

VIRTUAL REALITY MARKETING

A MARKETER'S GUIDE TO VIRTUAL REALITY



You don't just look at virtual reality. You are in it!

With 360°/VR films you can take your audience to places that are ideal for communicating your messages and building emotional preference for your brand. And, with computer-generated imagery (CGI), you can create virtual environments, designed to present your products in the best possible way – and even allow your audience to virtually interact with them!

This guide is designed to help you assess the potential of VR marketing in your business. It contains an overview of VR's unique capabilities, a framework for concept development, a list of the most common pitfalls and a step-by-step guide that brings you from idea to execution. We hope that it will help you get off to a good start and be able to exploit the full potential of VR marketing in your business.

The potential is huge. If you get it right!



VR experiences generate
27% more **emotional
engagement** from the
user compared to TV ads.
And, VR users are emotionally
engaged for 34% longer.

YuMe/Nielsen, 2016

WHY VR IN MARKETING?

VR's unique capabilities

Strong Emotional Impact

VR is superior to any other media when it comes to generating emotional engagement, and the technology has often been referred to as the “ultimate empathy machine”¹. So, VR is a very powerful marketing tool, if you want to build emotional preference for your brand or use storytelling to stand out from your competitors.

An Extraordinary Experience

If you tell them, they will listen. If you show them, they will watch. But, if you involve them, they will remember! VR is perceived to be an extraordinary experience, and can help you to improve customer experience and generate traffic to your stores, exhibition stands, showrooms, or wherever you meet your audience.

Increased Message Receptivity

When your audience is in VR, you will have their undivided attention. They are cut off from the noise of the surroundings, and become very aware and receptive to your messaging. Studies show that people remember information better, when it is presented to them in VR compared to 2D media, such as desktops, mobile or tablets². So, if you have complex product information to share, or want key messages to stick with your audience, VR can be very effective.

Multi-channel Deployment

Immersive views has the largest impact on your audience, but VR content works very well in combination with supporting activities and channels. Social media channels such as Facebook and Youtube provide direct support for 360° videos, while publishing platforms can help you easily embed 360° videos or virtual tours on websites and landing pages. Additionally, VR has proven very capable of generating press coverage, so tactical PR efforts is very likely to boost the reach of your campaign.

1. Chris Milk | CEO of Within | TED

2. Krokos, Plaisant, Varshney. Virtual memory palaces: immersion aids recall - University of Maryland, 2018

CONCEPT DEVELOPMENT

Building a VR business case

Today, consumer adoption of VR is limited, and effective immersive advertising platforms are still to emerge. So, to exploit the powerful capabilities of VR, you must bring your experiences to your audience! Hence, your ability to ensure an efficient deployment, is essential for the success of your VR marketing activities.

It may be tempting to dive directly into the creative process and outline the amazing virtual experience you can produce, but this is NOT how you want to start! Instead, you should start by defining your objectives in relation to your overall business goals, and map the physical locations and situations at which VR could make an impact on your audience. By doing so, you are able to make the right tactical decisions in relation to hardware, platforms, interactivity, tone-of-voice, etc. In other words, you will define the boundaries within which you can unleash your creativity, without compromising your ability to effectively reach your audience!

Where would you deploy VR?



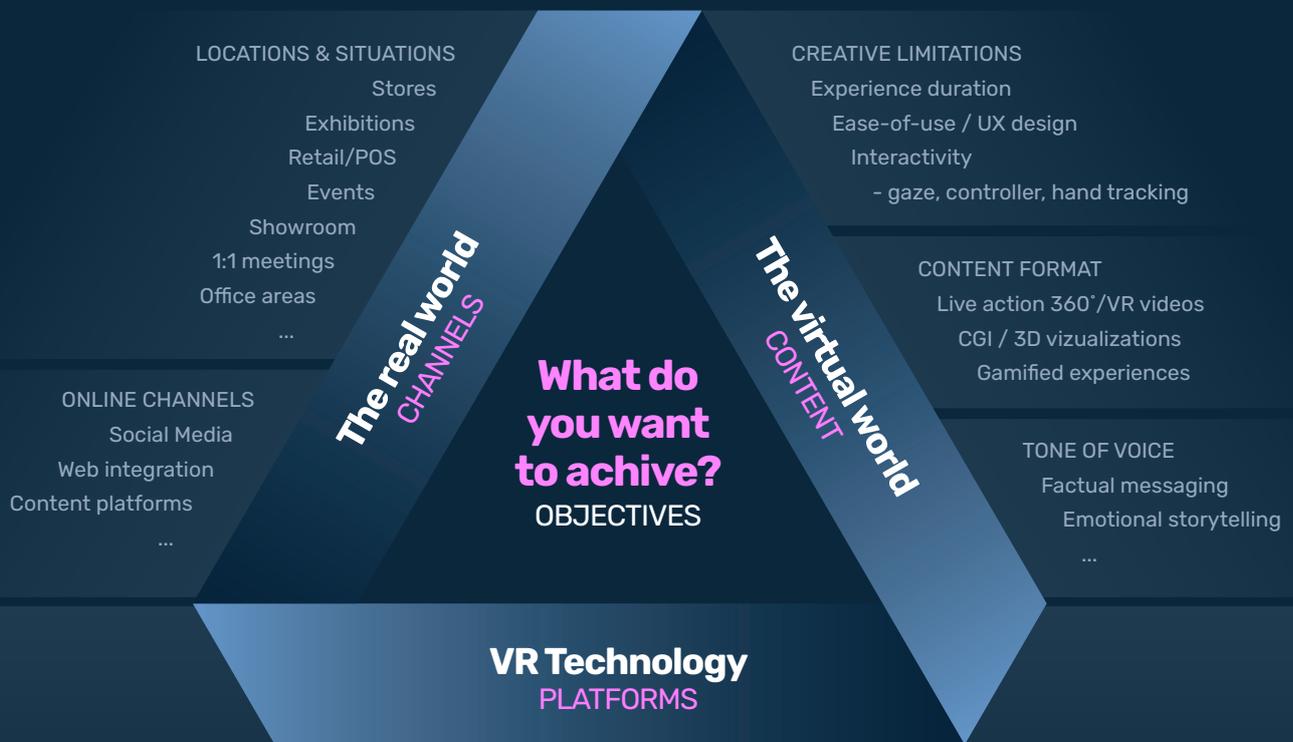
- Stores
- Exhibitions
- Retail/POS
- Showrooms
- Events
- Conferences
- Floor promotions
- Client Meetings
- Office spaces
- ...



