

Name \_\_\_\_\_ Date \_\_\_\_\_

**Marketing Essentials**  
**Chapter 20 Print Advertisements**

**eMarketing Worksheet Activity: Augmented Reality and Mash-ups**

**Directions** Augmented Reality (AR) involves technology that permits readers to see expanded aspects of an illustration through a simulator, which may include 3-D, holograms, or the ability to see oneself using a product. Work alone or in small groups to complete this two-part worksheet.

**A. Examples of Augmented Reality and Mash-ups** Conduct research on augmented reality and mash-ups.

1. How can a sunglass company use augmented reality on its Web site?

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2. How does USPS use augmented reality on its Web site?

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3. What other companies use augmented reality on their Web sites?

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4. How might a company use mash-ups in an advertising campaign? Find an example of a company that has done so.

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Name \_\_\_\_\_ Date \_\_\_\_\_

**B. Collaborate to Create an Ad Campaign** Work in groups of three or four to create an ad campaign that uses augmented reality or cut-and-paste mash-ups. You can begin with a current advertisement or create a completely new one. You will be evaluated on your understanding of augmented reality and mash-ups, their proper use in your ad campaign, and the ease with which Web site viewers will be able to use them; as well as the creativity of your ad campaign and mechanics of your presentation. Use the following questions to get you started.

1. Decide. Should the team use a current advertisement or create a new one? What are the pros and cons of each option?

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2. Decide. Should the team elect to create an ad campaign using augmented reality or mash-ups? What are the pros and cons of each option?

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3. Create. What aspects of current ad campaigns that make use of augmented reality or mash-up make them fun and interesting for users? How can we use those techniques in our ad campaign? How can we make them easy to use for Web site viewers?

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