Create an AR Action Campaign

Time: 20 – 30 minutes

You've created an AR experience, but you're not done with the challenge! For it to make an impact you need to consider how to share it in a way that you get the result you want. This means creating an action campaign around your AR experience and thinking about:

Distribution platforms: Which platforms can you use to distribute your AR experience?
Marketing: which other places would be suitable for you to market your AR experience?
Outputs: What results you hope to get through distribution and marketing your AR experience? (including target numbers)
Impacts: The actual change you hope that will result through your AR experience? (including how you will measure how many people you have reached)

Remember the audience you were hoping to reach, think about how and where you will reach them. Use this template to design your action campaign: The two examples from the production stage have been included in this format to help you get started.

	Distribution platforms	**Marketing**	**Outputs**	**Impacts**
Example 1: Covid-19 awareness	Spark AR Studio allows for distribution on Facebook and Instagram only. A link is also shared, which can be used to distribute the experience with friends through other media, such as WhatsApp or in the form of QR codes which can be added to posters, journals, websites etc.	Posters with the QR code could be hung in hospitals, medical centers, parks, schools and other social places	AR experience has been employed by visitors to the named social places (target = 200)	Spark AR Studio has a dashboard that gives you data, including how many people have used your AR experience
Example 2: repurposing street signs		Environmental journals could have a page with the STOP sign that could be scanned WWF could have it featured on their website or share it through their Panda Club (focusing on young students)	AR experience has been employed by readers of the journal (target = 40) and by visitors to the WWF website (target = 60) and by the students of the Panda Club (target = 100)	
Your project:				

Digital Promise®
Accelerating Innovation in Education