

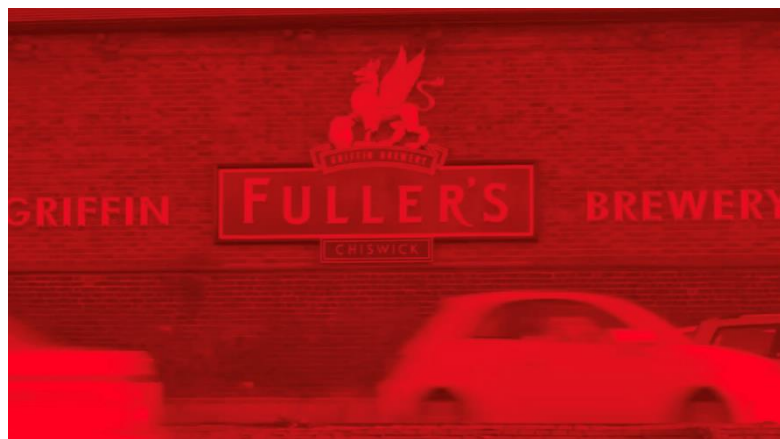
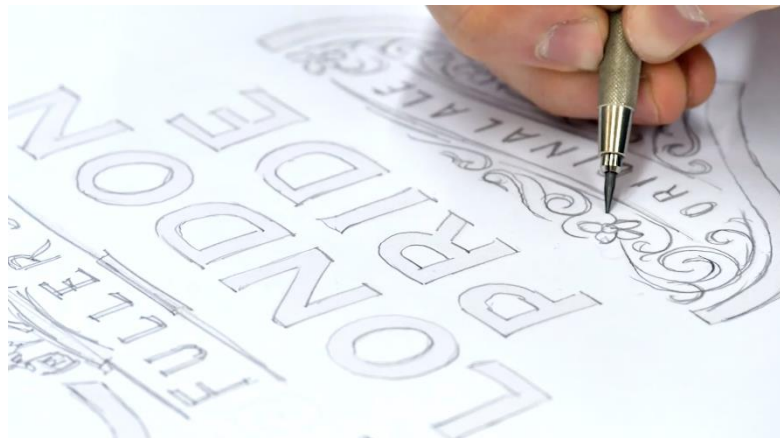
# Harnessing augmented reality to truly innovate in pack and concept testing

