

EXPENSIVE BANALITIES OF HUMANITY.

ADVERTISING EXPERIMENTATION MEDIATED BY AUGMENTED REALITY TO PROMOTE THE ENVIRONMENTAL CRITERIA. INCREASED ADVERTISING

RESEARCH

The term "Increased Advertising" is considered, understood as a type of extended advertising. It aims to generate an experiential communication of impersonal type and with a wide scope.



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OBJECTIVE

The analysis of the emotional perceptions of a focus group of young students of the Los Libertadores University Foundation between the ages of 17 and 23.

1 ADVERTISING EXERCISE

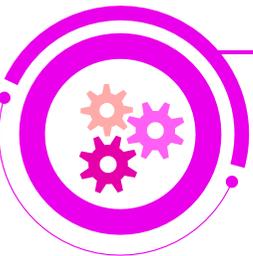
Observation of the levels of remembrance

Exposure to two warnings at different time intervals



TOOLS

The methodology implemented in the research is exploratory. It involved the development of 3 matrix analysis and reading tools.



3 TOOLS

1 Translation of the bi-dimensional piece, to the narrative enriched with Augmented Reality.

2 Record the emotional perceptions of the participants

3 Analysis of attachment levels for the two exposed pieces.

RESULTS

Augmented Reality, generates an impact on the spectators, increasing the capacity to remember.

DESIGN AND DEVELOPMENT OF APPLICATION FOR MOBILE DEVICES

