

Snap and the potential for Augmented Reality



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Snap x Ipsos

AR Adoption

By 2025, 21M **people** in the UK are predicted to use AR and almost **all people** who use social / communication apps will be frequent AR users.

2021 Global Deloitte Digital Study commissioned by Snap Inc.
Snap Inc. internal data FY 2022. See Snap Inc. public filings with the SEC.



On Snapchat:
+ 375M Daily Users

The Challenge

Understand AR users

Decision makers' AR perceptions

Decision makers' AR expectations

Explore AR opportunities

Update the industry

The Study

Global Vision - 16 markets

Semiotic Analysis

Trends & Future Analysis

Qualitative Interviews

Quantitative Surveys

Consumers

Decision Makers AR

Results based on
'all in the know'
(have used AR or are
open to doing so)

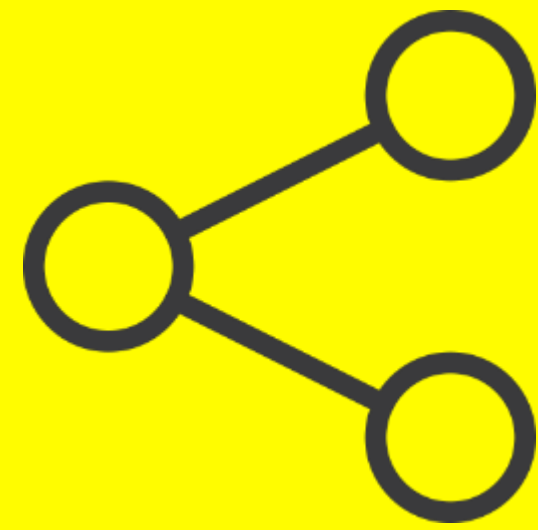


'Augmentality Shift'



The big disconnect:

The AR revolution has happened: Consumers are way ahead.



Loyalty Builders:

AR works along the full consumer journey.



Having Purpose:

AR can make a brand's purpose and values more tangible for consumers and empower them.

The Big Disconnect

91%

of Brands think **fun** is the top reason for Consumers' use of AR

53%

of Consumers say **fun** is the reason for use of AR

2022 Ipsos Global Augmentality Shift Study commissioned by Snap Inc. | 2. Base: Global Consumers: AR users or future users n=20,279 | Q35: Below are some reasons others have given for using AR. Please choose the main reason(s) you use / would use AR (Fun NET: 'To have fun / be silly' and 'To play games') | 1 Base Global Brands All n=20,279 | Q22: Please select the main reasons you think each of these groups of people use AR - Aggregated responses Gen Z / Millennials ('Fun' NET: 'to have fun / be silly' and 'to play games')

60% of Consumers identified Shopping as a main reason for using AR

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79% Of consumers
are interested in using
AR to interact with a
product before buying



2022 Ipsos Global Augmentality Shift Study commissioned by Snap Inc. | 2 Base: Global Consumers: AR users or future users n= Q26: AR can provide many experiences. Thinking about what you can do with using AR both now and in the future, how interested are you in each of the following: 'Interacting with a product before buying it, e.g. using your phone to 'walk around' a virtual car about its features' (T2B: Very interested / Somewhat interested).

"AR is not just a toy. It could really be useful, and it will perform best when it helps people fix a problem... it needs to serve people, not just as in a quick, fun way. It could be very powerful if it serves people."

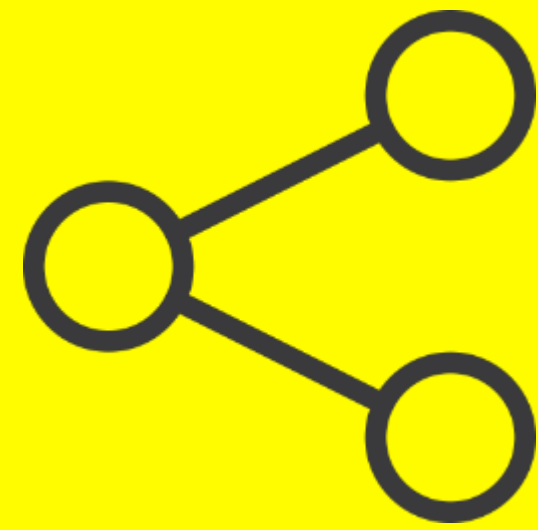
Strategy Marketing Director, Global Supermarket Chain

