AR(Augmented Reality) Filter Development

Instagram AR Filters: Bring your brand to life with Augmented Reality
Join in on 2020’s fast growing exposure trend
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What is an AR Filter?

Augmented Reality filters allow you to try on yourself all sorts of filters (masks) in real time. This kind of 'images' can be overlayed on a particular photo or video, so the photo becomes more attractive and interesting.

You can use the AR filters for personal purposes, for fun and most importantly it's beneficial for a business. It is an extremely powerful tool for raising your brand awareness and attracting new users through viral effect.
The Process

From Development and Instagram Approval to Analyzing and Guidance, we are here for you.

Once Instagram approves it, the filter will appear on your company's Instagram page as a face icon, next to your tagged posts.

Everyone will be able to view and try the filters on your Instagram page.

If they click on a filter, they will be able to try it and save it permanently to their Story Camera.

Followers and Non-Followers will be able to share it to their stories.

When someone shares it, it will state: .... Filter from @yourcompany. When they click on it, they will be directed to your Instagram page.

The icon of the filter will display in their story camera once they saved it.
AR Filter Categories

- Face Mesh
- Accessories
- Particle System
- Randomizer
- Colors
- Overlays
- Objects
- Games

Menu  Back
Facial Stickers connected to the pointers of the face reference assets and face trackers. This could be with your logo, text, brand visuals, brand colors and more. It can be placed anywhere on the face. Popular places are the cheeks, under the eye or the forehead.
Accessories

Objects added to the selfie mode.
This can be anything from hats and glasses to jewelry.
It can be placed anywhere as long as it's connected to facial features.
Particle Systems

Floating Particles through a particle system
This can be floating objects, logos, sparkles
It can be programmed to fall down or go up. Behind or in front of the person.
Also works on external captures (non Selfie) (for example snow falling down)
Randomizer

Question Cards that will randomize the outcome
This can be used to ask questions about your brand.
Some examples: What kind of food are you?, What is your favorite...?, Which one are you?, What is your favorite dish?, Which one shall I pick?, What kind of customer are you?
Overlays

Effects that can be used for the surroundings (non Selfie)
This can be stamps, branding, frames, dust effects, Polaroids and Retro effects and more.
Colors

Color overlap filters to brighten or change the entire color. (Presets/LUTS)
Objects

3D objects that can be placed anywhere. Great to feature new products and to show your customers the product in the AR way.
Interactive games that can be created around your brand and products. This is a great way to interact with your customers.
Customizable Features

Multiple Filters in 1
Some filters could be build with multiple options in 1 filter. When someone taps the screen (or any other trigger) it would go to the next option. Think about different colors, multiple logos, placement changes and more.

Sound Effect
Sounds or music can be added and triggered through actions.

Actions Triggers
Actions can be triggered by certain settings. Something in the filter could change when someone nods their head, blinks, opens their mouth or taps the screen.

Instructions
Instructions on how to use the filter can be added per filter and displayed when someone starts the filter.
The AR Filter will be linked to your companies Facebook & Instagram Page. You will be able to log into Spark AR and access your statistics and dashboard to see how your filter performs.

**Insights**

<table>
<thead>
<tr>
<th>Impressions</th>
<th>Captures</th>
<th>Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>130,587</td>
<td>22,868</td>
<td>1,235</td>
</tr>
<tr>
<td>+3,545 in last 7 days</td>
<td>+617 in last 7 days</td>
<td>+26 in last 7 days</td>
</tr>
</tbody>
</table>

**Impressions:** The number of times that this effect has been displayed on screen, either in the Instagram camera or in a shared story on Instagram.

**Captures:** The number of times that someone took a photo or video that featured this effect in the Instagram camera. This does not include live videos.

**Shares:** The number of times that someone took a photo or video that featured this effect and shared it to a story on Instagram.
Giphy Development

We are able to create amazing Giphys for your brand. They can be used for Instagram Stories, Facebook and Giphy.com. They will be SEO linked to your company and brand.
We are more than happy to hop on a call so we can discuss ideas and possibilities. We have a great team of developers that are very excited to work with you!

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