Quirk's London 2021

Kadence International in conjunction with Asahi Europe & International











# Harnessing augmented reality

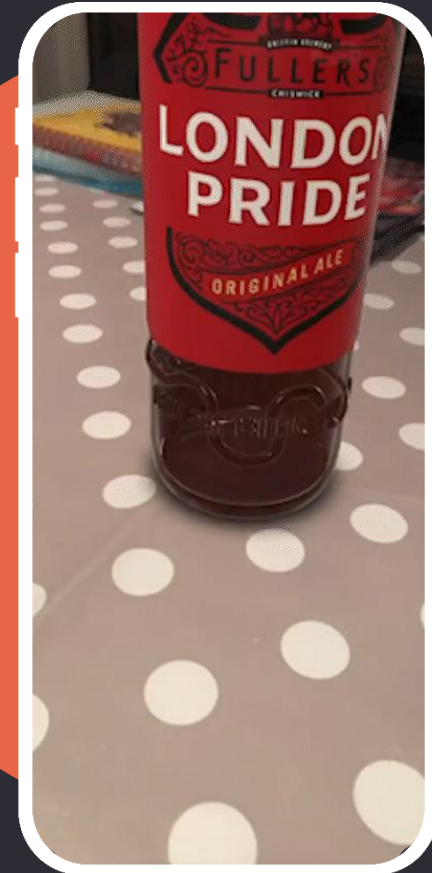
# Static bottle visuals

A

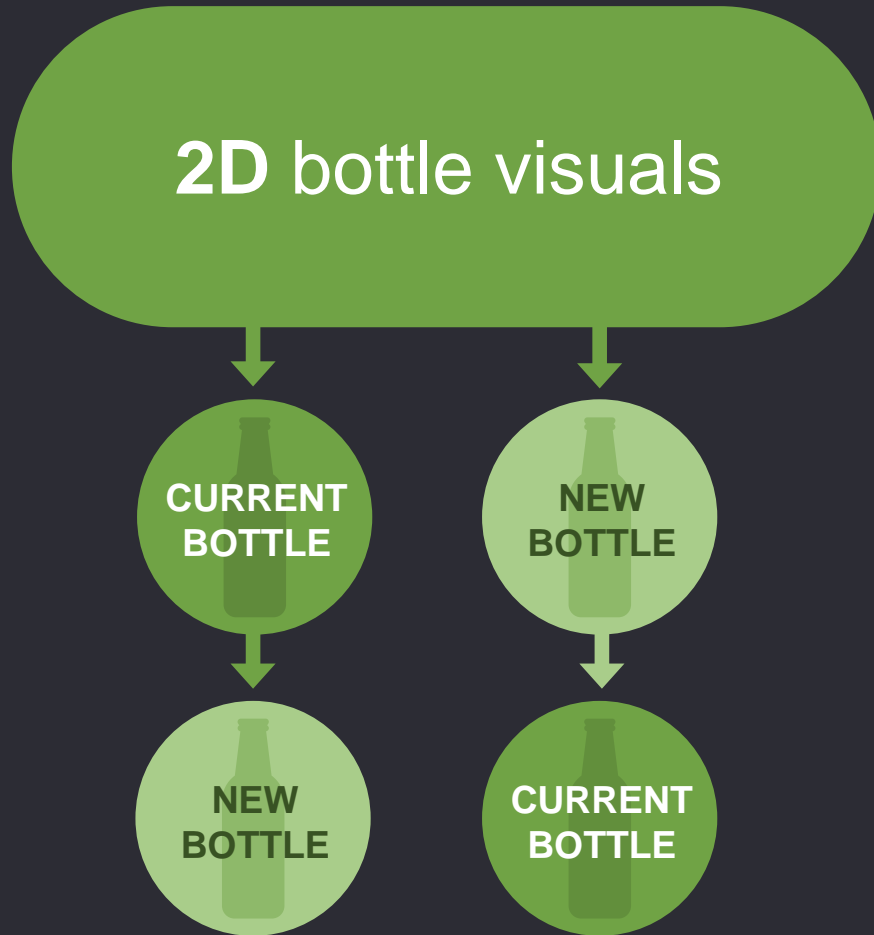


# Augmented Reality bottle visuals

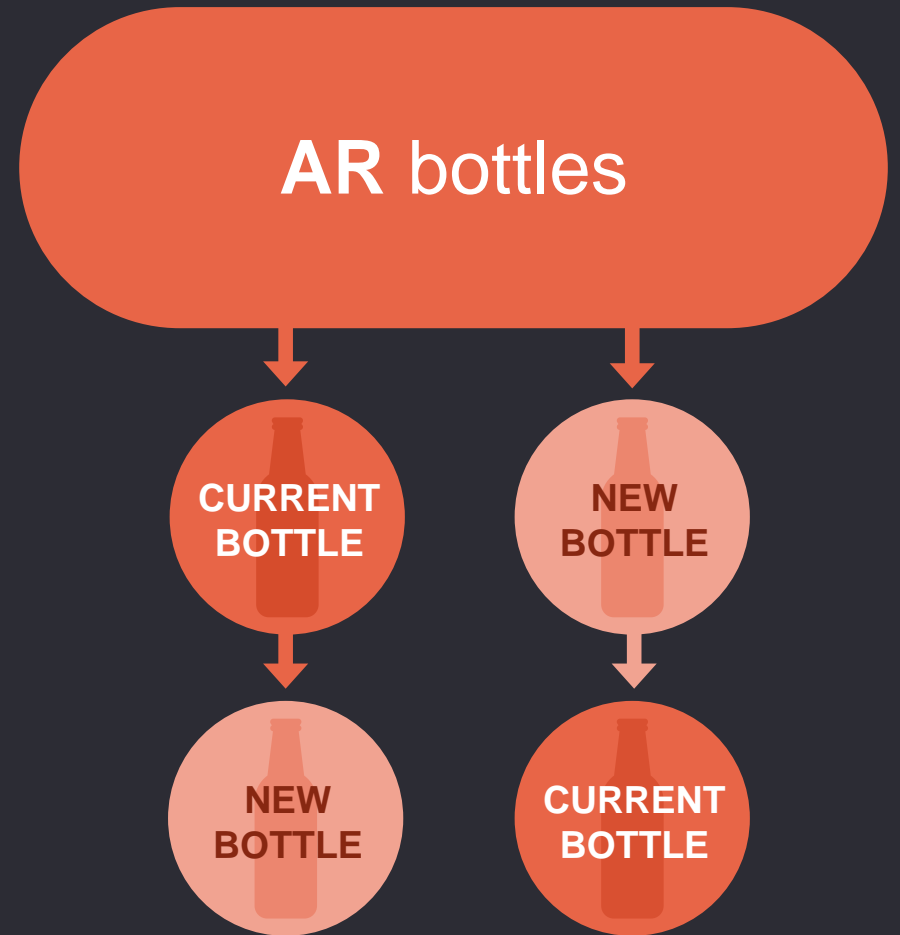
B



## A Static stream

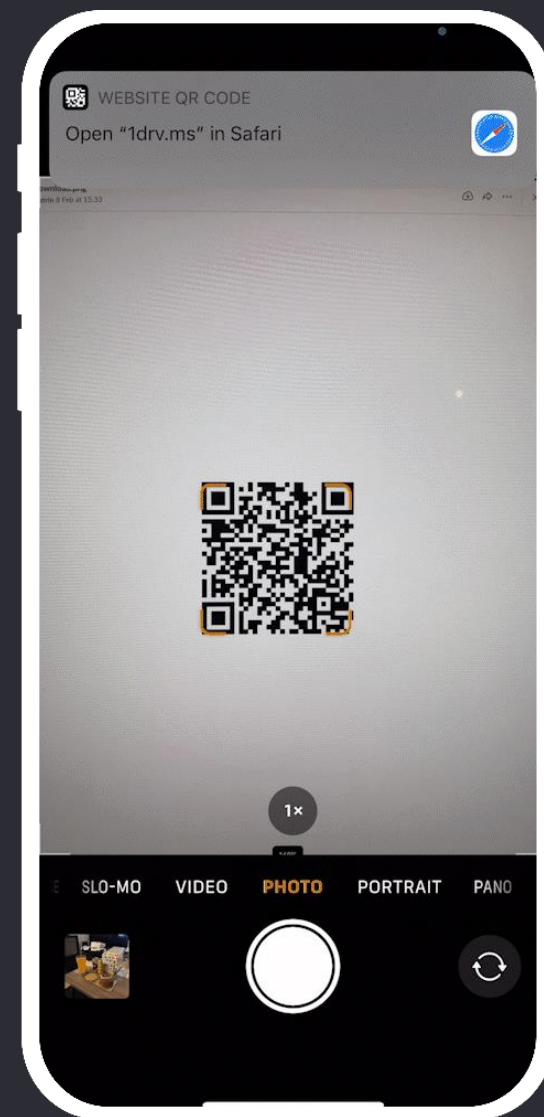


