

**Basis**<sup>®</sup>  
Technologies

# Prepare for Advertising in the Metaverse

PRESENTED BY  Meta



TODAY'S PRESENTER



Jenna Doherty

Partner Manager, Meta Business Group

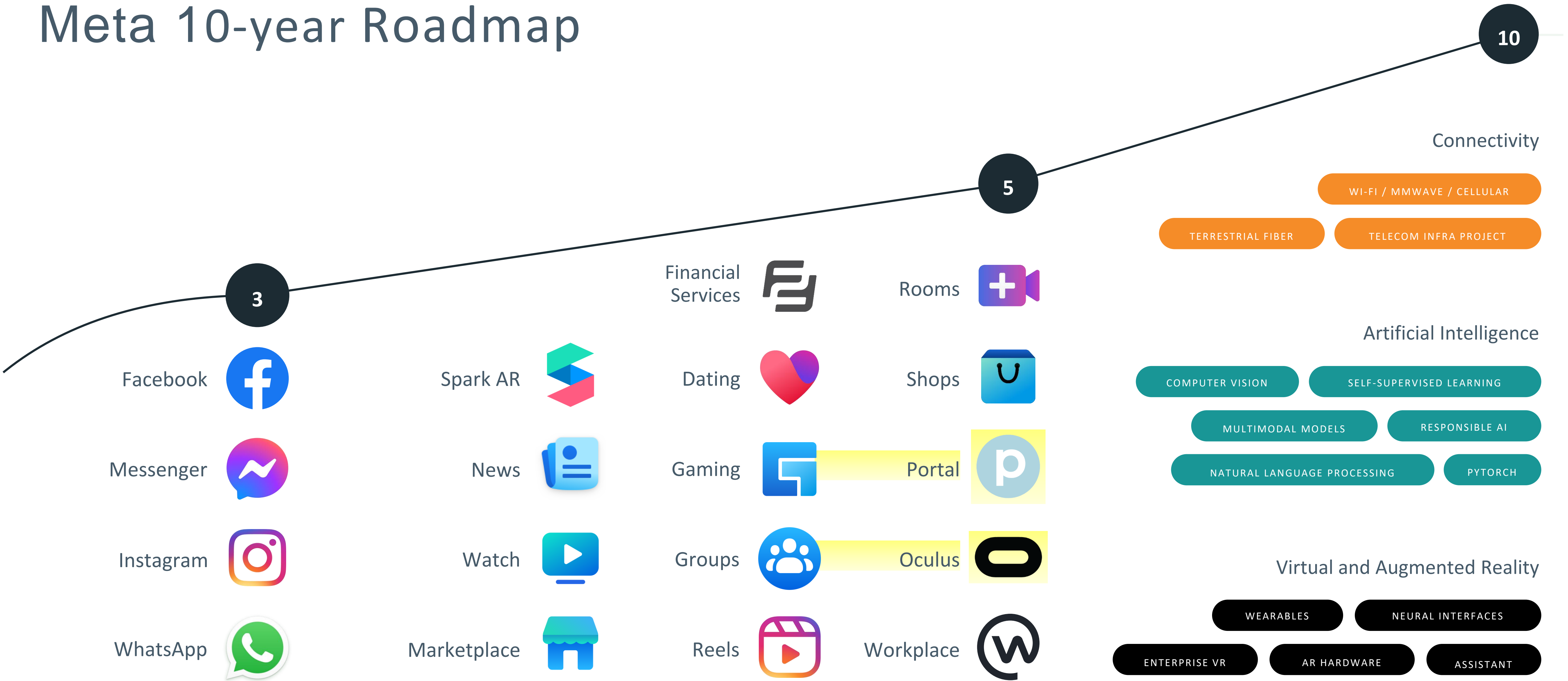
 Meta

# What is the metaverse?

It is a set of virtual spaces where you can create and explore with other people who aren't in the same physical space as you.



# Meta 10-year Roadmap



ECOSYSTEMS

PRODUCTS

TECHNOLOGIES

The metaverse is our vision for the future, but helping you grow your business is our priority today and every day.



MEET PEOPLE WHERE THEY ARE

With the metaverse, brands can bring people even closer to feeling that in-person experience and connection









Bringing an on-site event experience to online

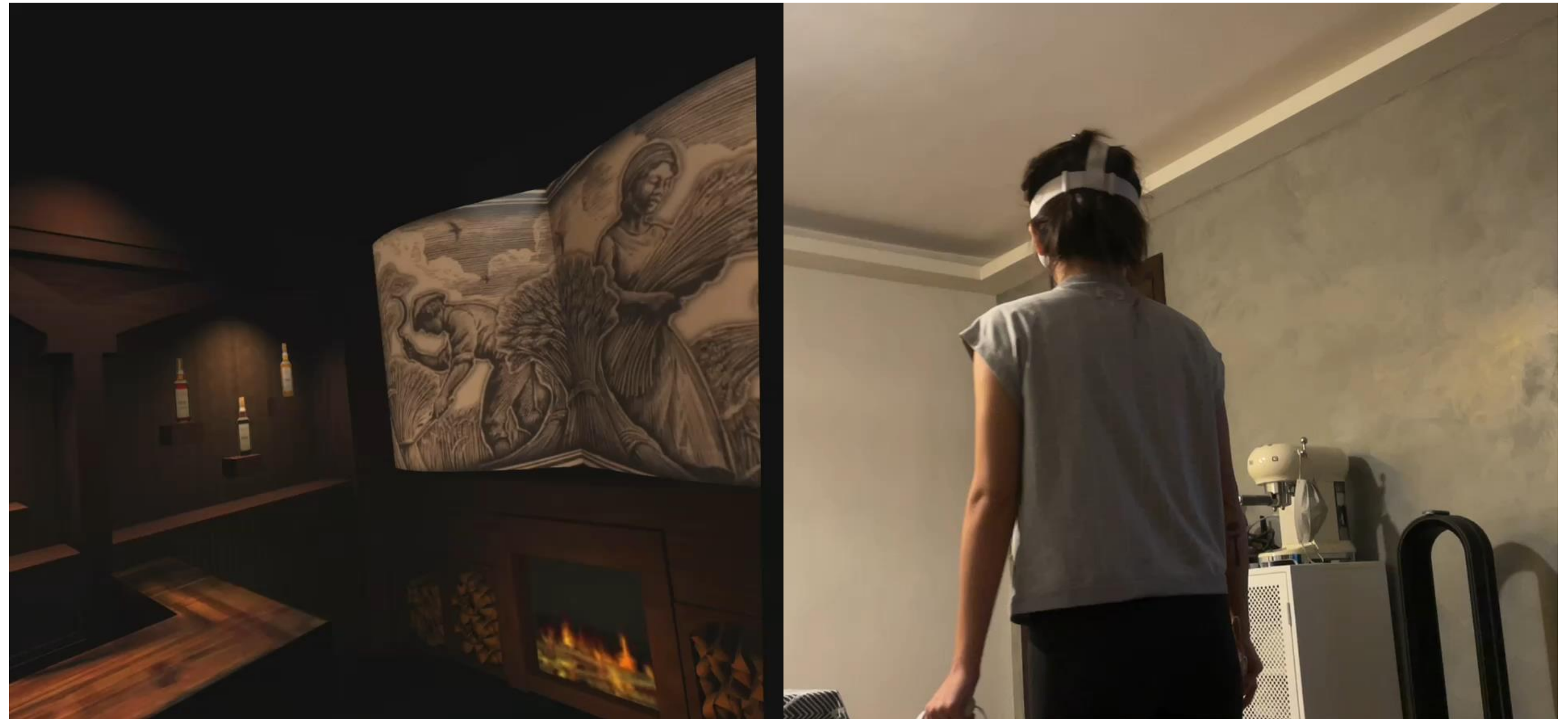
**+5.4 PT**

lift in brand perception in setting the trend, above +1.6pt vertical average

**+7.1PT**

lift in ad recall, above +5.pt vertical average

## OCULUS VR EXPERIENCE



  
The  
MACALLAN



Why does this matter?

- Test & learn with the industry as we enter this shift
- Competitive differentiator
- Opportunity to be viewed as a thought leader in the space



While the metaverse is the future, don't stop focusing on today.





