

Virtual Augmented Reality Advertising Based on Metaverse Platform

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Abstract: Virtual augmented reality (VAR) advertising is a relatively new form of advertising that incorporates virtual and augmented reality technologies into the advertising process. VAR advertising has several potential benefits, including creating more engaging and interactive advertisements, improving brand awareness and recall, and providing consumers with a more immersive experience. VAR technology can be expensive to produce and may require specialized expertise to create high-quality content. In recent years, virtual augmented reality advertising has developed rapidly. VAR advertising has the potential to be an effective marketing tool for brands, particularly those looking to engage younger, tech-savvy audiences. In particular, the popularity of the concept of the metaverse in the past two years has provided a feasible space for the practical use of virtual augmented reality advertising. This paper introduces the content of metaverse and virtual augmented reality advertising, and provides feasible suggestions for advertisers to conduct virtual augmented reality advertising marketing based on the metaverse platform.

1. VAR and VAR Advertising

Virtual Augmented Reality (VAR) is a technology that combines elements of virtual reality (VR) and augmented reality (AR) to create a simulated environment that users can interact with. VAR uses computer-generated images, sounds and other sensations to create a convincing and immersive experience for the user [1]. In contrast to VR, which creates a completely simulated environment, VAR overlays digital content onto the real world, allowing users to interact with both the physical and virtual environments simultaneously [2]. This makes VAR particularly useful in a variety of applications, including gaming, education, healthcare, architecture, and engineering. With VAR, users wear special headsets or glasses that use cameras and sensors to track their movements and adjust the overlaid content accordingly. The technology has advanced rapidly in recent years, and is expected to become increasingly prevalent in a wide range of industries as it continues to evolve.

Virtual Augmented Reality (VAR) advertising is a marketing technique that uses VAR technology to create interactive and immersive advertisements [3,4]. VAR ads can be experienced through various devices, such as smartphones, tablets, or headsets, and can be delivered through a

range of channels, including social media, branded apps, and in-store displays. VAR advertising allows marketers to create engaging and personalized experiences for consumers, which can increase brand awareness, customer engagement, and ultimately drive sales [5]. For example, a clothing retailer could use VAR technology to create a virtual dressing room experience, allowing customers to try on clothes digitally before making a purchase. Or an automobile manufacturer could use AR to enable customers to view and customize a car model in 3D space. VAR advertising is still a relatively new technology, but it has already seen significant growth in recent years. As the technology continues to improve, we can expect to see more brands and advertisers adopting VAR as a way to connect with customers and differentiate themselves in the marketplace.

2. Virtual Augmented Reality Advertising in Metaverse

Virtual Augmented Reality (VAR) advertising in the metaverse is a relatively new and emerging form of advertising that takes place within immersive virtual environments. The metaverse refers to a collective virtual shared space, where users can interact with a computer-generated environment and other users in real time. In the metaverse, VAR advertising can take many forms, including in-game advertisements, branded experiences, and virtual product placements [6,7]. For example, a brand could create a virtual storefront within the metaverse, allowing users to explore and purchase products in a 3D environment. Or they could sponsor virtual events, such as concerts or sporting events, to promote their products or services. VAR advertising in the metaverse presents a unique opportunity for brands to reach younger audiences who are increasingly spending time in virtual worlds. It also provides a more engaging and interactive way for brands to connect with consumers, as users can directly interact with virtual objects and environments.

As the metaverse continues to grow and evolve, we can expect to see more brands experimenting with VAR advertising in this space. However, it is important for brands to ensure that their advertising efforts align with the values and norms of the metaverse communities in which they operate, in order to avoid backlash and negative publicity.

2.1. Advertising in the Metaverse

Advertising in the metaverse will be highly immersive and interactive. With the ability to create virtual environments that simulate real-world experiences, brands will be able to engage with their audiences in entirely new ways. For example, imagine stepping into a virtual store where you can browse products, try them on, and make purchases all without leaving your home. Or imagine attending a virtual concert where the audience is fully immersed in the experience and can interact with the performers in real-time.

In addition, advertising in the metaverse will likely involve a lot of personalization and customization. Brands will be able to use data from users' online behaviors and preferences to create targeted and relevant ads that are more likely to resonate with them. Therefore, advertising in the metaverse has the potential to be extremely engaging, interactive, and personalized, offering a completely new level of brand-consumer interaction.

2.2. Subversion of Traditional Advertising Forms by the Metaverse

The emergence of the metaverse is expected to have a significant impact on traditional advertising forms. The metaverse, as a virtual reality space, presents new opportunities for advertisers to engage with consumers in novel ways that were not possible previously.

In contrast to traditional advertising forms that are often passive and interruptive, the metaverse allows for more immersive and interactive experiences that can be tailored to the interests and

preferences of the individual user. Advertisers could create branded spaces or experiences within the metaverse that users can explore and interact with, creating a more engaging and personalized experience.