Augmentality Shift



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Loyalty Builders:

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Awareness

4 in 5 brands

(80%) who used AR in filters, lenses or effects to use and share with everyone, claim it improved their awareness metrics

2022 Ipsos Global Augmentality Shift Study commissioned by Snap Inc. | Base Global Brands = Organisations that 'Enhanced brand presence with AR filters, lenses or effects for customers' n=220 | Q: What value did AR bring to your organisation / key client? Please select all that apply. (Brand awareness NET: 'Increasing brand awareness', 'Making us stand out from competitors' - Global brands result 80%, n=220.



Conversion

86% of brands

who use AR state it helps to:

- drive sales
- acquire new customers
- drive performance metrics

2022 Ipsos Global Augmentality Shift Study commissioned by Snap Inc. | Base Global Brands: AR users n= 700 | Q16. In which, if any, of the following do you think AR could bring value to your organisation / key client] at an overall level? (NET Brand Driving Sales / Improve Metrics: 'Drive in-store sales', 'Create new digital purchase channels (DTC)', 'Acquire new customers', 'Drive performance metrics (Sales, lead generation, app installations etc.)', 'Drive return on investment (ROI)').



Loyalty

75% of brands

who use AR state it improves:

- loyalty
- customer experience

2022 Ipsos Global Augmentality Shift Study commissioned by Snap Inc. | Base Brands: Global AR users n= 700 | Q. In which, if any, of the following do you think AR could bring value to your organisation / key client] at an overall level? (NET Brand Loyalty: 'Improve customer experience', 'Improve customer loyalty').

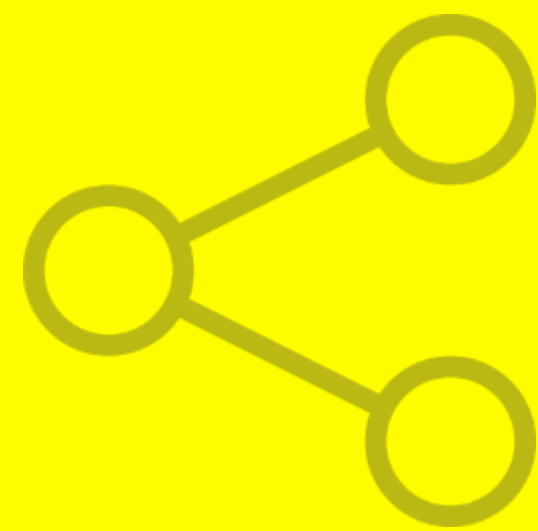


Augmentality Shift



The big disconnect:

The AR revolution has happened: Consumers are way ahead.



Loyalty Builders:

AR works along the full consumer journey.



Having Purpose:

AR can make a brand's purpose and values more tangible for consumers and empower them.

79%

Of **brands** think that the number of returns a customer makes can be reduced by AR

80%

Of **consumers** think that AR has the potential to help the environment by reducing returns