**Augmented Reality:**  
blends the real-world with visual, auditory or haptic elements that enhance our experience

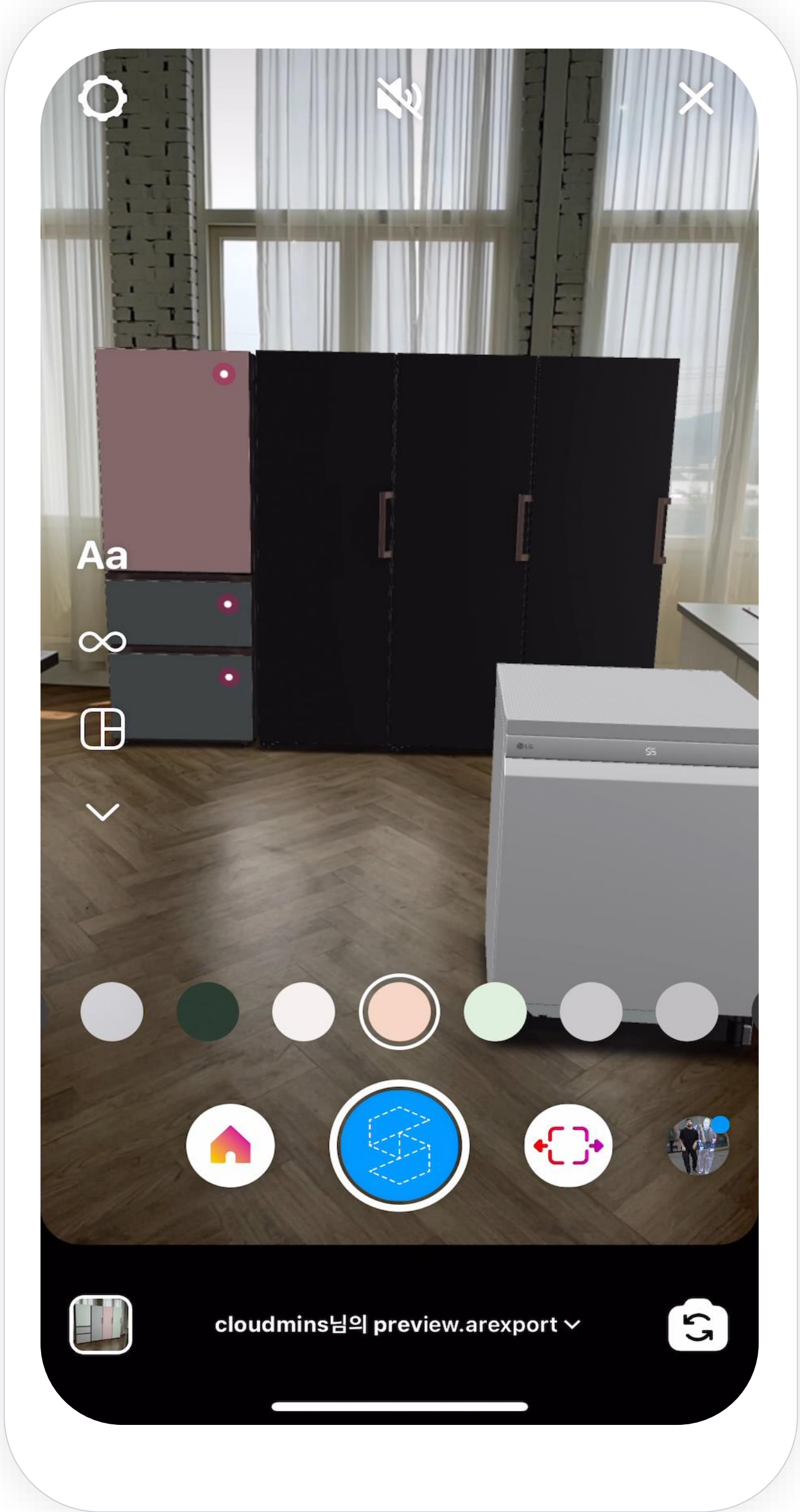


OCULUS VR EXPERIENCE



VS.

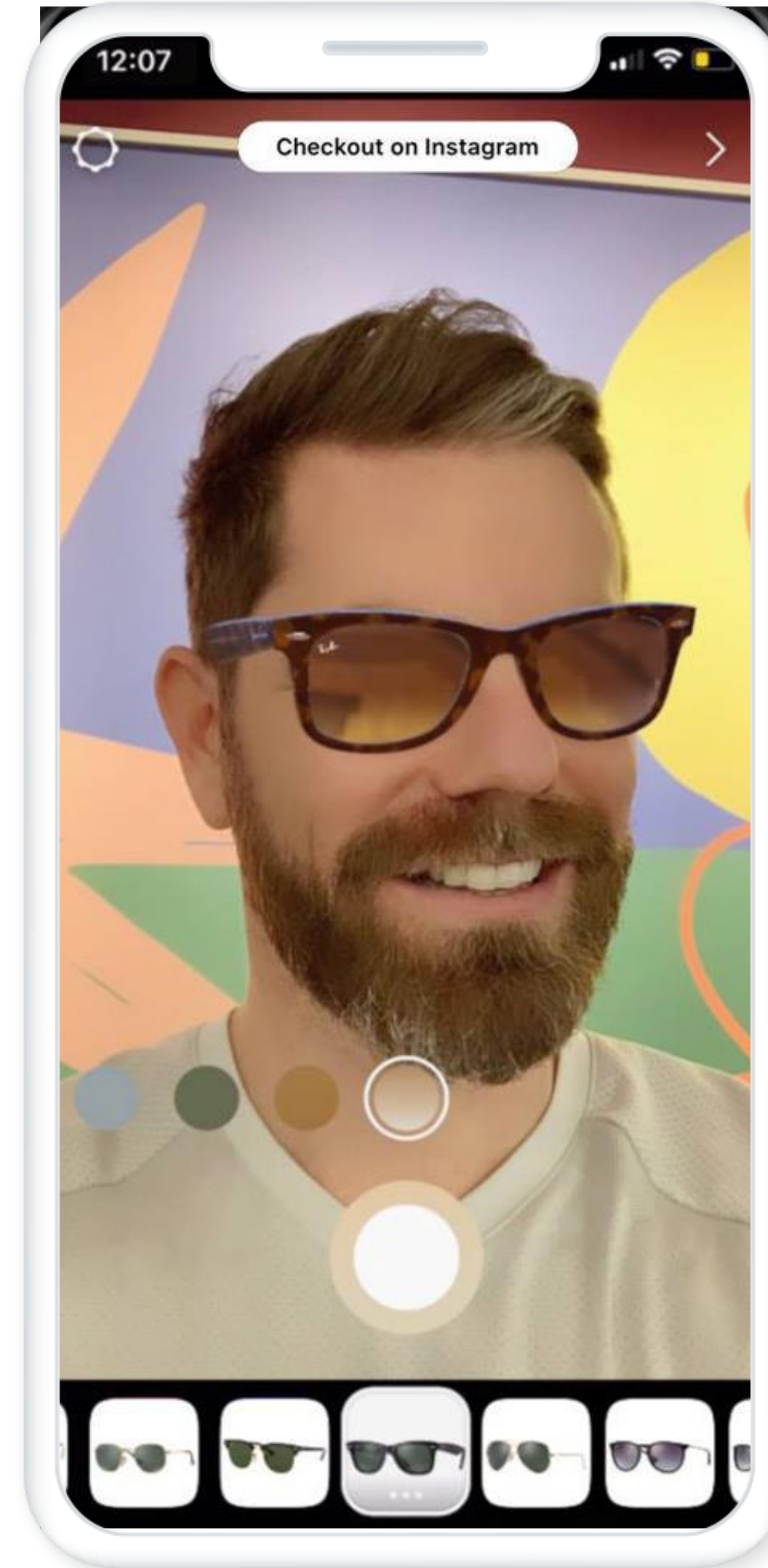
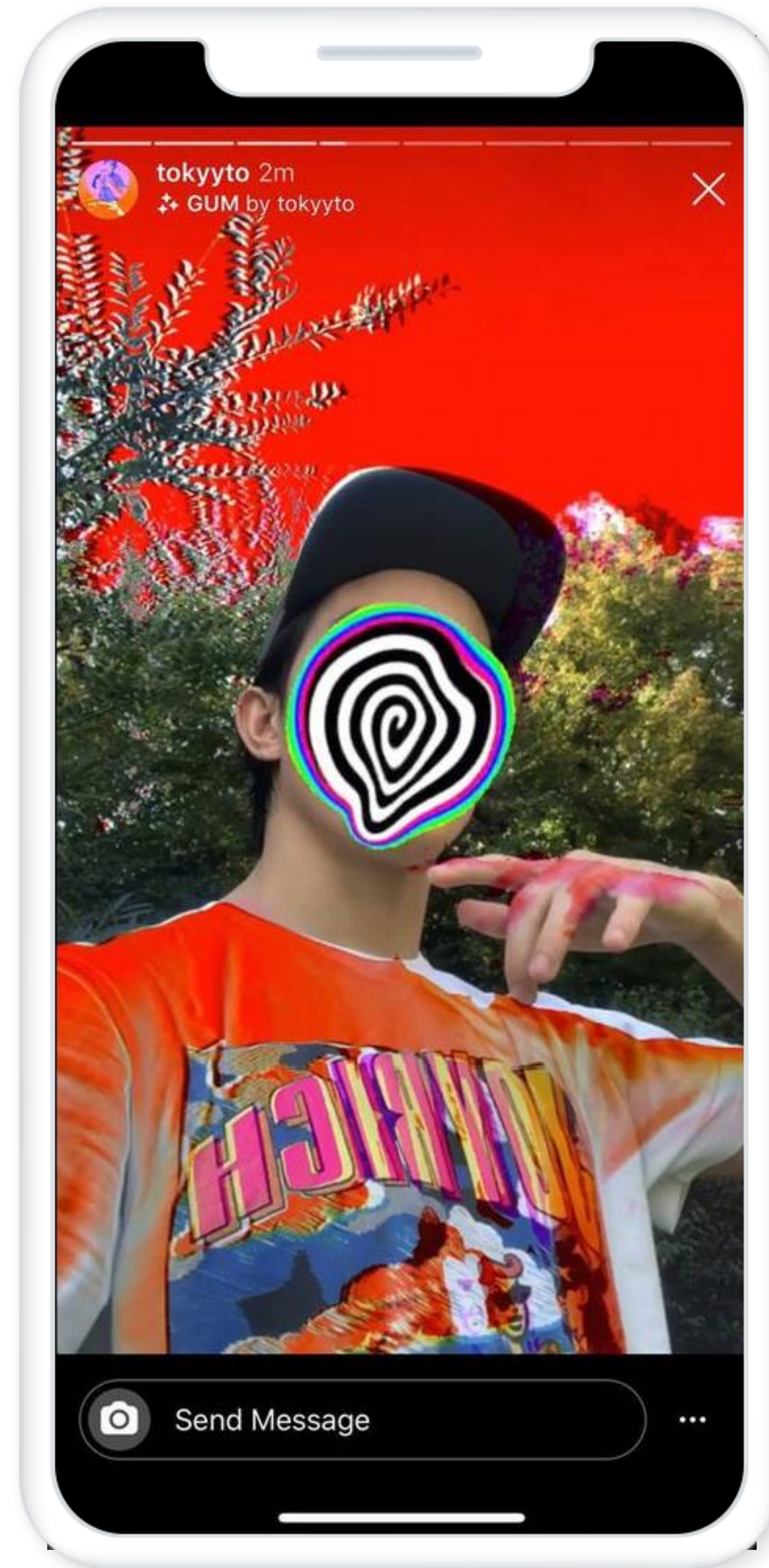
AUGMENTED REALITY FILTER





Where we started

Face Filters"



