ABSTRACT

D7 WEINAKADEMIKER THESIS

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AUGMENTED REALITY AR WINE LABELS AND BRAND RECOGNITION

With increasing competition and overcrowded shelves packed with wines from all over the world, it is necessary to stand out in the crowd with interesting labels. Many wine consumers choose wine purely based on the label. The descriptors on wine bottles can convince buyers that the flavor of the wine reflects the information on the label. Therefore, the quality of wine is perceived through the marketing and promotion of that wine. Persuasive attractive AR wine labeling attracts consumers to engage, enjoy and purchase the wine sometimes without having any knowledge of what wine is being bought.

Augmented Reality is a digital image (often animated) that adds a virtual layer to a live camera stream on the physical world that enhances and improves the consumer experience. The wine label promotes an interactive journey to the consumer through a combination of stories, cinema-like entertainment and brand interaction. This a game changer for selling wine and increasing brand loyalty. AR wine labels function as digital ambassadors that engage with the consumer, who in turn becomes a brand ambassador for the wine producer every time he/she clicks, shares and posts the photo through social networks.

Augmented Reality AR, Virtual Reality VR and mixed technology product labeling are changing the way consumers experience the physical and virtual environments of products. This thesis explores AR wine labeling as a marketing tool that boosts sales and brand recognition.

Within the marketing discipline, these mixed realities affect the consumer experience defined as consumer's cognitive, emotional, behavioral, sensorial and social responses to a producer's promotion

during the consumer's entire purchasing process. Managing the consumer experience before during and after consumption is key for businesses and relies on several marketing functions such as marketing research, design, promotion and brand management, specifically brand recognition and loyalty.

The innovative, high tech designer of the AR wine labels of infamous prisoners of the 19 Crimes wine brand, along with the Brand Manager at Treasury Wine Estates both explain the incredible sales success and enormous brand recognition with AR. wine labeling Also, a focus group of Spanish wineries demonstrate their knowledge and opinions of AR and its possible impact on sales and brand recognition of Old World wines. Their reactions were both positive and forward thinking for possible AR incorporation and access to real time consumer data. In addition, a discussion with one of LIDLs Managers about the launch of the deep discounter's AR wine labels. LIDL's objective is to engage the customers to solve mysteries on their mobile phones in order to buy the wine and earn discounts at the point of purchase. As a deep discounter, perhaps LIDL needs to find a way to somehow better inform the customers of how the promotion works.

Investigating the recent success of AR wine labels and their significant impact on augmenting sales in the New World will provide insight into future trends in the wine industry. Will some or many of the Old World wineries follow suit? The exciting growth potential for wine sales and brand recognition by using AR wine label technology should alert Marketing and Brand Managers as well as Producers, of the constantly changing opportunities that emerging technologies present. These are the drivers of today's business applications. And to think that we are only at the tip of the iceberg!