

HOLOGRAMS: THEN VS. NOW

*The illusion that shaped the marketing
industry.*



SWIPE TO LEARN MORE



MILESTONES OF HOLOGRAMS

From lab experiment to living, talking ads.

1940'S

1960'S

2012

2020'S

**Holography
Invented**

Dennis Gabor
tries
improving
microscope
images.

**First True
Hologram**

Researchers
create the
first 3D
hologram
using lasers.

**Mainstream
Success**

Tupac's
holographic
Coachella
performance
wins crowd.

**Artificial
Intelligence**

AI holograms
now answer
questions &
interact in
real time.



MARKETING IMPLICATIONS

Holograms have gone from a one-way display to a real, personalized conversation with customers.



No interaction

One-size-fits-all message

Only shows product



Answers inquiries

Personalized answers

Recommends & advises



MARKETING TOUCHPOINTS

Marketing Touchpoint



Hologram Experience

1 Retail

Show Products in 3D

2 Events

Immersive Experiences

3 Advertising

Engage, Don't Just Watch

4 Customer Service

24/7 Virtual Assistance

Holograms are now creating new ways for marketers to engage, educate, and connect with customers.



AI HOLOGRAMS TODAY

They think, talk, and sell...



Skechers

Howie Mandel

Conversing, took selfies, asked fun questions, recommended products, and offered discounts.



Walmart

Sam Walton

Recreated their founder to answer specific visitor questions, using his real speeches and letters.



THE TAKEAWAYS

Holograms aren't a gimmick anymore, they're a channel.

They think, talk, and sell, not just display

Big brands are already testing it

Early adopters get the attention advantage

Customers get real answers, not just a sales pitch



WHERE HOLOGRAMS GO NEXT?

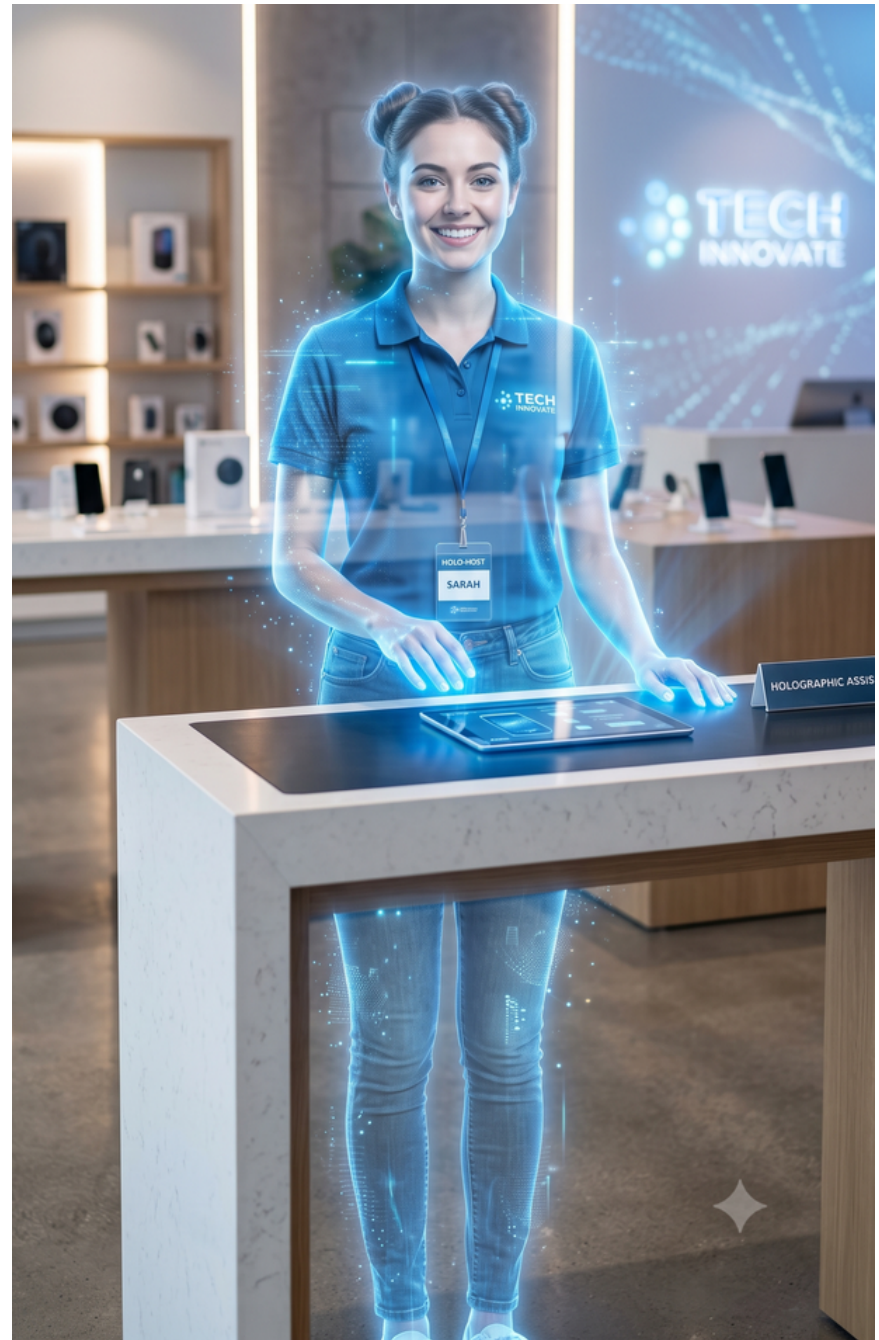
The Next Leap: AI-Powered Holograms

Hologram Companion

- *Human-like brand relationships*
- *Memory recall*
- *Guides purchase decisions*

Hologram-Run Stores

- *No physical inventory*
- *Hologram displays product options*
- *Warehouse fulfillment*
- *Unlimited selection*



WANT TO LEARN MORE?

FOLLOW THE FUTURE OF MARKETING INSTITUTE ON ALL PLATFORMS



@future.mktg



@futureofmarketinginstitute



futureofmarketinginsitute.com



@thefuturemktg