Product Try-on





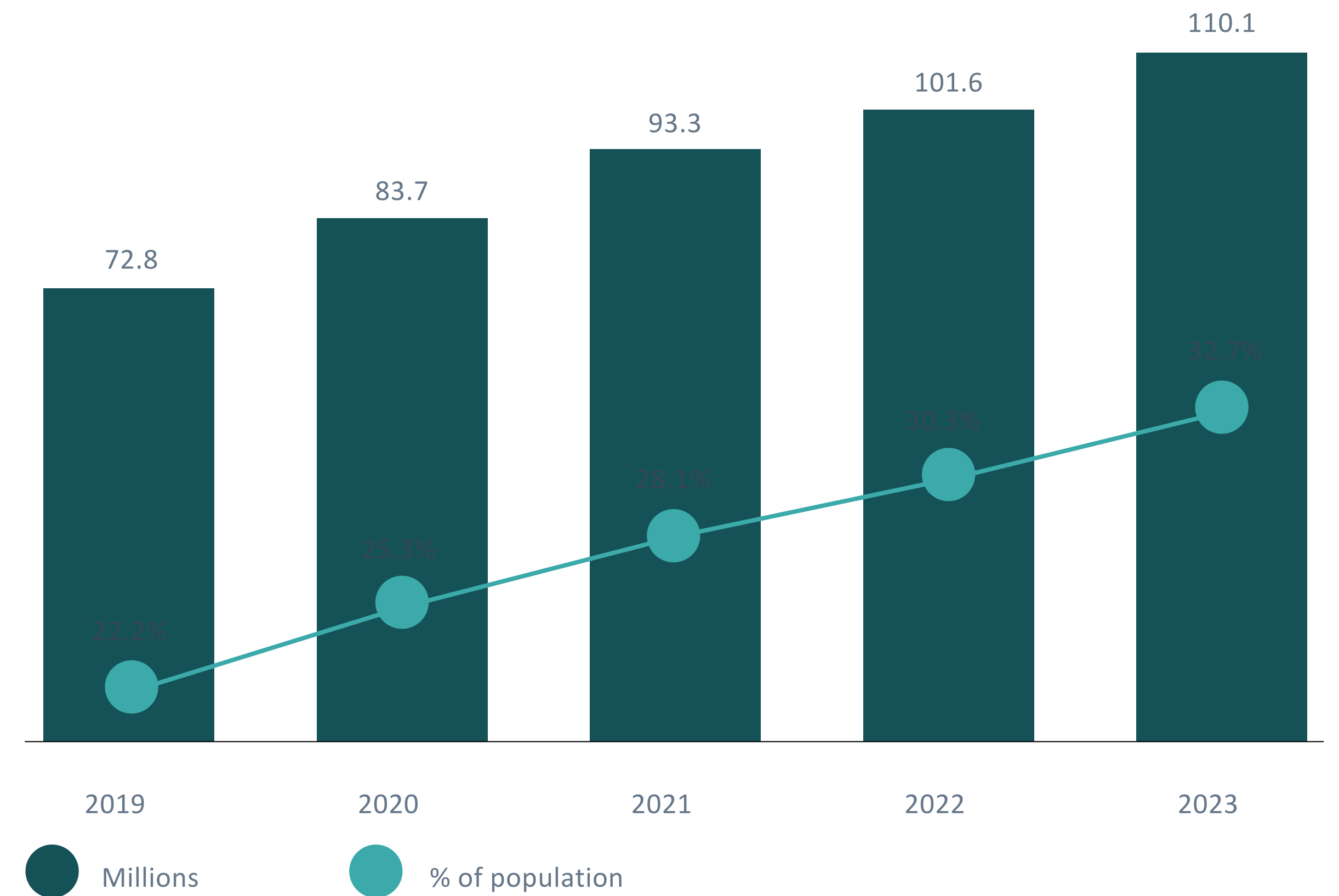


# People are experimenting with augmented reality more and more every year

US augmented reality users are forecasted to increase to 110 million by 2023.

Source: eMarketer, February 2021

## AUGMENTED REALITY USERS US, 2019-2023





We've reached a tipping point where people are seeing AR's unique value

HYBRID EXPERIENCES

74%

see technology like augmented reality as a way to bridge the gap between online and offline worlds





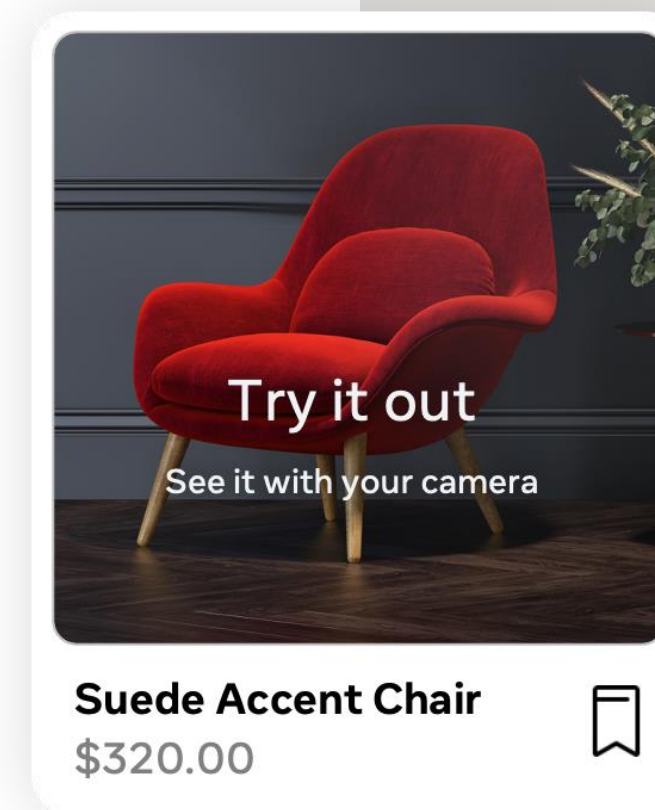
People are virtually trying on products at home and looking for a hybrid digital/in-store experience

1 in 3

shoppers globally say they plan to spend less time in-store even after the pandemic is over

2/3

of online shoppers say that they want to virtually try on products from the comfort of their home





# AR is not just for consumers to play— it's a business opportunity

Mobile AR ad placement will grow  
from an estimated US

**\$1.36B**

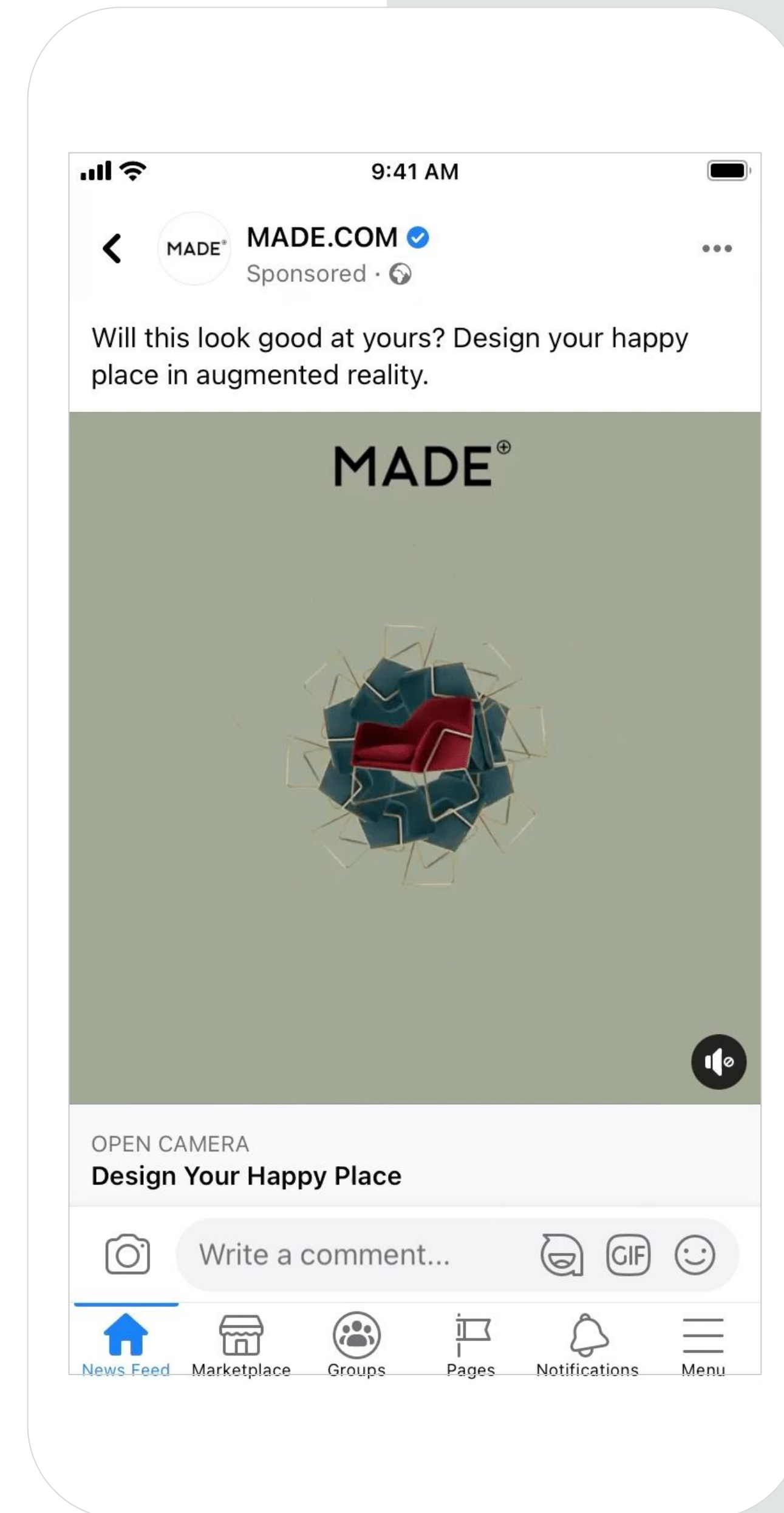
in 2020...

