Date: 11/06/2013
To: President Natalia Orlova
From: Elvira Gatina

Digital Communication Tools Improvement

I am writing this report to alert you to a digital communication tool - Augmented Reality. It requires minimum spending and may boost productivity in our company.

What is Augmented Reality (AR)

It is new digital interactive tool, which will help us to get attention of group of people who gets along with technology development. AR is graphic tool, which creates environment with augmented elements by computer-generated sensory input such as sound, video, graphic, animation. Customer will scan the image using his smartphone and see graphics that can move, make sounds etc.

How we may use it

Using AR definitely will help us entertain people and get their attention. We may use it for our catalogs, calendars, flyers, brochures and even logo. Whenever customer receives a catalog with our products instead of just seeing picture of a product he will see animated 3D image. For instance, we can "open" Russian Nesting doll in the application, or make horse statue "run". Basically we may use any item from our store and create entertaining informal levels on top of it. All these print images on business cards, flyers will lead to our website increasing its traffic. We have never tried this tool before, but I think our team can really make that work for us.

How much does it costs

It won't cost any extra spending, company doesn't have to buy anything. Anyone can create AR in a special web platform. All we need is a worker who can technically execute our ideas.

Results of using AR

I have made a research and found out that many big companies are successfully using augmented reality in their advertisings already. With AR, readers can scan a page and add items to their shopping cart. *Seventeen* magazine used AR at September 2013 issue, that allowed readers to scan over 220 pages and add any item to a shopping wish list. Another example of company benefiting from AR is Toyota. They used AR to drive traffic to the company's website and within a few weeks of their campaign their traffic increased for 167%.

I am happy to be a part of your working team, while also being a student of Communication Design major, I hope that my thoughts and knowledge will help in company development. I think that we definitely have to use AR as a Marketing tool.

Sincerely,

Elvira Gatina