**Brands Can Boost Marking With AR in 5 Ways**

Stephanie Miles explores five ways brands are creating augmented reality offerings, including interactive advertising, gifting and "living labels." Bakeries are offering virtual pastry models, Coca-Cola is personalizing its billboards and some businesses are even setting themselves up as Pokemon Go locations.

***Street Fight 2/16/21***

[*https://streetfightmag.com/2021/02/16/how-restaurants-are-using-interactive-ar-in-2021/#.YC8DPuhKiUl*](https://streetfightmag.com/2021/02/16/how-restaurants-are-using-interactive-ar-in-2021/#.YC8DPuhKiUl)

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