## B AR stream









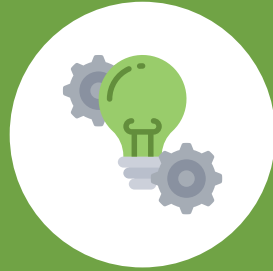








RESPONDENT FOOTAGE



**What did we  
learn?**

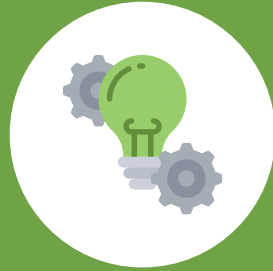


TRIPLE  
MALTED  
FOR DEPTH



BRITISH  
HOPS FOR  
REFRESHMENT

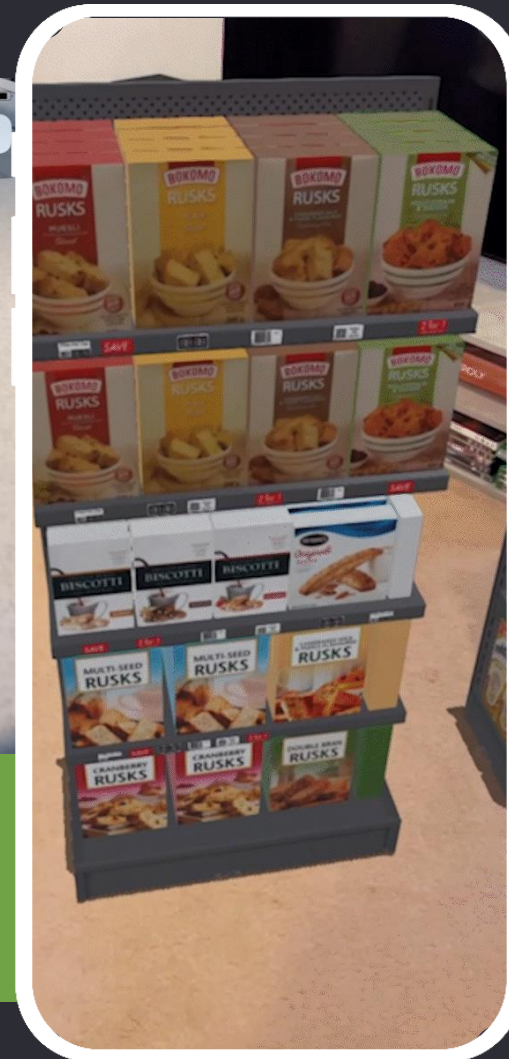




# Limitations and conclusions



# Broad-ranging applications



# Broad-ranging applications

INTERACTIVE  
3D MODEL





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