Understanding the impact of augmented reality through implicit associations

BREAKTHROUGH RESEARCH | Snap Inc. | Forsta

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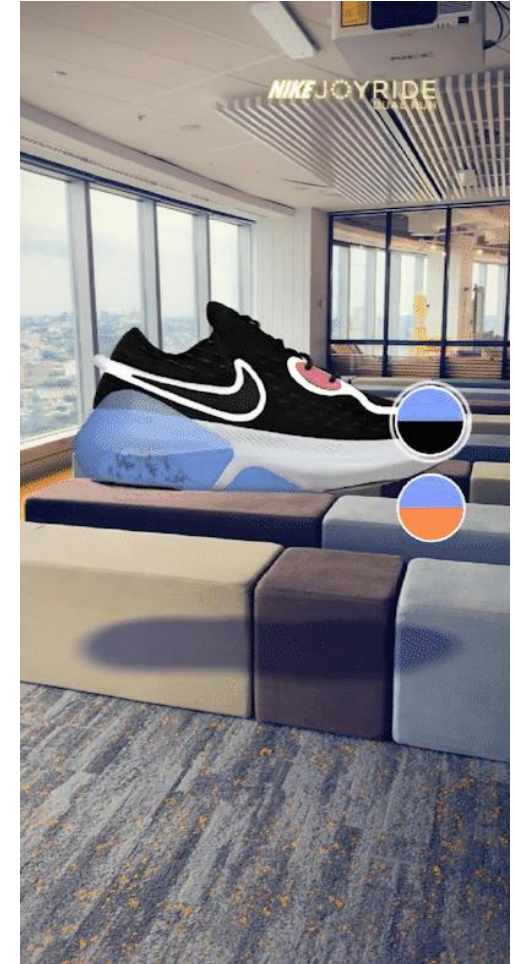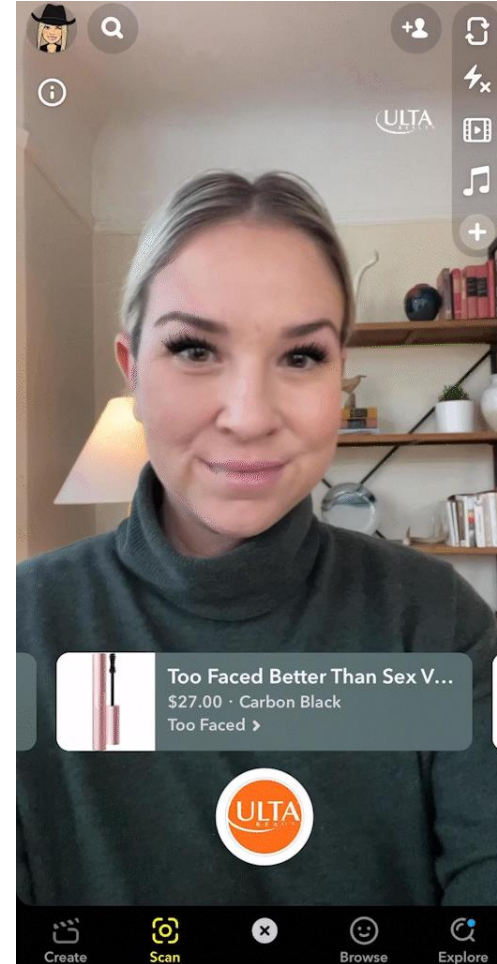**Matt Tindall**
Team Lead