Copenhagen Visitor Service are welcoming tourists with an inspiring virtual experience. Since 2018, five self-operating VR kiosks has generated more than **70.000 views.**

VRPRO's Concept Development Framework[©]

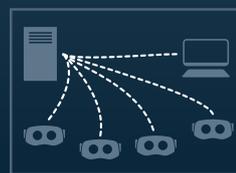
To get a full overview of project potentials and costs, VRPRO's concept development framework forces you to consider content (the virtual world), channels (the real world) and technology (platforms) in one integrated approach. The three dimensions are mutually dependent and the choices you make in one category may influence costs and limitations in the other. Hence, this integrated approach helps you avoid the most common pitfalls and maximize your return on investment!



3 degrees of freedom
VR devices



6 degrees of freedom
VR devices



CMS platforms, apps and
publishing platforms

Want to discover your potential?

We can help you build strong concepts, develop impactful virtual experiences and maximize ROI through effective online and offline execution strategies.

www.vrpro.dk

www.plugandplayvr.com

ATTENTION!

Pitfalls to avoid

As with any new technology, early-adopters of VR in marketing has taken some knobs and learned some important lessons before getting it right! Below, we have listed some of the most common pitfalls and our recommendations on how you can avoid them:

Think distribution and cost-per-view

Your VR content should be aligned with your brand and leverage the immersive presence of the medium. But, even the best content does not have an impact until it reaches its audience! Many early-adopters have failed to optimize their content and choice of hardware in respect to distribution efficiency. As a result, they have experienced limited reach and high cost-per-view. To avoid this, you should always consider distribution strategy as part of your initial concept development.

Make content for the occasion

If you are aiming for high view-counts in busy environments you may want to keep your experience short, intuitive and fit for wide audiences. On the other hand, if you have a high turn-over per client, staff support on site and enough floor space available, you can impress your audience with more advanced interactive experiences. To maximize ROI, you should start by mapping the physical locations and/or situations at which you will use VR and then make your content fit the occasion!

Get the right platforms in place

If you use 360°/VR videos for your campaign, CMS platforms gives you the opportunity to manage content across devices and keep track of view-counts and other usage data. A custom player-app may be the cheapest solution to start with. But, the moment you move beyond a pilot-project, produce new content or expand your use of VR, you will want to have the right platform solution in place.

