

## Augmented Reality in Advertising and Brand Communication: An Experimental Study

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**Abstract :** Digital technologies offer many opportunities in the design and implementation of brand communication and advertising. Augmented reality (AR) is an innovative technology in marketing communication that focuses on the fact that virtual interaction with a product ad offers additional value to consumers. AR enables consumers to obtain (almost) real product experiences by the way of virtual information even before the purchase of a certain product. Aim of AR applications in relation with advertising is in-depth examination of product characteristics to enhance product knowledge as well as brand knowledge. Interactive design of advertising provides observers with an intense examination of a specific advertising message and therefore leads to better brand knowledge. The elaboration likelihood model and the central route to persuasion strongly support this argumentation. Nevertheless, AR in brand communication is still in an initial stage and therefore scientific findings about the impact of AR on information processing and brand attitude are rare. The aim of this paper is to empirically investigate the potential of AR applications in combination with traditional print advertising. To that effect an experimental design with different levels of interactivity is built to measure the impact of interactivity of an ad on different variables of advertising effectiveness.

**Keywords :** advertising effectiveness, augmented reality, brand communication, brand recall

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