Chapter 12
The Role of Augmented Reality on Public Relations and Advertising:
Augmented Reality and Public Relations and Advertising

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ABSTRACT

Along with the changes in information communication technologies, changes are observed in today's communication practices. Particularly the personal and corporate usage of the internet-based applications is remarkable. At this point, augmented reality applications that take their place as a communication strategy in the brand communication process draw attention. It can be said that institutions prefer augmented reality applications in their communication processes with the target audience. In this process, augmented reality is a preferred communication element in public relations and advertising applications. In this study, the situation of augmented reality applications in public relations and advertising applications is examined. Firstly, the concept and scope of augmented reality is explained. Then, historical development process and how it develops and changes are emphasized. In the light of the aforementioned literature information, applications were tried to be described with the examples determined from the augmented reality applications.

INTRODUCTION

The concept of communication has an undeniable importance since the early periods of human history. Both individuals and institutions need communication. The changes seen in many areas around the world have shown itself in the field of communication. Therefore, there is a change and development in this field almost every day. This process, which started from people's reaction to nature and which

includes digital elements, has experienced different milestones. Especially in the period following the discovery of the computer and the use of the internet and its opening to the public, the communication process started to have many different touchstones. A communication environment which is different from the traditional and which does not have traditional features has been faced. There is a new process of communication in which many different people from one direction to two directions can be involved in this process at the same time. In this process, which can be referred to as internet-based applications in general, it is possible to see different communication tools and environments.

Starting with web pages, continuing with social media tools and media, and then given a more digital process, the star of these communication tools is increasingly shining. Their effectiveness and usage are increasing dramatically, both on an individual and institutional scale. There are also different applications in this new communication environment. They are especially preferred in public relations and advertising activities of institutions / brands. One of these applications, augmented reality (AR) applications, which are frequently used recently. These applications, which have become one of the ways to establish effective communication between the organization / brand and target audience, are also gaining popularity. These are the applications that carry the communication process from traditional to the new communication environment and evolve with different infrastructure qualities, attract attention by the target audience and are considered effective at the point of persuasion. It can be said that the target audiences that can be connected to each other via internet-based applications can establish a kind of communication with the brand in this created reality. In particular, web pages or applications that can be downloaded to smart mobile phones are the systems implemented by brands. For example, it may be that a known beauty or fashion brand allows communication with these applications to the target audience in a dimension outside the realm of reality. With this application, they can use the products of the brand, they can place the products in their own environment and they can be found in the created reality. In this way, it can be said that public relations and advertising activities can be preferred as an effective way to achieve their goals.

In this study, firstly, the concept and scope of AR will be defined. Following this, it will be explained what kind of application it is and what it contributes to the communication process. How these practices take place within the scope of public relations and advertising activities, how it adds value to the brand, and how it plays a role in the communication process with the target audience will be evaluated within the framework of related literature. At this point, the difference between AR and virtual reality, which can sometimes be confused or used interchangeably, will be mentioned. In the literature, cases will be examined through examples. The main purpose of the study is the role of AR applications in public relations and advertising applications. In this study, institutions / advertisers will be considered as corporate brands in public relations and advertising studies. At this point, the usage and reflections of AR applications in brand communication under the title of public relations and advertising will be evaluated.

The Concept and Scope of Augmented Reality

The concept of Augmented Reality has some identification from the past till today. AR, "is this technology to create a next generation, reality-based interface" (Jacob, 2006, as cited in Krevelen, 2010: p. 1). AR, complements the real world with virtual (computer-generated) objects that seem to coexist in the same space with the realWorld(van Krevelen, 2010: p. 1). The first AR prototypes created by computer graphics pioneer Ivan Sutherland and his students at Harvard University and the University of Utah appeared in the 1960s (See figure 1) (Sutherland, 1968, as cited in van Krevelen, 2010: p. 2).

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