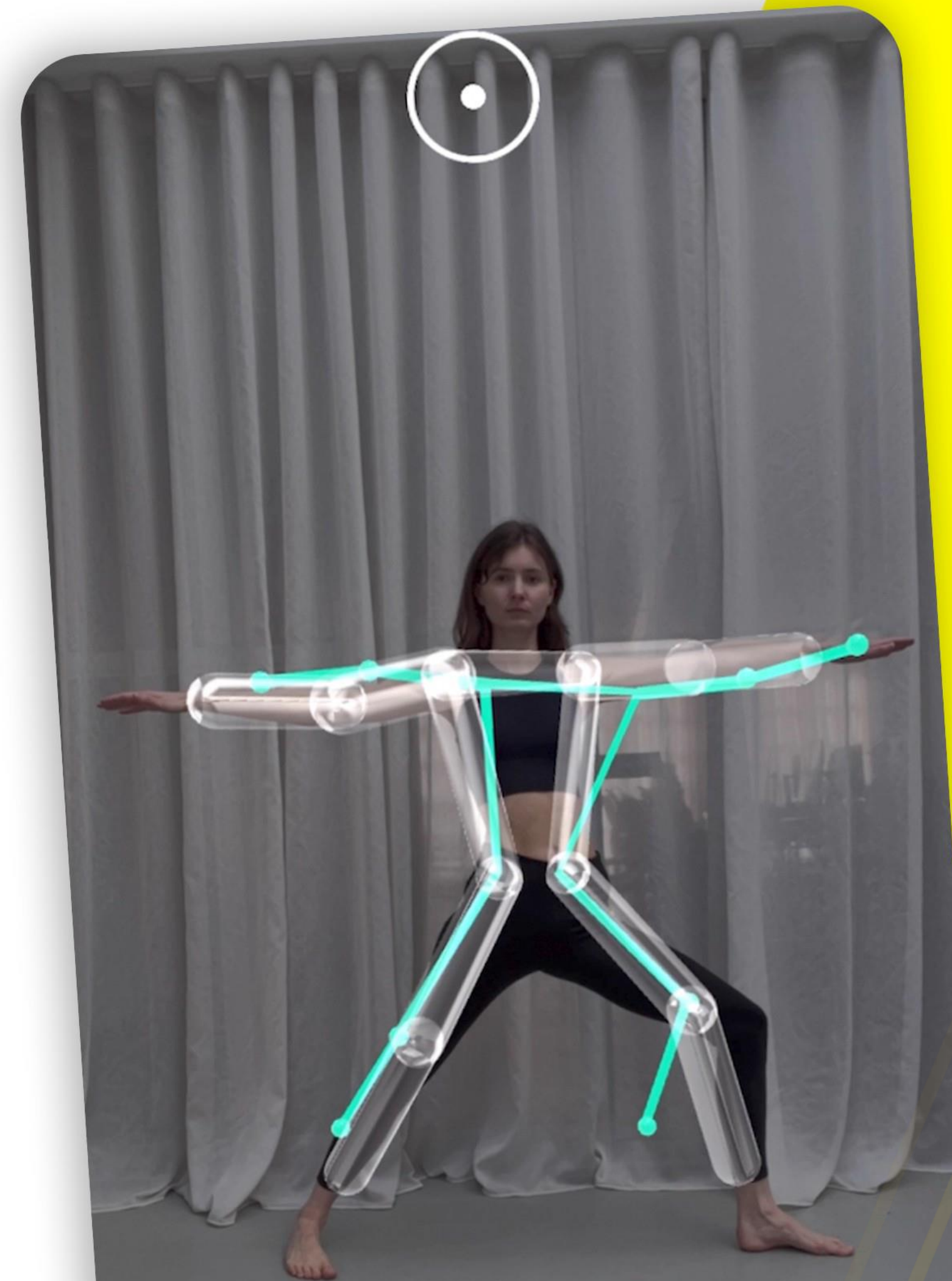
2022 Ipsos Global Augmentality Shift Study commissioned by Snap Inc. | Base Global Consumers: AR users or future users n=20,279 | Q: which, if any, of the following do you think AR can help reduce? Please select all that apply. (NET Returns: 'The number of returns', 'The amount of packaging needed', 'The cost of processing returns') | Base Global Brands: n=1,021 | Q: Thinking about the impact AR can have, which of the following do you think AR can help your organisation / key client to reduce? (NET Returns: 'The number of returns a customer makes', 'Amount of packaging needed for sending goods and receiving returns', 'Cost of processing returns').



72%

of consumers are interested in using AR to participate in wellbeing or fitness activities.

2022 Ipsos Global Augmentality Shift Study commissioned by Snap Inc. | Base Global Consumers: AR users or future users n=20,279 | Q: AR can provide many experiences. Thinking about what you can do with using AR both now and in the future, how interested, if at all, are you in each of the following? 'Participating in wellness or fitness activities e.g. using an AR virtual personal trainer' (T2B: Very interested / Somewhat interested).