Additionally, the metaverse provides advertisers with the opportunity to leverage data analytics and machine learning algorithms to gain insights into consumer behavior and preferences. This data can then be used to tailor advertising campaigns for individual users, resulting in more relevant and effective advertising. Overall, the subversion of traditional advertising forms by the birth of the metaverse represents a paradigm shift in how advertisers approach reaching and engaging with consumers. It presents new challenges and opportunities for marketers to adapt their strategies to this evolving landscape.

3. Advantages of Virtual Augmented Reality Advertising on Metaverse Platform

Virtual Augmented Reality (VAR) advertising allows marketers to create engaging and personalized experiences for consumers in a number of ways.

3.1. Immersive Experience

VAR technology creates an immersive experience that can transport users to a virtual environment where they can interact with products, brands, or services in exciting and memorable ways. VAR advertising offers a unique and immersive experience for consumers by blending the real world with interactive digital content. AR technology allows users to view and interact with virtual objects in their physical environment through a smartphone or tablet camera lens.

In VAR advertising, brands can create 3D models, animations, and other interactive content that can be superimposed on the user's surroundings. This creates a more engaging and memorable experience for users compared to traditional advertising mediums such as print or television ads.

For example, a VAR advertisement for a fashion brand could allow users to "try on" different clothing items virtually, seeing how they look on themselves using their device's camera. Or a furniture company could use AR to enable customers to see how a piece of furniture would look in their actual living space before making a purchase. Overall, AR advertising can help brands stand out, capture users' attention, and provide an immersive and interactive experience that can increase engagement and ultimately drive sales.

3.2. Interactive Content

With VAR advertising, brands can create interactive content that enables users to actively engage with the content, rather than just passively viewing it. For example, a fashion retailer could use AR to allow customers to virtually try on clothes, or a car manufacturer could use VR to enable customers to take a virtual test drive.

3.3. Personalization

VAR technology allows brands to personalize their advertisements based on user data such as location, interests, behavior, and preferences. This means that users are more likely to be presented with ads that are relevant and valuable to them, which increases engagement and enhances their overall experience.

3.4. Emotional Connection

Virtual and augmented reality offer unique opportunities to create personalized and immersive experiences for consumers, which can evoke stronger emotional responses than traditional advertising methods. For instance, virtual reality allows users to enter a simulated environment that feels realistic and engaging. Advertisers can use this technology to create interactive campaigns where users can explore products or services in a way that makes them feel like they are actually experiencing them. This can be particularly effective for industries such as real estate or travel, where users can virtually tour properties or destinations before making a decision.

Similarly, augmented reality overlays digital content on top of the real world, providing users with an enhanced view of their surroundings. Advertisers can use this technology to create dynamic ads that respond to users' actions and movements in real-time, making the experience feel more personal and engaging. Overall, virtual and augmented reality advertising can provide consumers with more emotional experiences because it allows them to interact with brands in a way that feels more natural and immersive. By leveraging these technologies, advertisers can create campaigns that not only inform but also entertain and delight their target audience, leaving a lasting impression that traditional advertising often cannot achieve. When done correctly, VAR advertising has the potential to create an emotional connection with users. By providing a memorable and enjoyable experience, brands can create positive associations with their products or services, leading to increased brand loyalty and advocacy.

Therefore, VAR advertising provides a unique opportunity for marketers to create highly engaging, immersive, and personalized experiences for consumers that can help build stronger relationships between brands and their audiences.

4. How do Advertisers Market Using the VAR Advertising on Metaverse Platform

Advertisers can use virtual augmented reality (VAR) advertising to market their products or services in the metaverse by leveraging highly immersive and interactive experiences. Here are some ways advertisers can market using VAR advertising on metaverse.

4.1. Create Branded Virtual Environments

Advertisers can create branded virtual environments that allow users to explore their products or services in a unique and engaging way. For example, a sports brand could create a virtual stadium where users can try out new equipment and apparel.

4.2. Offer Interactive Experiences

Advertisers can create interactive experiences that enable users to engage with their brand in a fun and memorable way. For example, a food brand could use AR to create a virtual recipe book that allows users to interact with ingredients and cooking instructions.

4.3. Use Virtual Product Placements

Advertisers can use virtual product placements in movies, TV shows, or other media experiences within the metaverse platform. This approach can help brands reach a wider audience and increase brand awareness.

4.4. Choose Advertising Opportunity

Advertisers can sponsor virtual events within the metaverse platform, such as concerts, festivals, or gaming tournaments. This provides an opportunity to promote their products or services to a highly engaged and targeted audience.

4.5. Leverage User-generated Content

Advertisers can encourage users to create their own virtual content featuring their products or services. For example, a makeup brand could challenge users to create their own virtual makeup tutorials using the brand's products.

5. Suggestions for Advertisers Market Using the VAR Advertising on Metaverse Platform

By leveraging VAR advertising marketing strategies in the metaverse platform, advertisers can create unique, personalized, and interactive experiences for consumers that can help build stronger relationships between brands and their audiences.

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