

# Inclusive marketing, AR try-on, and what VR will be used for

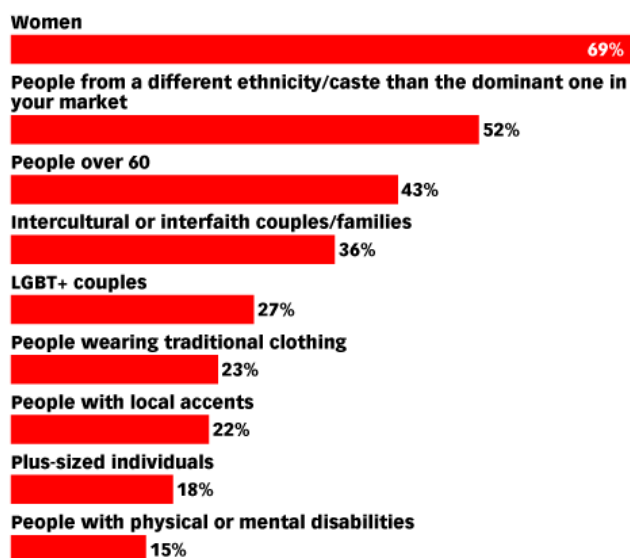
## AUDIO |

### Victoria Petrock

eMarketer principal analyst at Insider Intelligence Victoria Petrock discusses how to be an inclusive marketer. She then talks about new guidelines for drone delivery, retailers turning to augmented reality (AR) to help online shoppers try products on, and the ceiling for virtual reality (VR) adoption.

## Which Groups Can Marketers Worldwide Recall Being Represented Positively in Their Recent Campaigns?

% of respondents, Oct 2019



Note: campaigns that ran within the last 6 months  
Source: iProspect, "Future Focus 2020," Feb 11, 2020

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