...to an estimated US

**\$6.68B**

in 2025

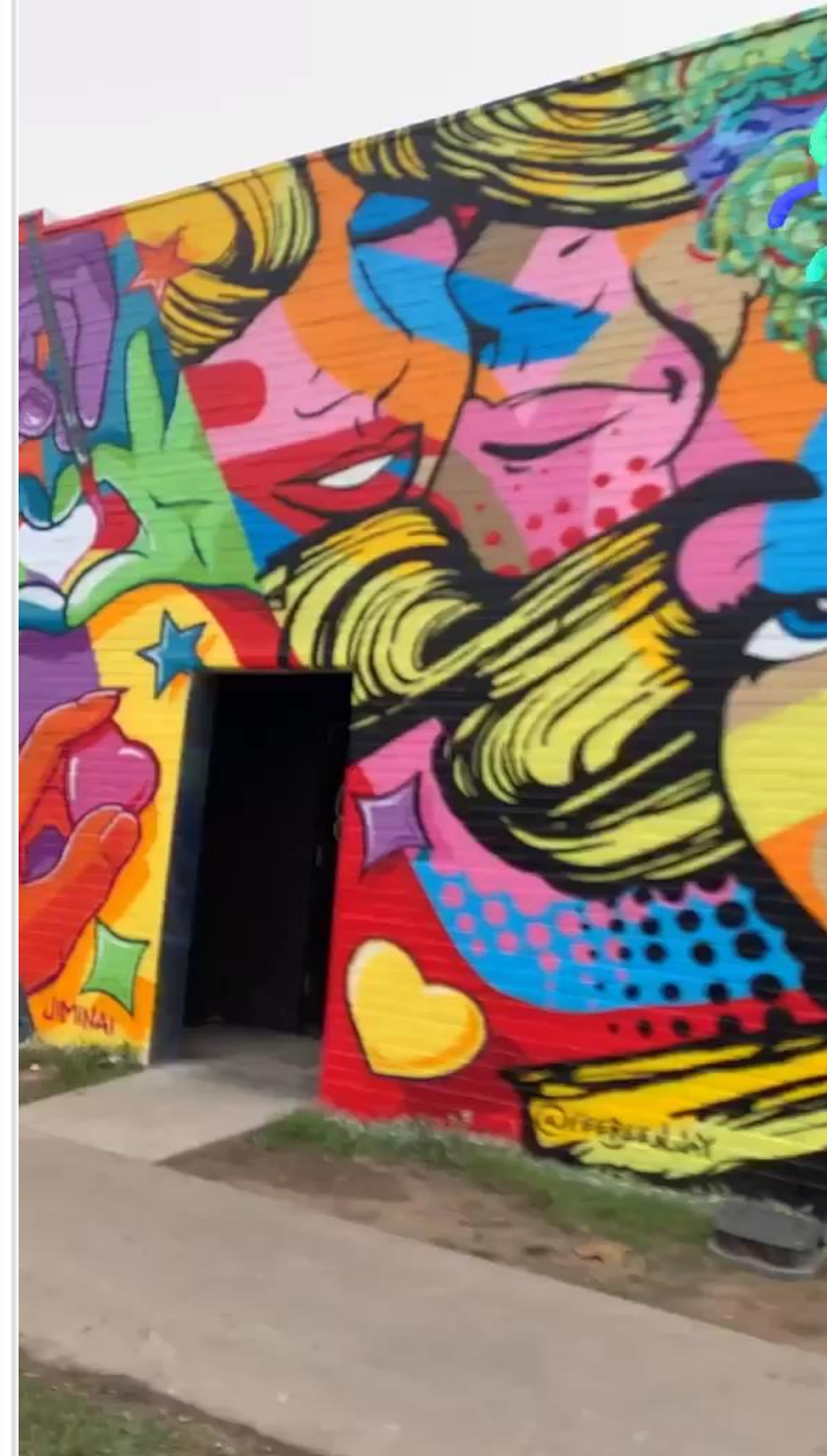
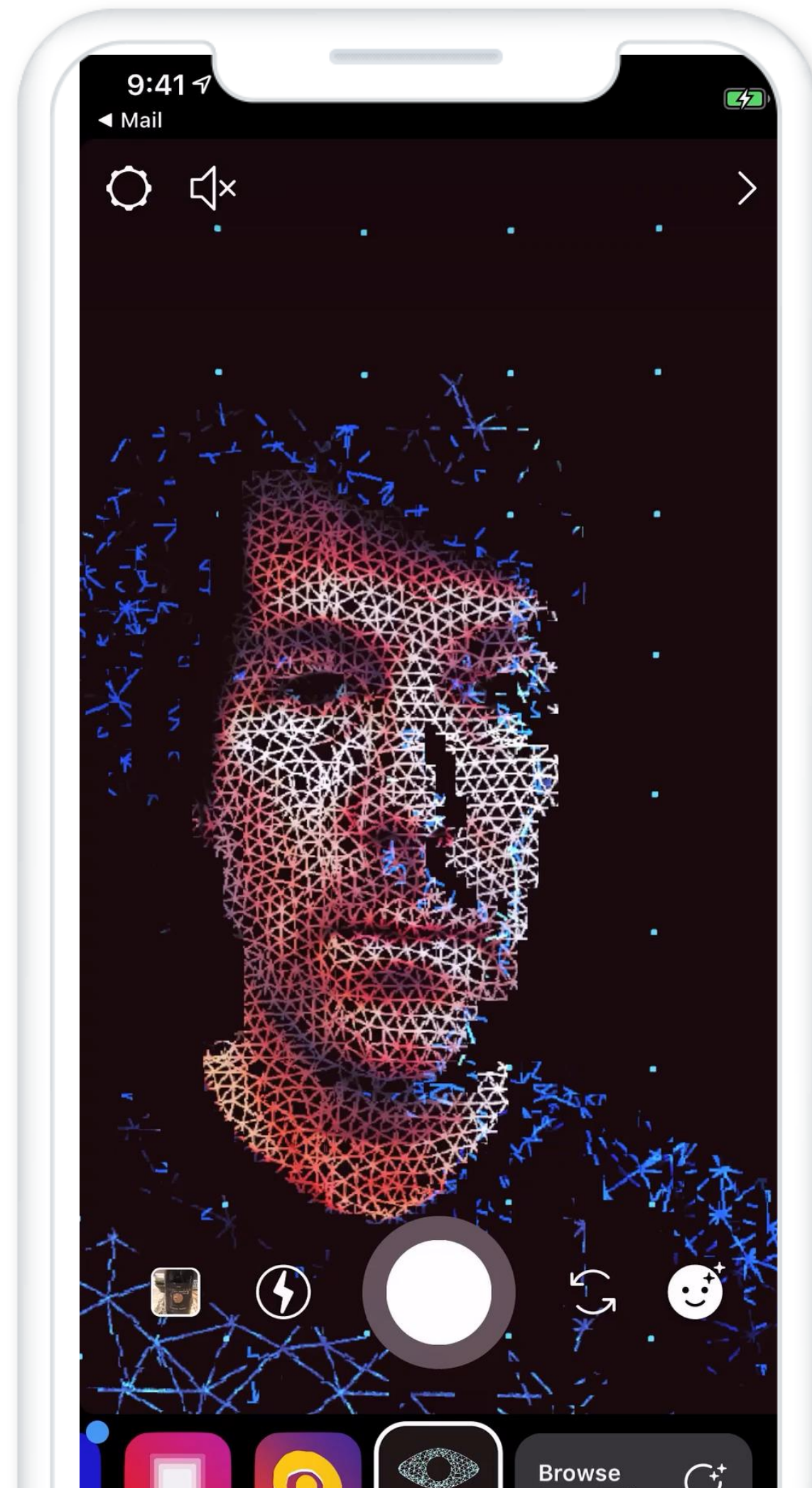
Source: [AR Insider, August 2021](#)





AR on Facebook today

People Effects

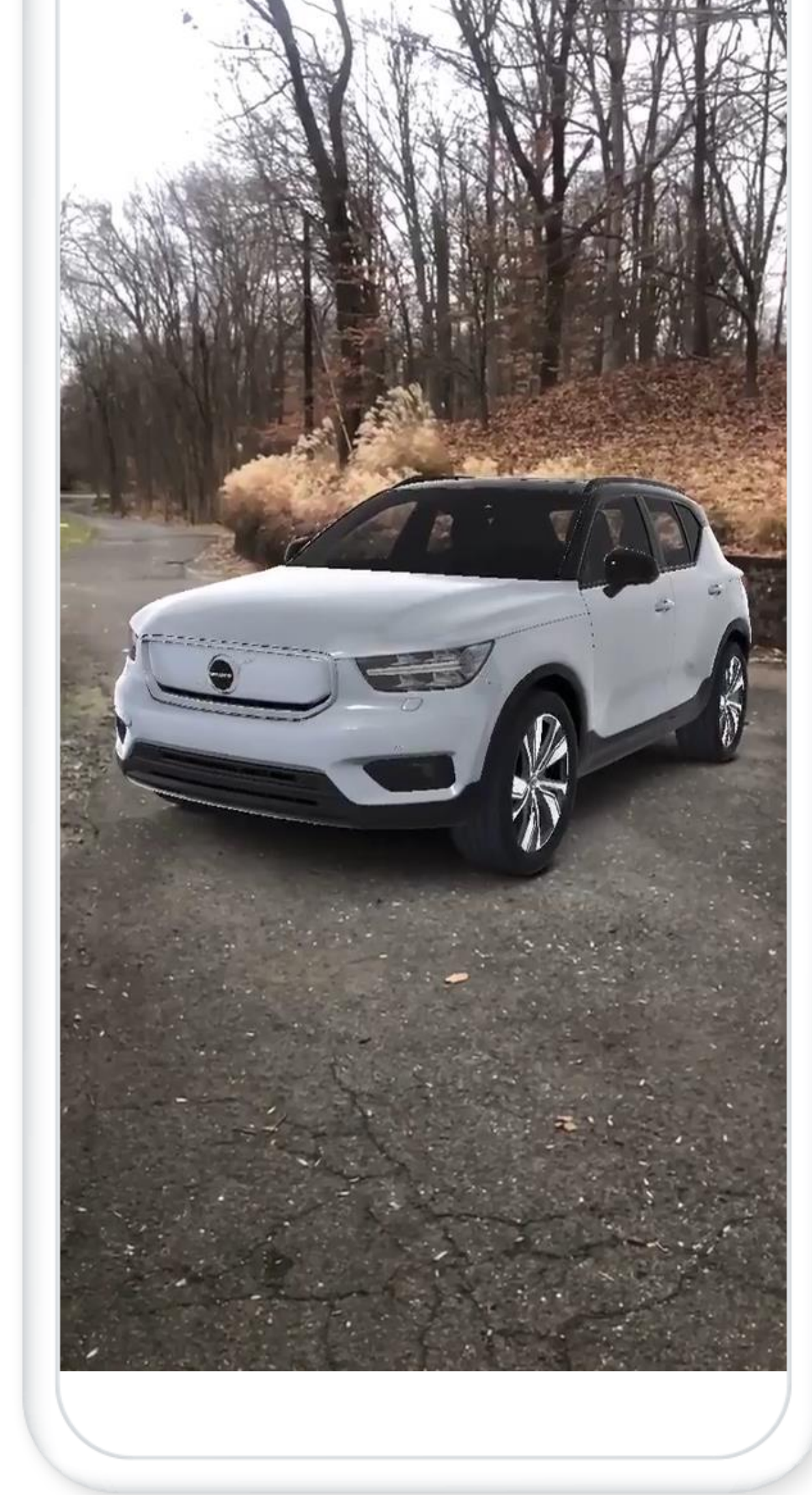
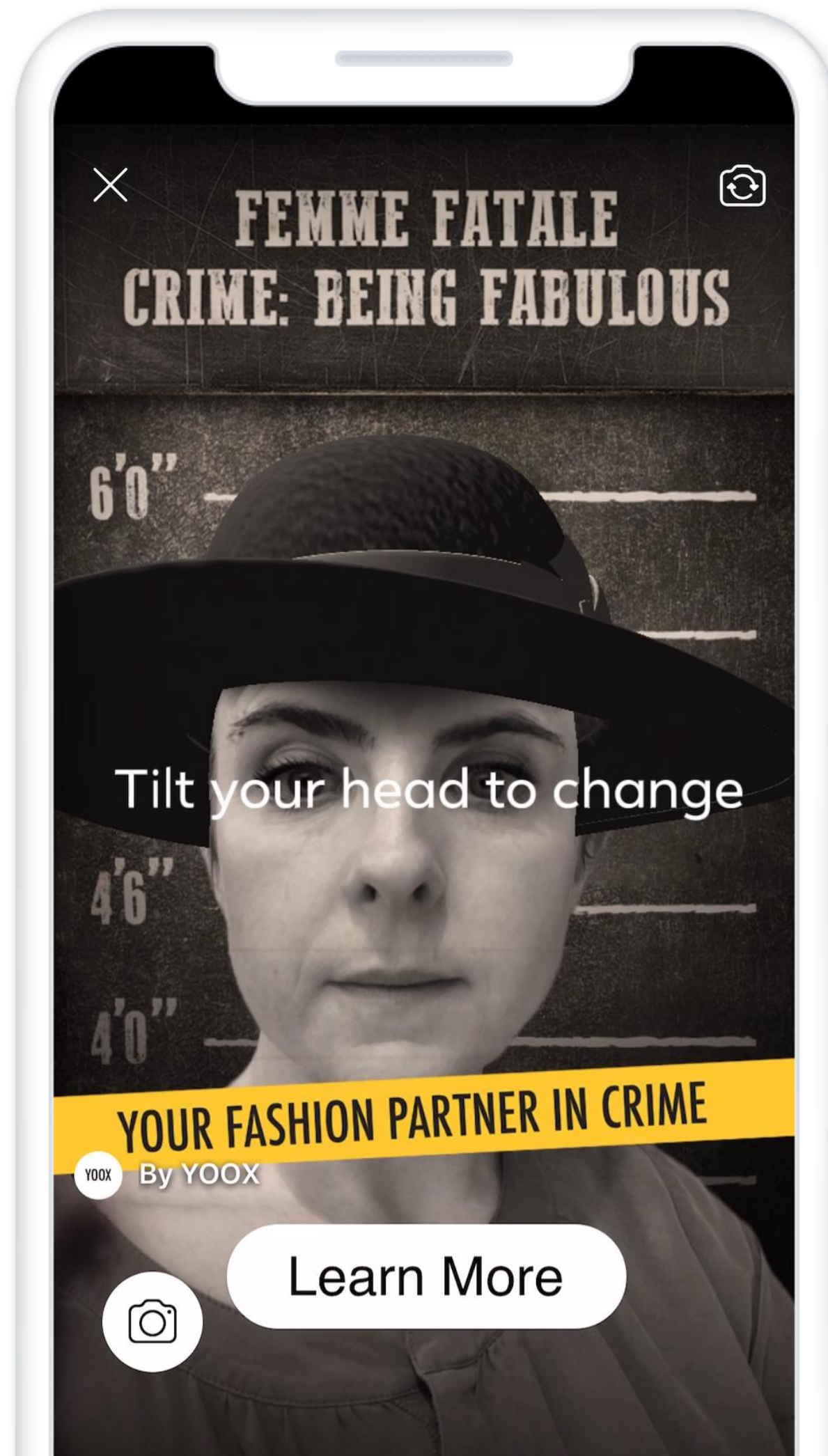