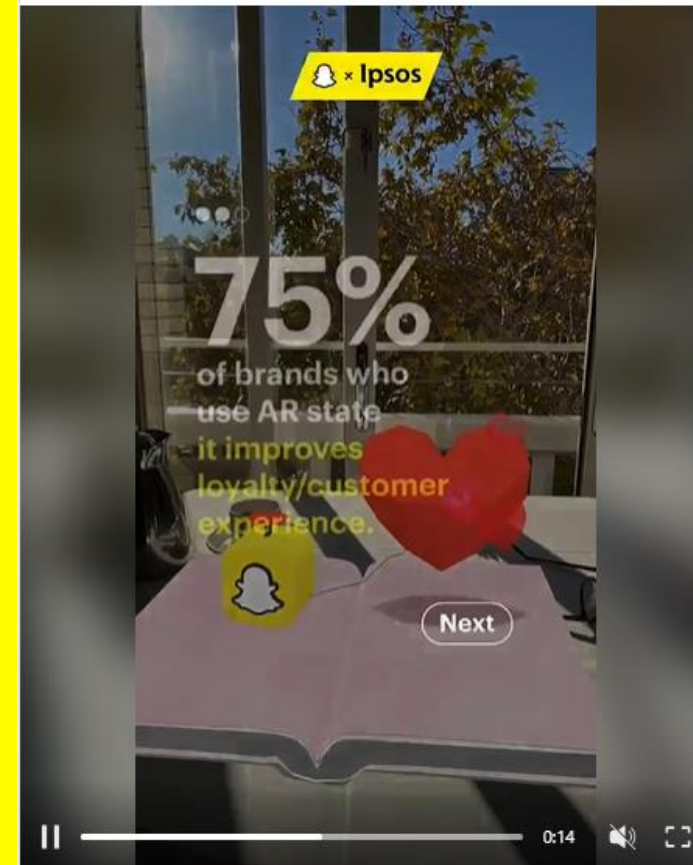




Impact and delivery of results



Think You know AR? Our new study is out the findings are eye-opening. Isn't it time to understand the augmentality shift?
<https://lnkd.in/eug8B8ms>
#snap #Snap Inc #Snapchat #augmented reality #ar #research #ipsos #augmentalityshift



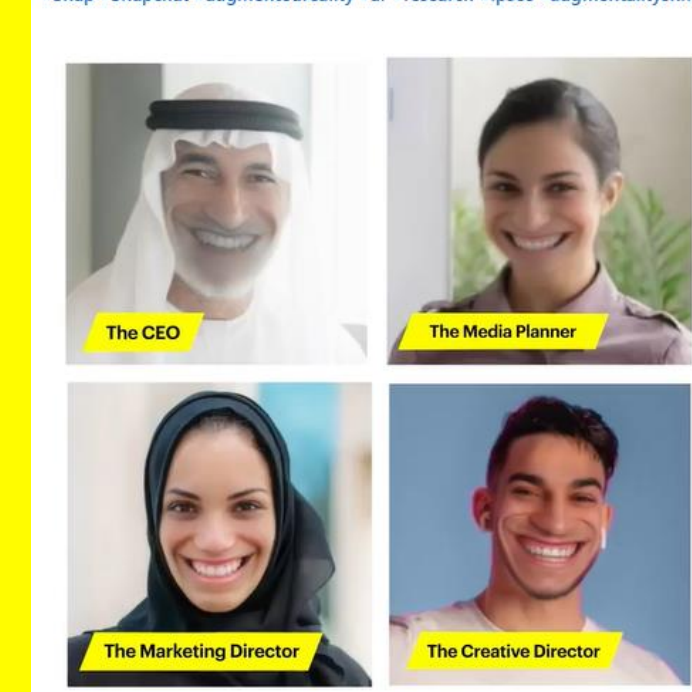
Ready to shake things up?
Our new Snap Inc. x Ipsos Augmented Reality research lets you see AR through a different lens.
Discover the top reasons why consumers use AR. Read the report and experience an Augmentality Shift.
<https://lnkd.in/eq6TNwJY>
#Snap #Snap Inc. #Snapchat #augmentedreality #ar #research #ipsos #augmentalityshift



