimension alongside the promotional dimension as well as emphasizing the role of employing the added reality technology in achieving the effectiveness of communicating the advertising message and improving the level of advertising in the light of technological development and the importance of employing technology Augmented Reality when planning ad campaigns to match the nature of the target audience and the message being sent. The study also shed light on the role played by the technological development of augmented reality technology to achieve the element of novelty, innovation and attractiveness of advertising. It is expected that, as a result of the study, a new vision will be achieved, so that the advertisement will play its role related to the identification identity, as well as the mixing of the recipient with the advertising work to become a part of it that works to make the recipient to a large degree of association with the advertisement and affected by it. Design trends

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