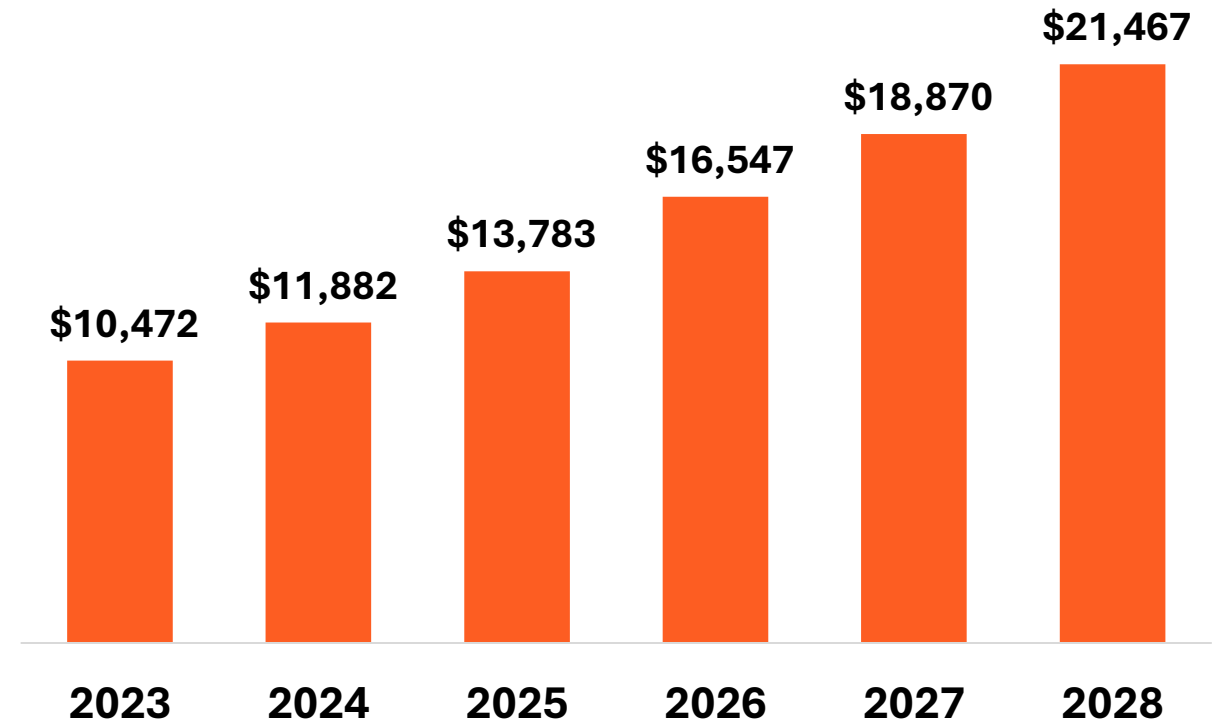# To understand AR, you need to first experience AR...

AR usage is widespread — and growing.

This growth will be powered by new and exciting ways that consumers and businesses alike will be able to interact with it.

Mobile AR Revenue Estimates

Consumer and Enterprise, U.S. $Millions

Year	Revenue
2023	$10,472
2024	$11,882
2025	$13,783
2026	$16,547
2027	$18,870
2028	$21,467

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As consumers become more and more accustomed to AR, what can we expect?

Multi-phased research study to obtain insights on long-term implications of AR

PHASE 1

Qualitative interviews with AR practitioners, experts, and creators

PHASE 2

Global quantitative surveys

PHASE 3

US qualitative diaries

Implicit tools can reveal how AR influences associations because respondents know more than they can tell us with explicit measurements alone

People are sometimes unable or unwilling to reveal everything they think and feel.

Traditional market research techniques assess slow, careful, controlled thinking. But not all decisions are slow, careful, and controlled.

To get a full picture of consumer behavior and mental processes, we need a broader toolkit.

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SYSTEM 1 is relatively fast, easy, thoughtless, and opaque.

System 1 associations build up over time with repeated exposure.

These associations can impact our behavior and decision-making, even if we are not aware of them.

THE **QUIRK'S** EVENT

If I have positive experiences when I attend Quirks events, over time I will build up an automatic, positive emotional response when I am exposed to the Quirks brand.

SYSTEM 2

is slower, attention-consuming, thoughtful, and transparent.

System 2 requires the **motivation** and the **resources** to think carefully. Otherwise, System 1 dominates.
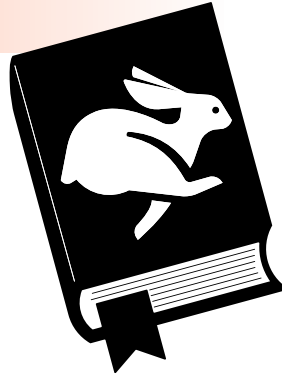
You could think of System 2 as *potentially overriding* System 1.