World Effects



AR for Brands

Branded People Effects



Branded World Effects



AR Discovery  
Across Facebook's Apps

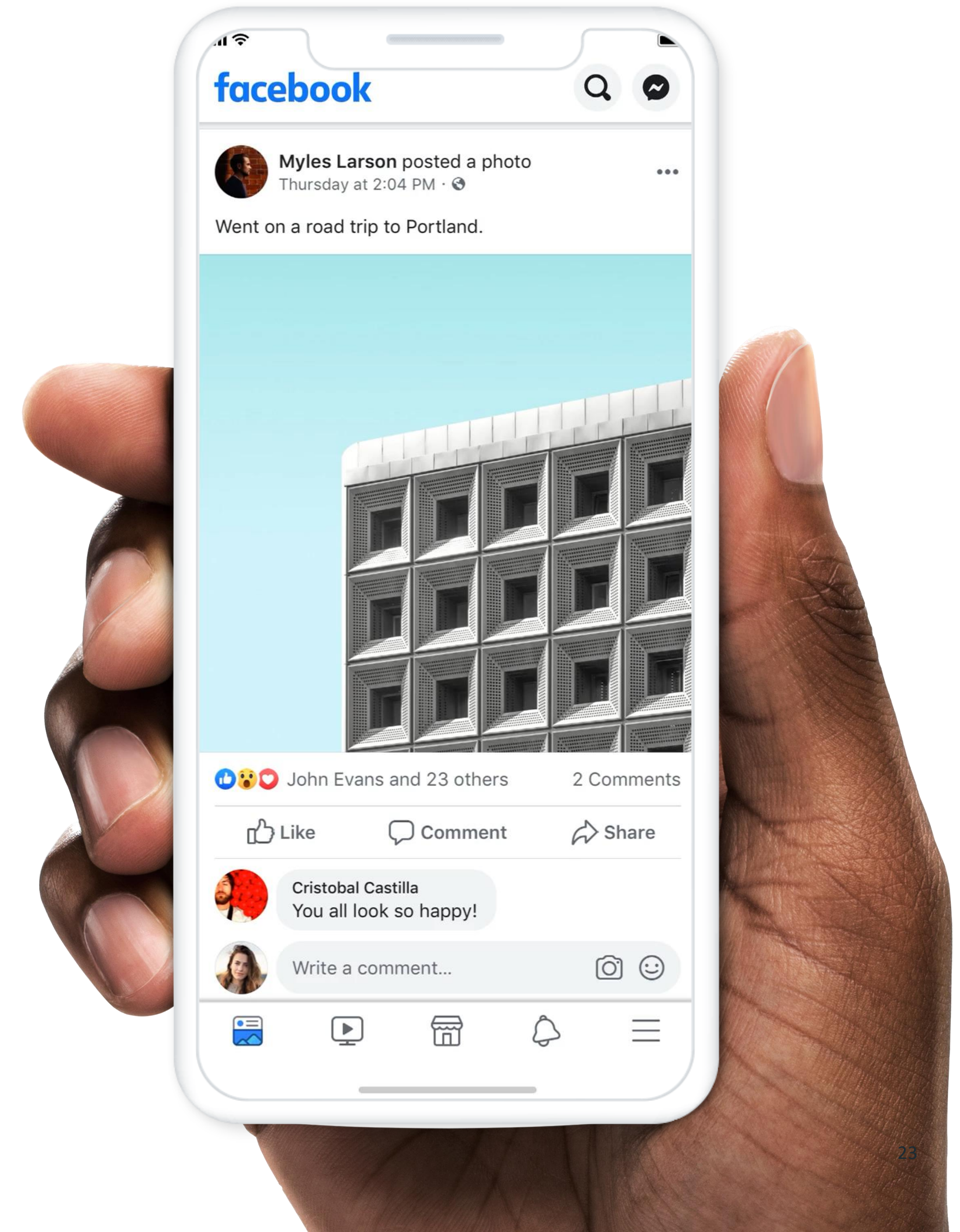
Page or Profile (FB, IG)

Organic Posts/Stories (FB, IG)

Camera Search (FB, IG, MSNG)

Effect Link or QR Code (FB, IG)

AR Ads (FB)





AR Ads provides creative opportunities and real results across business objectives, categories and audiences



## Results

# Awareness Cheetos

### Challenge

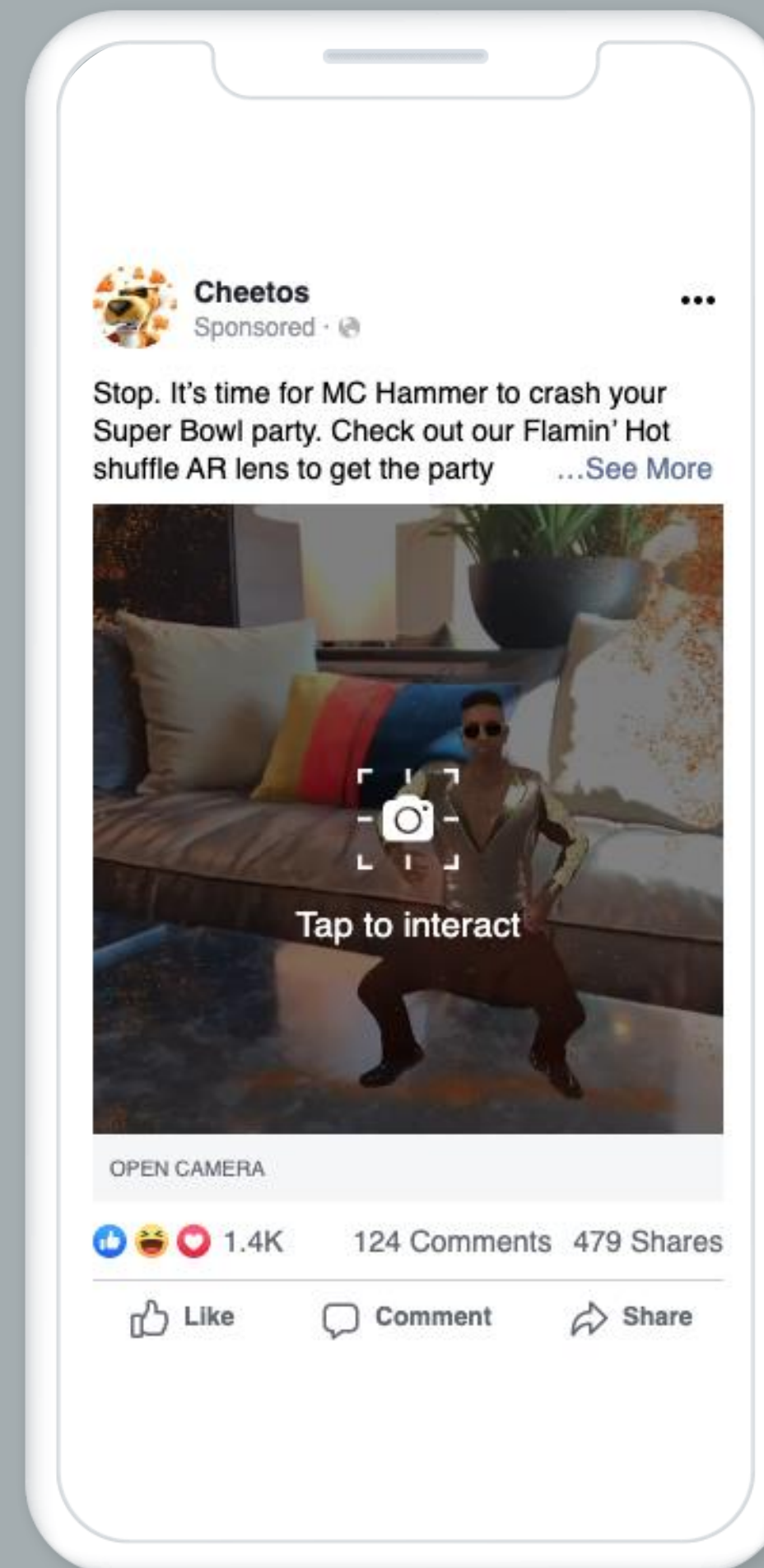
Knowing Super Bowl viewers scroll through Feed and Stories during the game, we wanted to make a more memorable impression than a standard video ad.

