

W3C Workshop: Augmented Reality on the Web

Participation Paper The Young Generation Interactive Marketing

The Young Generation is an advertising agency specialized in interactive marketing with a focus on a youth target group (6 till 34). Our goal is to realize interaction with the target group using creativity and make the consumer part of the marketing campaign. With this strategy we realize a way of brand experience that is difficult to realize with standard interactive marketing methods.

Augmented Reality is a technique that we are experimenting with for a couple of years now. It started with pure interest in how it works and what the possibilities are integrating it into interactive marketing campaigns.

We are trying to make augmented reality a benefit regarding these campaigns by integrating it in a way in which it gives the consumer an experience he shares with his friends and family. In this way augmented reality uses its strength to create a viral effect. We see augmented reality as a marketing tool that can be used in multiple ways as well for the web based augmented reality techniques as for the mobile applications.

We created a successful augmented reality campaign for the promotion of the movie release for The Box (www.pushthebutton.nu). At this moment we are working on a new augmented reality campaign for an A brand fast moving consumer goods client. This will be the first on pack augmented reality campaign in this branch in The Netherlands. If we are far enough with the creation of this augmented reality campaign we would like to show a demo during the workshop.

Our goal to attend the W3C Workshop is to discuss possibilities and share knowledge regarding to multiple types of augmented reality techniques. We would also like to come in contact with other augmented reality developers and people who are interested in knowing how augmented reality can be an added value in the interactive marketing field.

We are very enthusiastic about the points of interest being discussed in this workshop. We see many points which are relevant with our line of work and see this workshop as an added value for us as a company but also for the future development and professionalization of augmented reality web based as well as mobile.