



The Daily Brief Podcast: How to Add AR to Your Marketing

07.12.2018

Welcome to the era of branded augmented reality, in which consumers can now create their own interactive content. Brien Holman and Loren Judah from We Are Royale and Dave Perry, VP of social media at Nickelodeon, talk about why AR is the future.

This panel of AR/VR innovators show you how to engage consumers with customizable, immersive, almost magical entertainment, such as Niantic's Pokemon Go and upcoming Harry Potter Wizards Unite, Ludia's Jurassic World Alive and Snapchat's AR filter for Netflix's Stranger Things 2.

Listen in to find out how to make and market these amazing experiences for your brands or your clients.

RELATED: 'The Walking Dead' Launches AR Mobile Game

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