### Solution

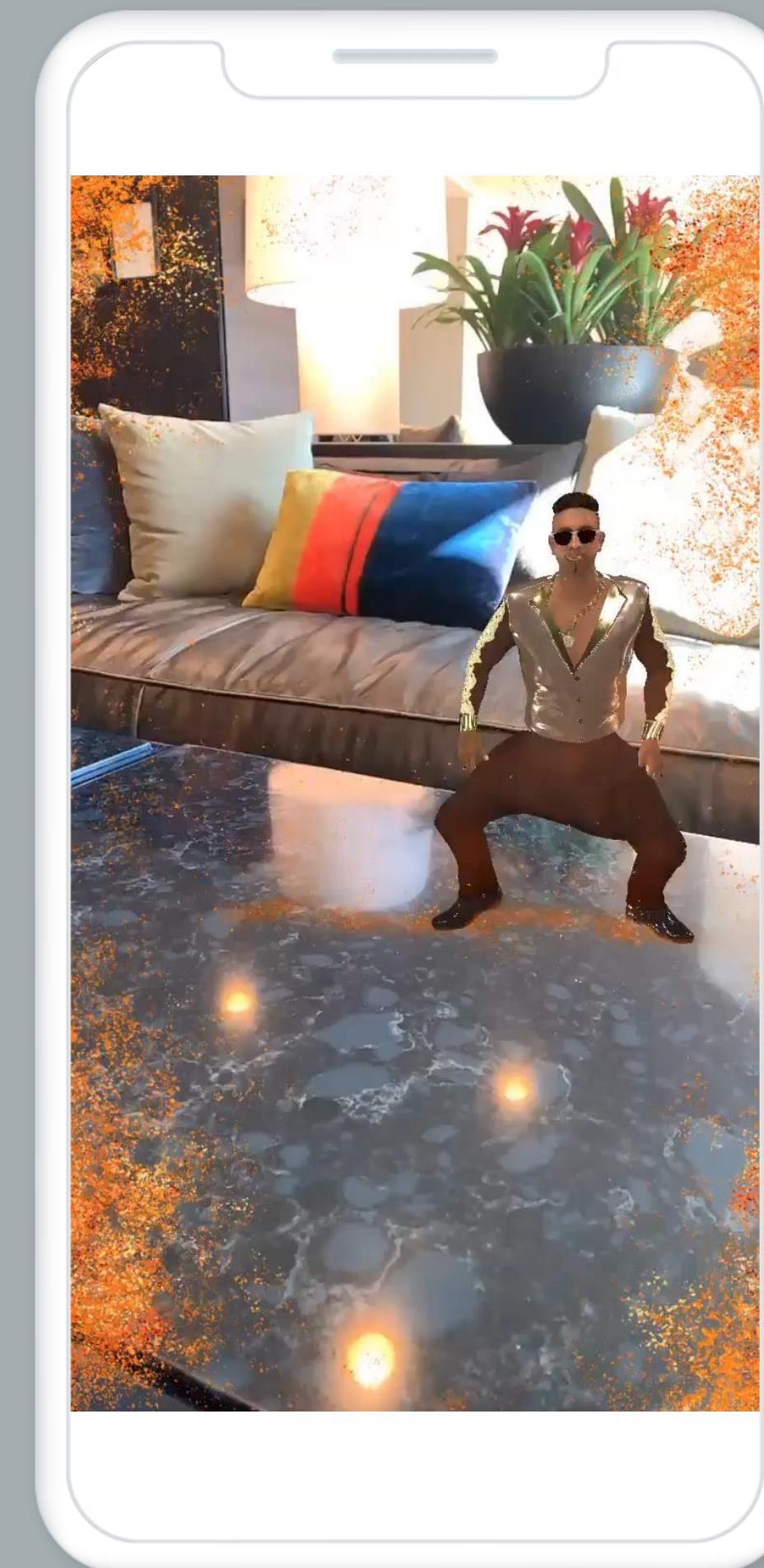
Bring the star of the Cheetos Super Bowl commercial (MC Hammer) and the throw-back musical hit to your living room with AR.

### Results

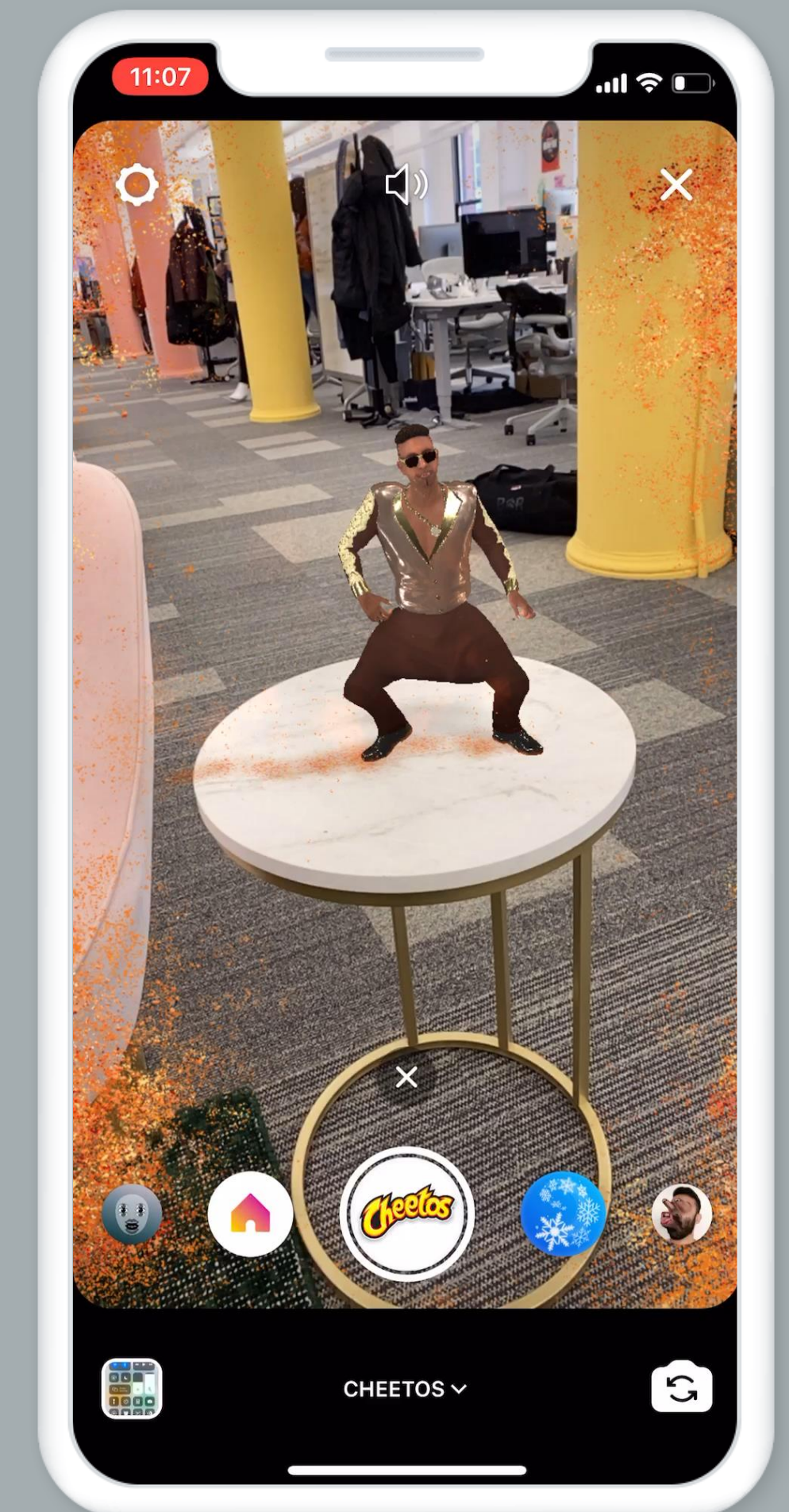
- Overall Campaign: +2pt brand awareness lift
- AR Users: +3.4pt brand awareness lift (18-24)



