

How to Use Augmented Reality to Enhance the Unboxing Experience for Your Customers

Carefully opening a new purchase is the most anticipated moment of the shopping experience, eliciting feelings of euphoria and leaving consumers wanting more. Apart from product performance, unboxing is the final opportunity for brands to make a positive impression, instill trust and loyalty, and earn repeat customers. What separates a memorable unboxing experience from a mindless delivery is the effort businesses put into making it an unforgettable moment. This may include branded boxes, free samples, personalized notes, etc. The most recent unboxing strategy to come on the scene is the use of augmented reality (AR). This is your guide on how AR can enhance the unboxing experience for your customers.

What is Augmented Reality Unboxing?

Traditional unboxing processes are not typically exciting. Consumers receive a box. They cut the packaging, remove the product, and that's it. Now, brands are aiming to shift from a process to an experience using AR.

AR unboxing entails using a desktop or mobile device to provide a multi-sensory event that is sure to leave a lasting impression. Let's take a look at a few examples.

- **Pizza Hut** - This well-known pizza brand released a gamified box that could be scanned with a mobile app to access a variety of virtual games, such as cornhole. Now consumers were not only enjoying fresh, hot pizza but also playing games while doing so to create a full experience.
- **IKEA** - With repurposing in mind, IKEA developed the IKEA Toybox, which brought the leftover cardboard packaging to life. Using AR, the mobile app determined the amount of materials available and the possibilities for children to play creatively. This also worked great for giving children something to do while their parents assembled the newly purchased furniture. Everyone wins.
- **Hyundai** - Provides vehicle owners with a digital car manual for routine maintenance procedures. The AR feature can identify car parts and automatically launch the appropriate guides.

Benefits of AR Unboxing

There are several benefits to adopting and incorporating AR unboxing in your brand's strategy.

Increases Customer Loyalty

Going the extra mile to provide a fun and enjoyable unboxing experience lets consumers know you care about them. Customers feel a sense of loyalty to brands that genuinely care about them. Implementing AR unboxing drives customer loyalty and increases the chances that they will become repeat purchasers.

Word-of-Mouth Purchases

Since AR is not common with purchases, it is sure to be a talking point with friends and family. For example, "I received my new camera yesterday, and you won't believe what was included..." Now everyone the consumer tells wants to experience the same euphoria, so there is an increased chance that they also purchase the product.

Excellent First Impression

First impressions are everything. Knowing the company took the time to pay attention to even the tiniest details lets you know they care about their product. Consumers will feel more comfortable making a subsequent purchase.

Increases Perceived Value

You can use several strategies to increase the perceived value of your products. Pricing is one, and packaging is another. For example, let's say you receive two leather bookmarks. One is simply placed in a bubble mailer without additional wrapping, and the other is wrapped in tissue paper and laid in a gift box before being placed in a bubble mailer. You will likely perceive the leather bookmark in the gift box as having a higher value. Incorporating AR into your unboxing strategy does exactly the same thing. Consumers will feel the product is of a higher value and feel even better about the price they paid.

Create an Emotional Connection

Many purchases are made because of an emotional connection. It could be the person behind the brand, the story, or the message conveyed. AR allows your brand to tell its story and, therefore, make an emotional connection with your audience, which drives sales.

Finish the Purchasing Process Strong

Augmented reality is the future of unboxing strategies for companies of every size. By making the delivery and opening process a truly memorable adventure, your brand will be well-positioned to stay at the forefront of its industry.

With over 20 years of experience, ShipNetwork is here to help you finish strong. We provide everything you need for fast, accurate, and cost-effective fulfillment, shipping, and delivery of your products. ShipNetwork guarantees 100% order accuracy and offers 1-day fulfillment, 1-2 day ground delivery, and US-based support. Have peace of mind knowing your orders are getting where they need to be when they need to be there. We even offer streamlined and efficient returns management services along with powerful integration capabilities. No matter your fulfillment and shipping needs, we've got a cost-effective solution for your business. [Contact us](#) today, and let us show you a better way to ship.