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SYSTEM 1

If we are not typically aware of our System 1 associations, then how do we measure them

READ

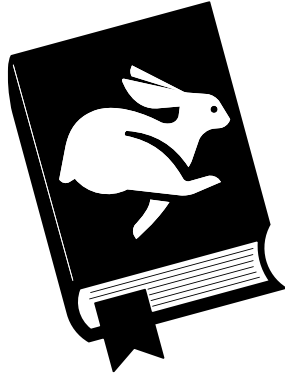**R**ECOGNITION OF **E**QUITIES **A**SSOCIATIONS AND **D**RIVERS]

READ examines the equities that are automatically linked to a brand or other stimulus and drive the way it is perceived.

This approach can be used to measure the associations and equities with a brand, or even test the impact of an ad spot or other experience, comparing 2 or more cells.
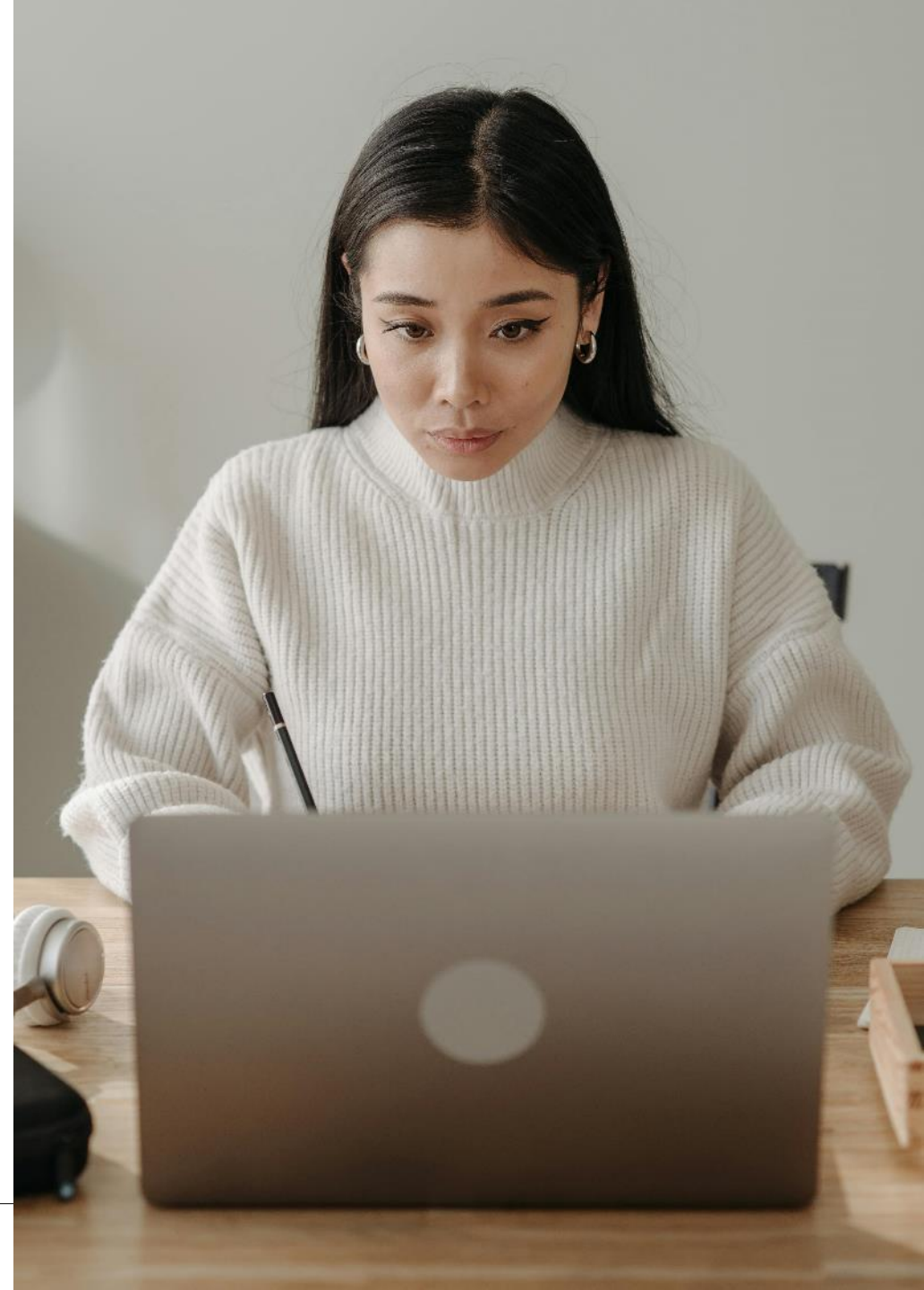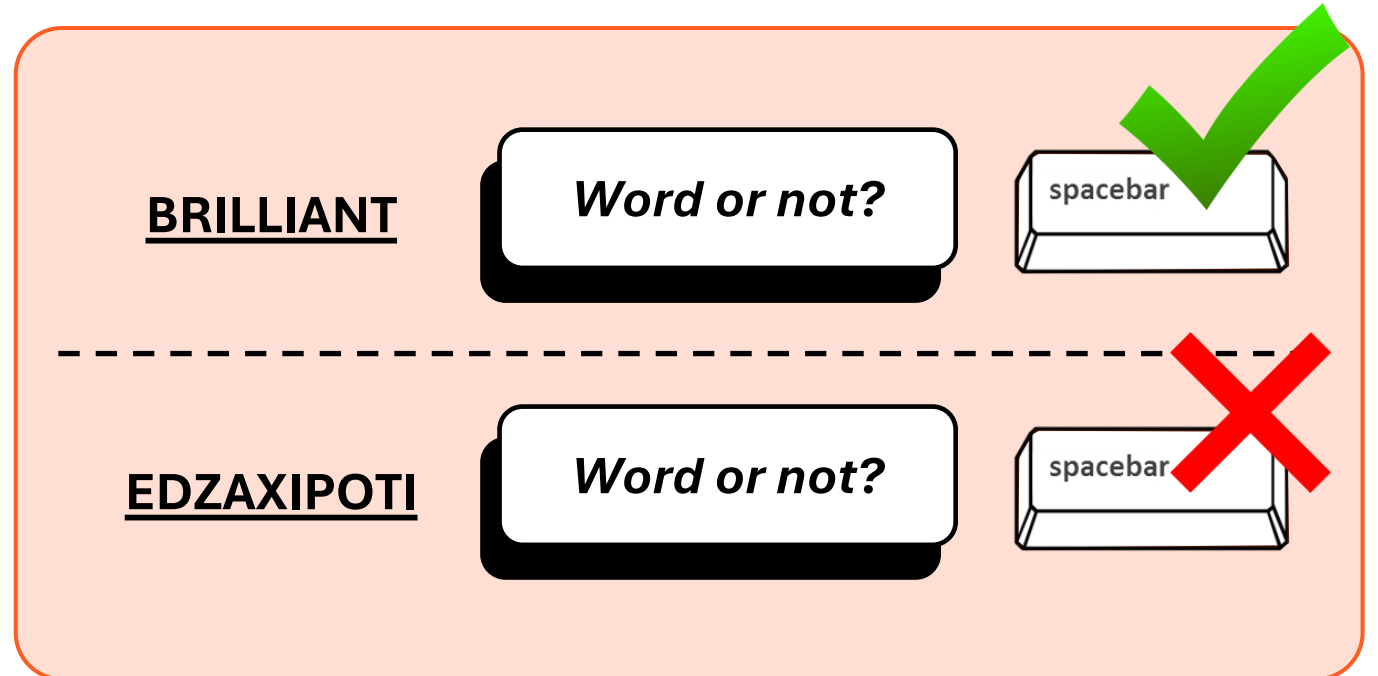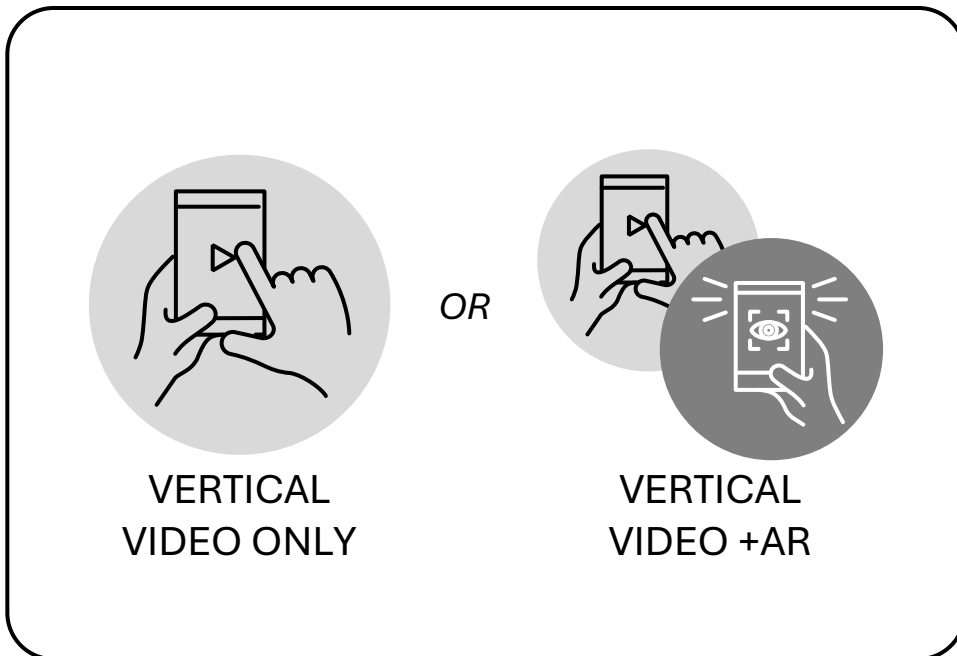
How Does READ Work?