Facebook AR Ad



Instagram Stories Ad



AR World Effect



## Results

# Consideration H-E-B

### Challenge

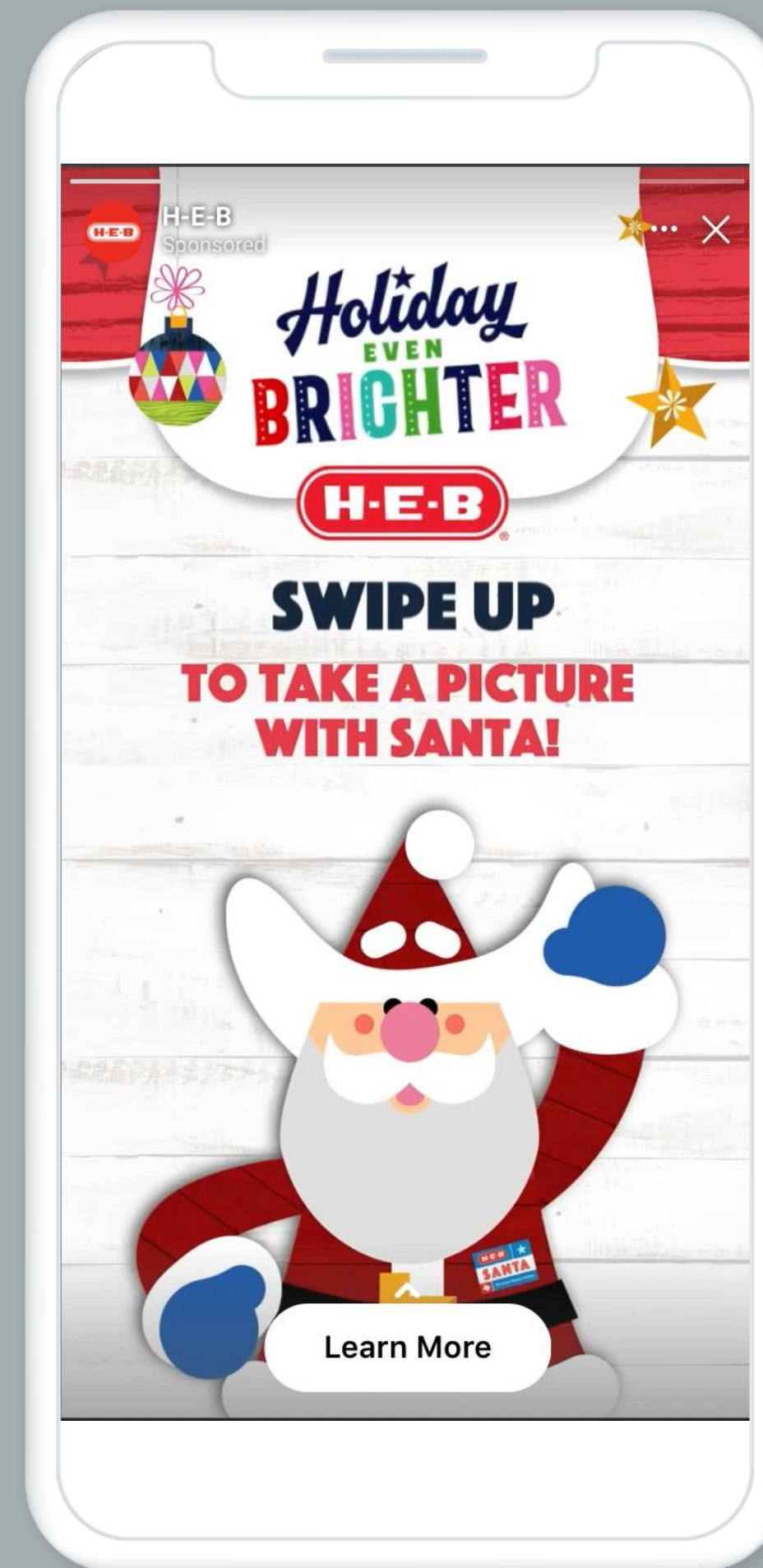
42% of shoppers planned to spend less time in stores and visit less frequently.

### Solution

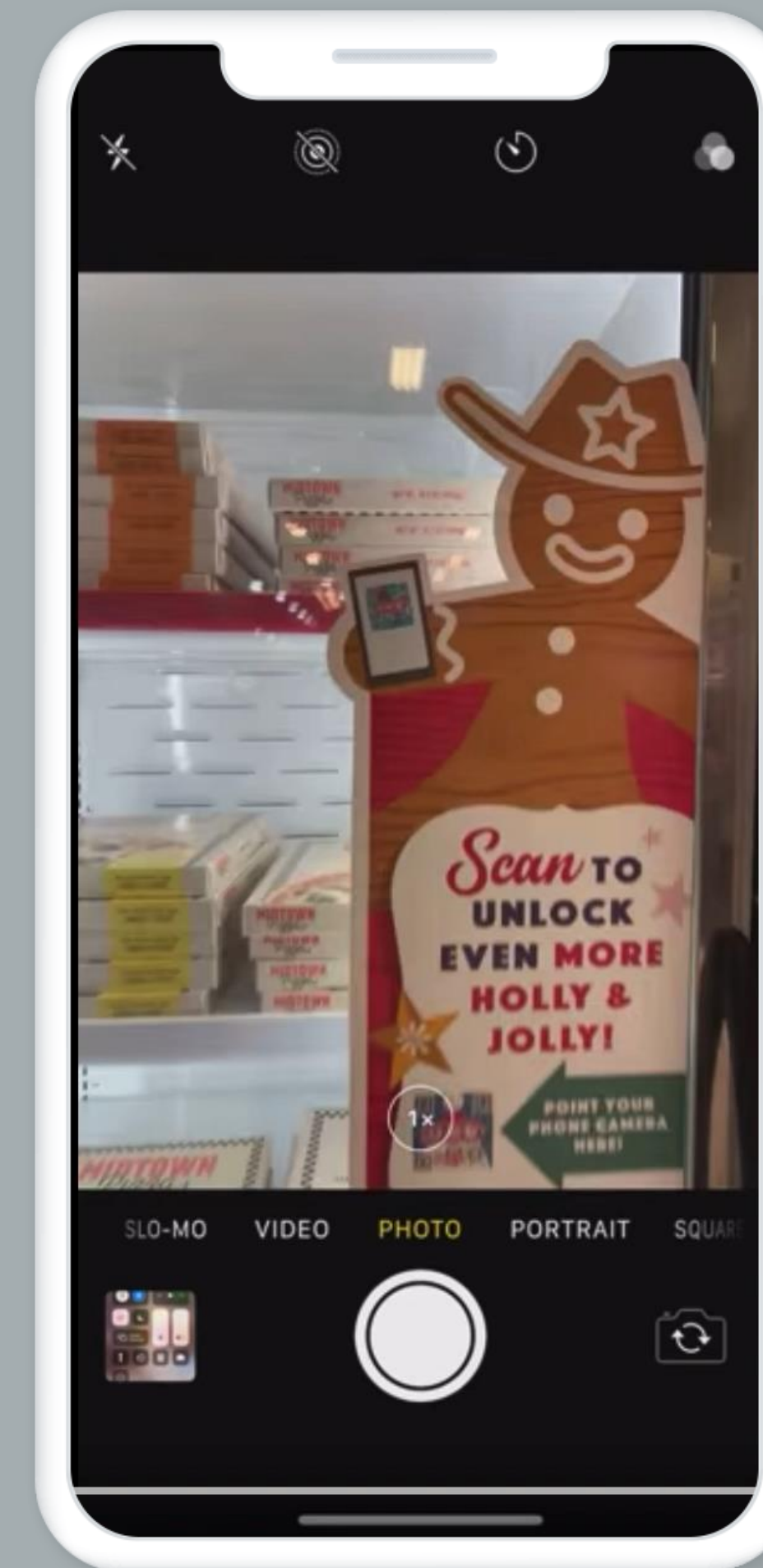
Bring the Christmas bonanza to shoppers through a suite of AR ads and experiences with both world and people effects.

### Results

- +3.1pt purchase intent
- Outperformed 6 out of 7 of H-E-B's previous product-oriented Holiday campaigns
- 45-64 y.o. 50% more likely to consider HEB for holidays



FB AR & IG ads demoed the effects



In-store displays drove visibility & excitement



Influencer strategy amplified the effects



## Results

# Conversion Facebook

### Challenge

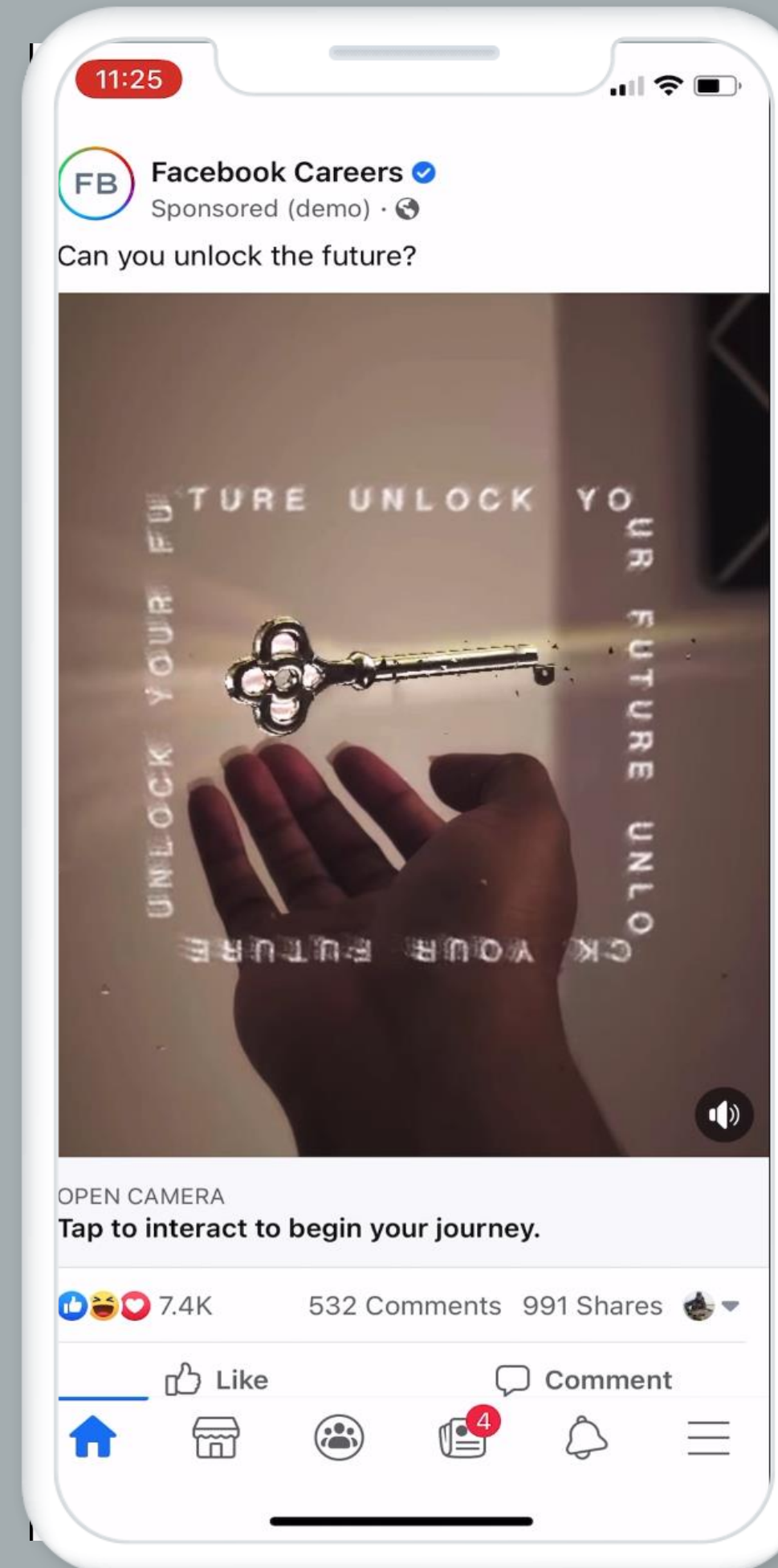
Recruiting for technical roles at Facebook is more challenging than ever due to competition over talent and COVID disruptions.

