

The best AR campaigns in response to COVID-19

One way in which brands have overcome and utilised the lockdown restrictions is with Augmented Reality (AR) campaigns, providing consumers with innovative, engaging experiences, and involving them in their narrative in a way that was not previously possible. David Ripert CEO of Poplar, a leading 3D and AR creative platform, as well as President of the AR & VR Association, has created a list of his top ten AR campaigns in response to COVID-19.

Using mobile technology to place interactive virtual objects into our real-world through our phones: AR can show us how [Gucci](#) shoes would look on our feet, or with [Google](#) show us what two-metres looks like for social distancing, there are hundreds of examples; some bad, but some very exciting too.

Poplar has over 1,600 certified 3D/AR content creators who have delivered more than 120 campaigns for the likes of Speedo, Universal Music, L'Oréal, Disney, Jack Daniels, Nestlé and more.

Here's a list of Poplar's CEO top ten AR campaigns in response to COVID:

Amazon and Google encourage social distancing through AR effects.

[Discover the campaign](#)

Google creates AR life-sized dinosaurs that you can see in your real world.

[Discover the campaign](#)

Ikea explores the future of smart home tech by utilising AR to offer people a way of envisaging how a new layout or piece of furniture would look at home.

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AR reading app, Wonderscope, provides interactive stories for children to read.

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A social distancing barometer on Instagram which sirens when someone comes within 2m.

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A coronavirus educational AR experience on Instagram which provides some

baseline knowledge to a demographic that doesn't watch the news or read a daily paper but instead stays informed through their network on social media.

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An interactive, immersive art gallery accessible from anyone, anywhere on Instagram.

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A Gucci iOS app for virtual try-ons.

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Etsy app includes AR world-view feature where you can visualise wall art in your home.

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An interactive world effect that shows you hand washing techniques to help fight the spread of COVID-19.

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