

The Creative Role of Employing Augmented Reality into The Design of Political Advertising Campaigns

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Summary:

Virtual Reality is called a number of technologies that use computers and multimedia to create an artificial visual environment in which the user can see, hear and touch by displaying the image that responds instantly to the user's movement. Virtual reality is the use of the computer in modeling and interactive simulation to enable someone to interact with other synthetic or visual synthetic products or environments. And make the user uses and live with them in a three-dimensional and deal with it in real-time as if real things exist on the ground. Built-in reality is one of the most important developments in virtual reality and digital technology. It has allowed the real environment to be enhanced by virtual data that was not part of it. Integrated reality is essentially a form of technology that has been used in marketing and advertising by organizations, companies and political campaigns because of its various advantages.

Keywords:

Augmented Reality, Advertising Campaigns, Political Campaigns.

The research problem

The research problem stems from the lack of activating the role of modern digital techniques in the design of political advertising campaigns, which created the need to find a proposed vision for employing the reality integrated in the design

The research purpose

The purpose of the research is to explore the creative role of employing the built-in reality in the design of political advertising campaigns and develop a proposed vision for employing the built-in reality in the design of political advertising campaigns.

The research parts

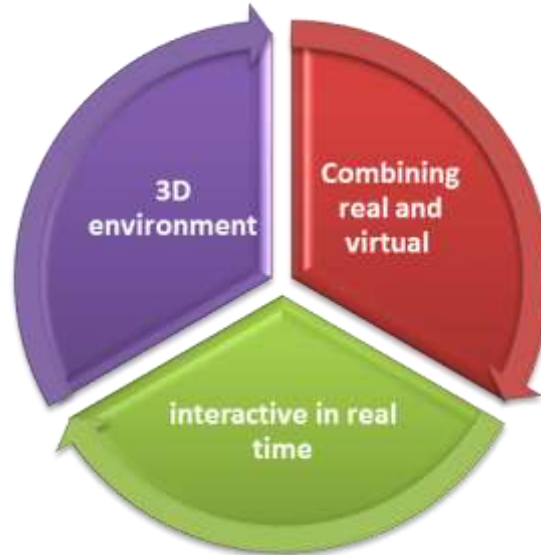
The research divided into three main parts:

1- the concept and characteristics of augmented reality:

For years augmented reality (AR) has been touted as an important technology of the future as it provides a digital enrichment of the physical world. Specifically, it projects images or information that augments what users see. AR use is growing, also in marketing systems.

There are three basic characteristics of augmented reality, according to which, any augmented reality system must include the following characteristics:

- (A) Combining real and virtual in the physical environment.
- (B) Be interactive in real time.
- (C) Simulation display of virtual information in 3D environment.



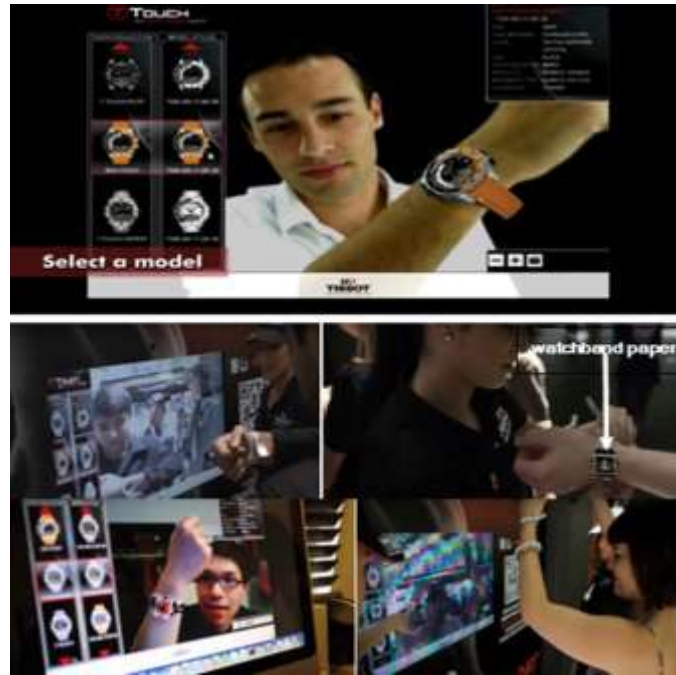
2- the creative role of reality integrated into the advertising design of political campaigns

In recent years, due to great advances in computer technology, computer vision techniques and algorithms are used for interactive marketing systems combined with AR.

AR is mostly used by marketers to promote new products online. While such systems are already widely known and used, we present some of them hereinafter. For example, in 2008 famous car company ran an AR advertisement in several German automotive magazines. The reader simply had to go to car manufacturer web site, show the ad in the front of the webcam and 3D model of the car appeared on their screen. Another interesting solution is Magic Mirror combined with high-tech footwear technology for measurement, which enables user to virtually try on shoes prior to buying/ordering them. The user is able to see his/her reflection in the Magic Mirror with a virtual model of the pair of shoes. Similar examples to Magic Mirror use of AR for advertising and commercial application lies in fully replacing the need to try on anything in stores, thus, saving considerable amount of time for clients, which would most likely be used for trying on more clothing (shirts, dresses, watches, etc.) and, thus, increasing the stores chances for selling. Similar to Magic Mirror solution is also Cisco's AR commercial, where a client is trying on clothes in front of a Magic Screen. Another interesting solution is presented in, where author presents how to achieve gender classification using computer vision algorithms. Such a solution is especially useful for augmented reality marketing applications.

AR in advertising:

Another effective example the Tissot watch AR ad There is a built-in augmented reality where users can experience the Tissot watch using a watchband paper and a webcam. The native ad showed an hourly hologram that allowed users to interact with ads



AR in political campaigns:

Augmented reality played a direct role in the outcome of the last election in Austin, Texas. In that election, Leffingwell, one of the mayor's candidates, used augmented reality in his voter-oriented political campaign that helped him gain voter acceptance by introducing a new form of advertising. That's how augmented reality changes people's view of politics.



3- A proposed vision to employ the integrated into the design of political advertising campaigns.

The proposed vision for the use of AR in the design of political advertising campaigns include the following stages:

Phase 1: Vision, Mission and Goals of the Political Advertising Campaign.

Phase 2: Determine the type of used political ads.

Phase 3: Definition of the target audience according to the cultural, social, educational and age segments.

Phase 4: The stage of designing political advertising campaigns.

Phase 5: Final advertising.

Phase 6: Evaluation of the political advertising using AR.

Research results:

1. The application of AR in the field of advertising gives customers enough time to experience tools such as shoes, clothes, watches and sunglasses in real time leading up to the stage of purchase without the presence of the store in the first place.
2. The recipient's perception of advertising messages that rely on visual processing on AR technology has added a new dimension to the applications of digital advertising, which was met by a similar revolution in the design of political advertising campaigns that address a group of audiences with different intellectual and cognitive abilities.
3. The research presented a proposed vision for the use of AR into the design of political advertising campaigns, which included six phases.

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