### Solution

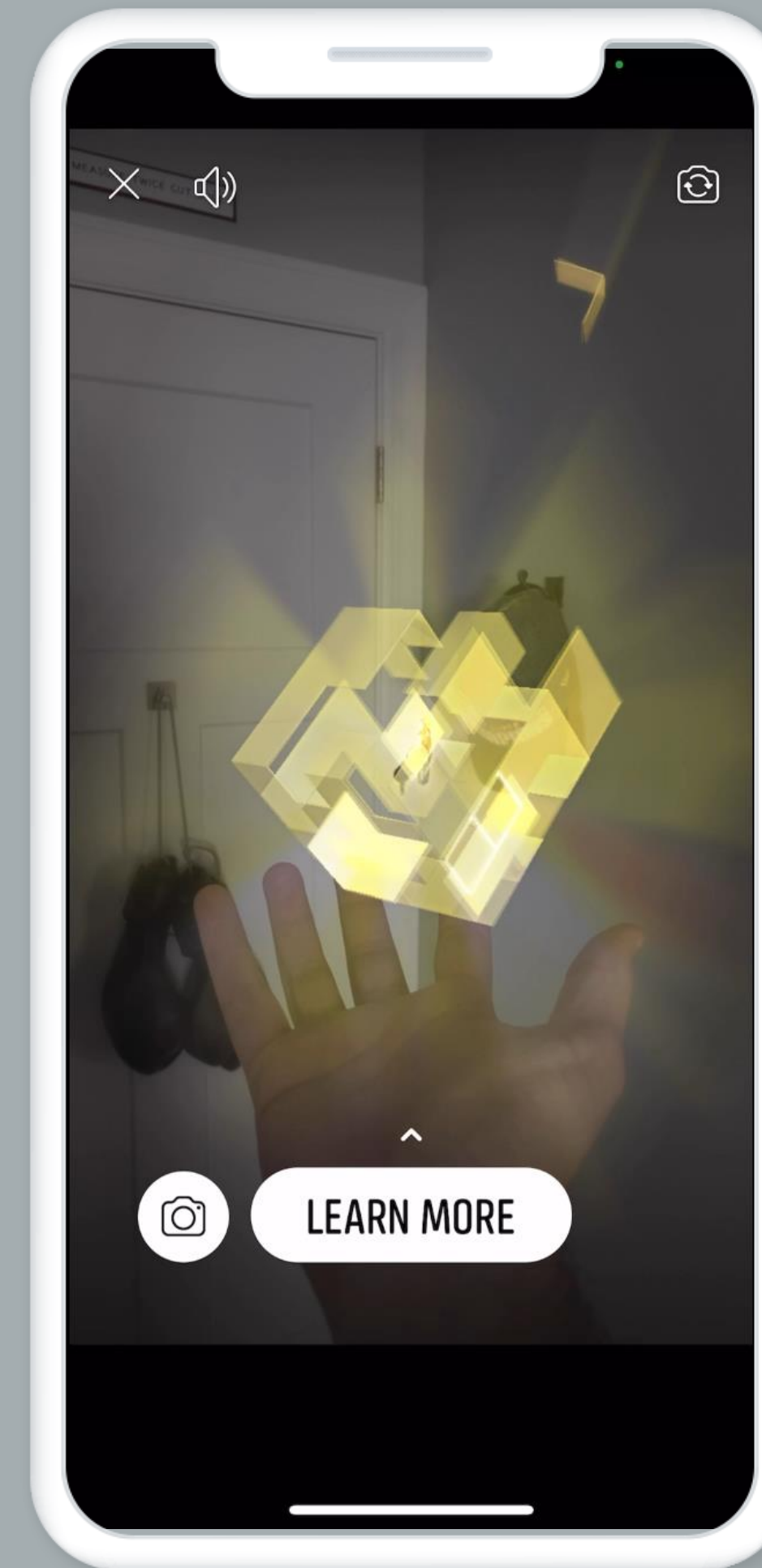
In order to stand out and better engage potential candidates, Facebook recruiting built their first-ever campaign to include AR ads and effects.

### Results

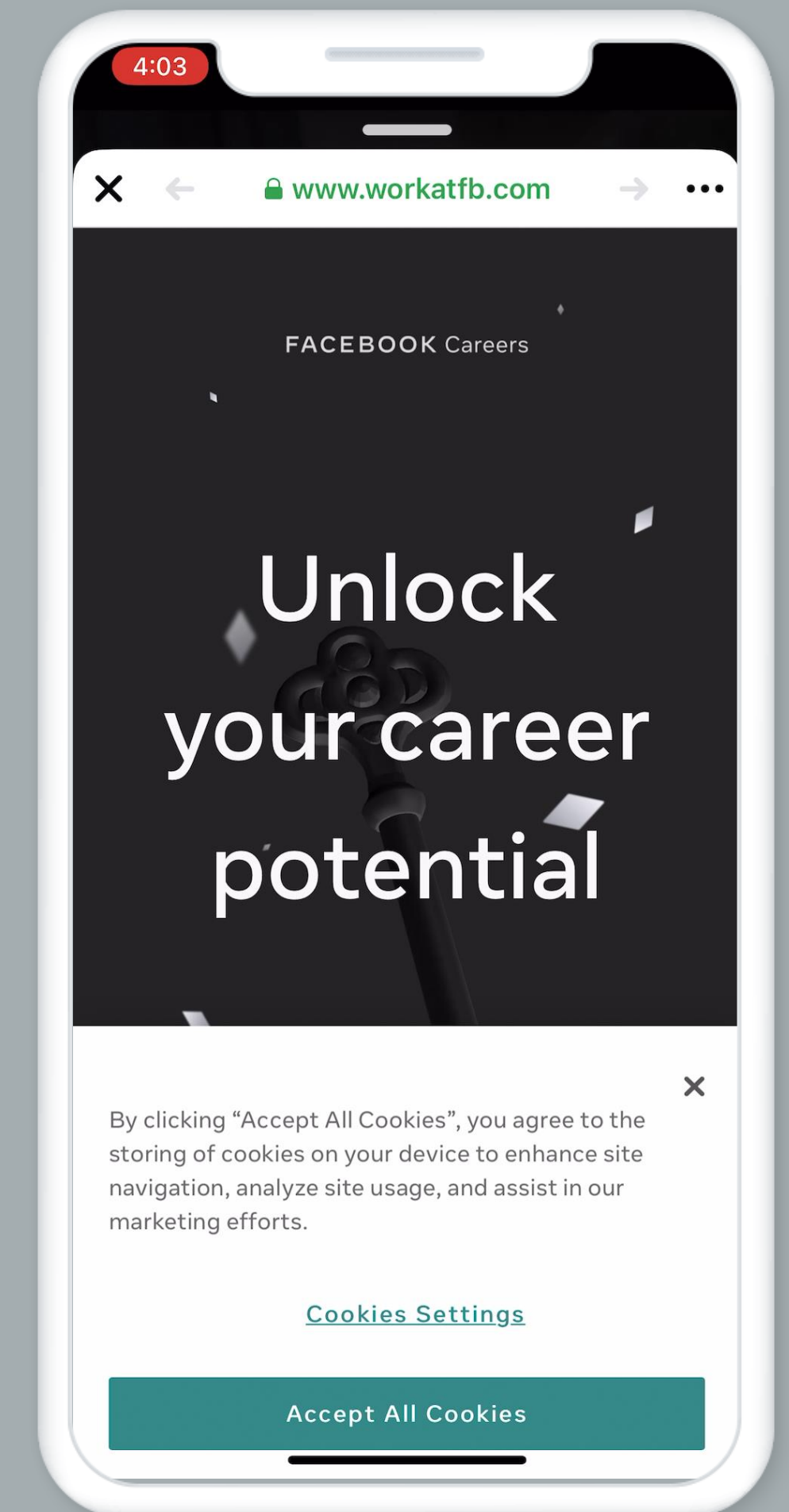
- 12% effect open rate
- \$0.05 CPC (vs. \$0.15 avg.)
- 5,120 applications (14x avg.)
- \$27/application (vs. \$36 avg.)



Facebook AR Ads



AR World Effect



Facebook Careers Site



So... how do we activate *today*?



Production



# Spark AR



Self-service

## Spark AR Studio

Create, test and publish AR experiences and effects without coding

Managed

## Spark AR Partners

Find an expert creator based on your needs – objective, budget, language/location



## SPARK AR

- Provides Instruction
- Creative Considerations
- Measurement Opportunities



### ▼ Properties

Size 375 pt W

Scale 2

### ▼ Instructions

→ Custom Instruction

On opening Tap to try on

### ▼ Render Output

→ Render Pass

Default Pipeline Create

### ▼ Interactions

Producer Patch Create



Near term priorities for AR Ads

AR/VR creative testing opportunities ✓

Dynamic AR Ads on Facebook Feed

AR Ads for IG and Facebook Feed for Awareness objective

AR Ads for IG Feed for Sales objective

Dynamic AR Ads on IG Feed

AR Ads for Facebook Feed for Sales objective



## Key Takeaways

- The industry is shifting towards the Metaverse
- Competitive advantage (early learning & insights) and differentiation (value & new business)
- AR is the path to VR
- AR Ads available today for each phase of the full funnel marketing strategy
- Through Basis Technologies' Premier Partnership with Meta, hands on guidance and support is available to every client as we continue to evolve – Reach out! 😊



# Q+A

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