The respondent decides whether the string of characters is a word, and reaction time is measured.

If the word is more accessible, respondents will recognize it faster.

What We Learned

Exposure to AR triggers consumers to think of attributes like brilliance and intelligence

Implicit Associations Lifts
(Significantly reduced response times between Vertical Video Only and Vertical Video + AR cells)

Differences between the Vertical Video Only cell to Vertical Video + AR cell that were statistically significant

Brilliant 163	Generous 105	Uplifting 104
Intelligent 110	Interesting 104	Helpful 100

Based on observed patterns in meaningful lifts in Implicit Associations measurements within individual markets when comparing Vertical Video Only to Vertical Video + AR. READ results for attributes shown are indexed relative to Helpful baseline of 100.

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AR complements existing video buys, driving incremental gains in explicit brand metrics

Increases Familiarity	**+5pts** ▲
Creates Brand Perceptions	
Increases Purchase Intent	**+4pts** ▲
Builds Loyalty	**+4pts** ▲

Global averaged lift between the vertical video only and vertical video + AR cells

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15

What We Learned

AR amplifies positive brand perceptions, leaving a lasting cognitive and emotional mark

Improve brand opinion

↑ **+6pts**

Influence implicit associations

- *Compelling*
- *Leader*
- *Inventive*
- *Empowering*

↑

Increase likelihood to purchase

↑ **+6pts**

Increase likelihood to recommend

↑ **+5pts**

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AÉROPOSTALE

Aéropostale partnered with Snapchat to activate a multi-format campaign as part of their holiday activation, which leveraged a mix of Snap Ads and a Lens, in order to drive awareness and engagement of their sales.

The Lens featured a randomizer that allowed Snapchatters to come up with gift ideas for their best friends and family, which could then be shared with them. By using the shareable AR experience alongside their traditional video assets, Aéropostale was able to achieve their campaign goals and exceeded performance benchmarks.

"Over at Aero, we are beyond pleased with the results of our 2024 Q4 holiday-themed Snap Lens. With over 200k shares and 8M impressions, this outperformed our benchmark goals in terms of reach and engagement and had a positive impact on brand awareness and favorability."
Melissa Cohen, Senior Manager,
Digital Marketing – Paid Media, Aéropostale