Perception vs Réalité... augmentée.
Découvrez notre dernière étude "Augmentality Shift", en partenariat avec Ipsos.
Téléchargez le rapport :
<https://lnkd.in/gXtSm3tb>
#snap #snapchat #Realiteaugmentee #ar #research #ipsos #augmentalityshift
See translation



Snap for Business
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Smile. Our new AR research is out and it's changing the face of advertising. Isn't it time you experienced an Augmentality Shift?
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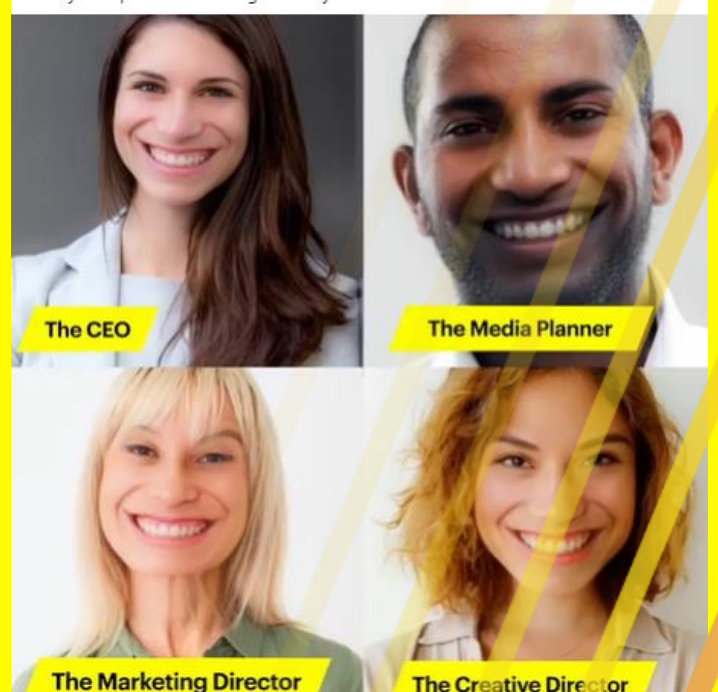


Augmentality Shift - New AR research from Snap Inc. x Ipsos

When it comes to AR, brands are only scratching the surface. It's time they took a deeper look.
Our new Snap Inc. x Ipsos Augmented Reality research. Let's you see AR through a different lens.
Discover the top reasons why consumers use AR (clue: it's not just lenses for lolz, although let's be honest - those are pretty 🤖 too)
Read the report here and experience an Augmentality Shift.
<https://lnkd.in/ep58tKr3>
#Snap #Snap Inc. #Snapchat #augmentedreality #ar #research #ipsos #augmentalityshift



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Smile. Our new AR research is out and it's changing the face of advertising. Isn't it time you experienced an Augmentality Shift?



Augmentality Shift: New AR research from Snap Inc. x Ipsos



Impact and delivery of results



Thank you



Or read our report
ar.snap.com/research

These results are based on our Global Research study: 2022 Ipsos Global Augmentality Shift Study commissioned by Snap Inc. | Base Global Consumers: Smartphone users aged 13-44 years old who use any social or communication app (n=24,849) and have used AR or would consider doing so in the future (n=20,279). Results were weighted to be representative of the overall smartphone population as well as AR usage from each country. | Base Global Brands: Senior decision makers from brands or agencies that have used AR or are open to doing so in the future who chose to take part (n=1,021). Details of the full Global study: 2022 Ipsos Global Augmentality Shift Study commissioned by Snap Inc. | Global results are based on aggregated results across 16 countries for Consumers and Brands: Australia, Canada, France, Germany, India, Indonesia, Japan, Malaysia, Mexico, Netherlands, Norway, Saudi Arabia, Sweden, United Arab Emirates, United Kingdom, and United States (n=20,279). | Base Global Brands: Senior decision makers from brands or agencies that have used AR or are open to doing so in the future who chose to take part Base Global Brands (n=1,021).