2x
Ad Awareness Lift
vs
US Retail Benchmarks

3x
Favorability Lift
vs
US Retail Benchmarks

1.9x
Share Rate
vs
US Retail Benchmarks

Snap Ad

Lens
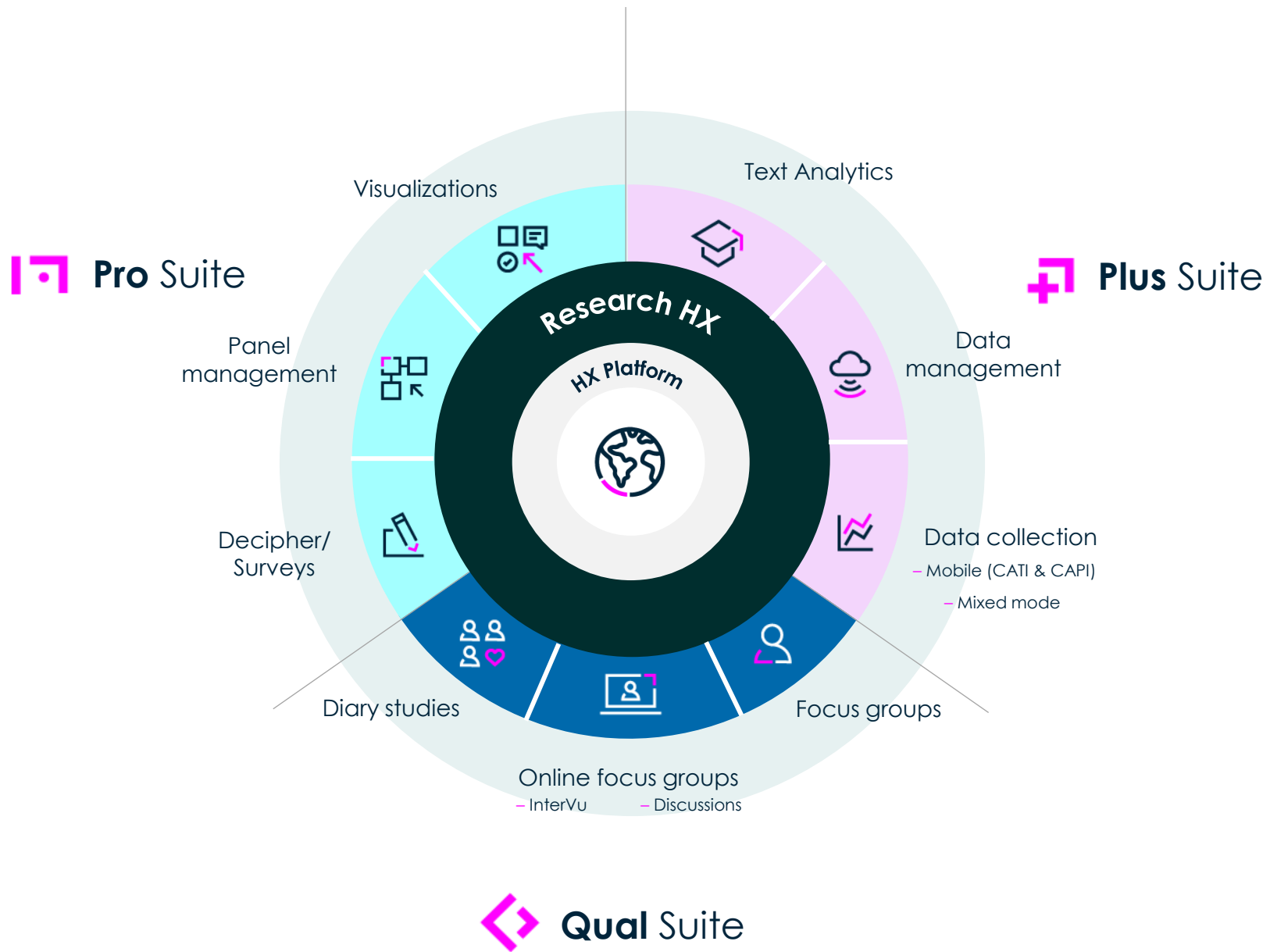
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- A full suite of solutions for all research needs including data collection, visualization, panel management and qualitative research

Research HX

The most powerful, flexible, connected, and reliable experience & research technology.

Forsta transcends methodological and data silos. All human experience (HX) is here.

Who we are:

3,000+ employees

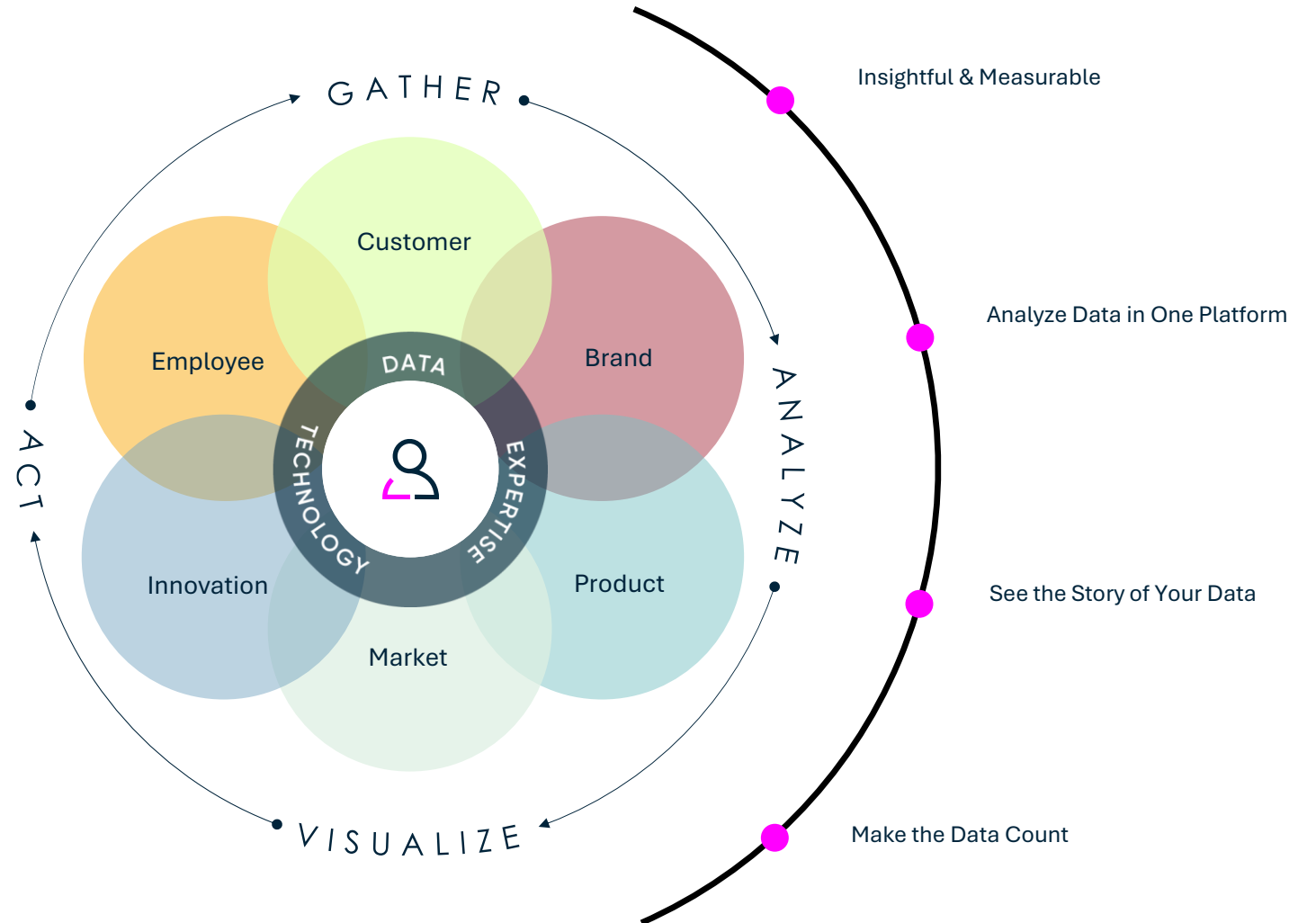**30+ years** in the market

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Customer

Employee

Brand

DATA

TECHNOLOGY

EXPERTISE

Innovation

Product

Market

ACT

ANALYZE

VISUALIZE

Insightful & Measurable

Analyze Data in One Platform

See the Story of Your Data

Make the Data Count

Q&A