Organizational anchoring

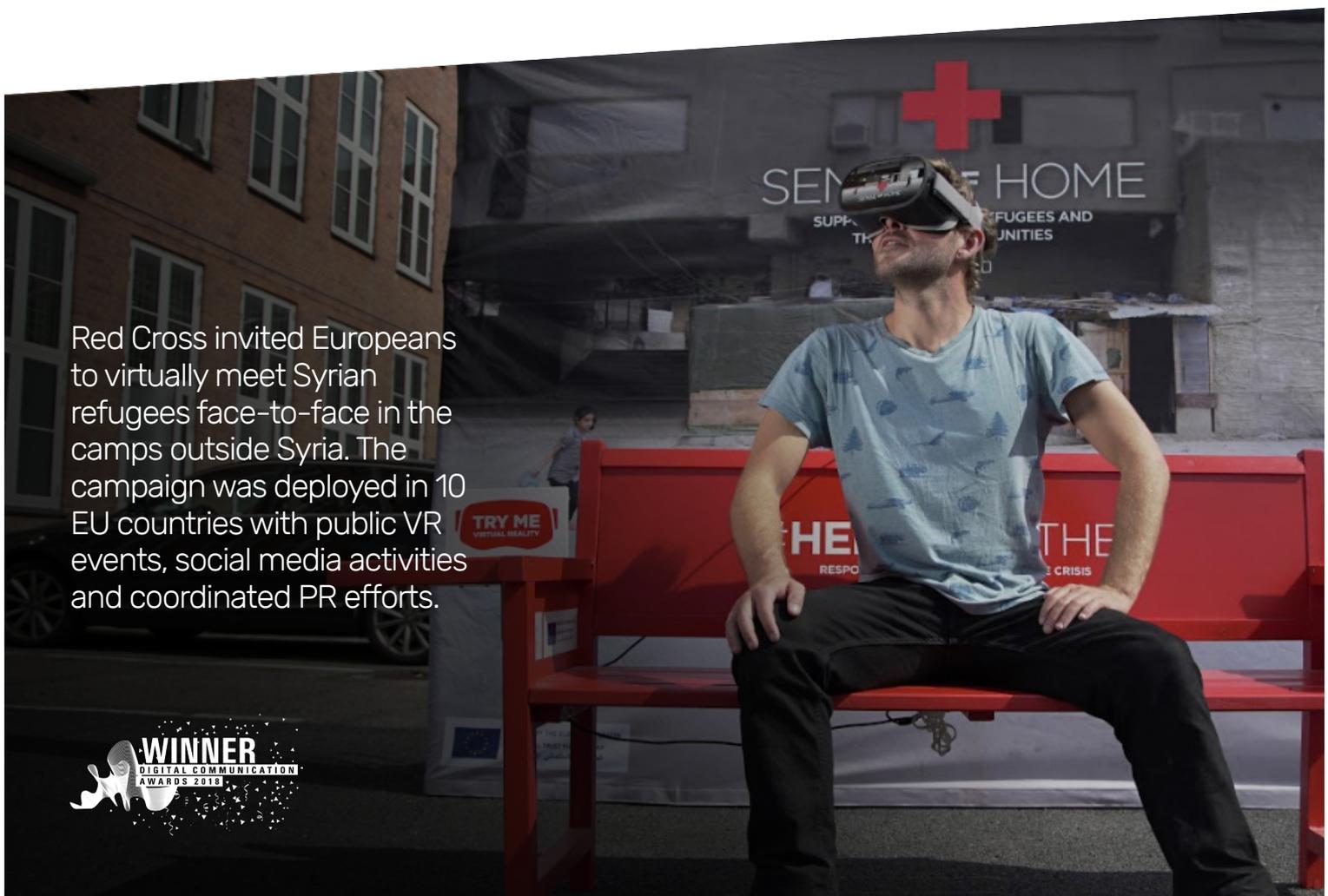
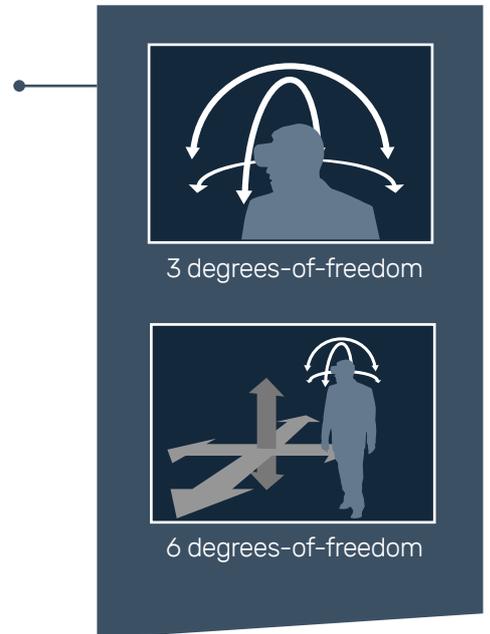
The need for organizational anchoring obviously depends on the scope of your activities. But you should always define roles and procedures for developing new content, managing your devices, updating your platform, etc. Established communication lines from the headquarter to your store staff, exhibition teams, sales representatives or whoever brings your experience to your audience, is vital to ensure a smooth deployment.

The reach vs. immersion paradox

VR practitioners distinguish between 3-degrees-of-freedom and 6 degrees-of-freedom (DOF). 3 DOF VR relates to your ability to rotate, nod and tilt your head to explore a virtual space, while 6 DOF VR adds the ability to move up/down and around in a virtual space.

6 DOF VR experiences yield higher level of perceived immersion and your ability to walk around in a virtual space is very engaging! The downside is, that both the hardware and content is likely to be more expensive, and to exploit the positional tracking capabilities you will need an floor space of around 3x3 meters per device at the point of distribution. Finally, you may need staff to provide technical support and instruct the users which significantly increases cost-per-view. On the other hand; 3 DOF content (incl. 360° videos) requires only 1m² per device, and it is much easier to scale at- or across locations.

So, while 6 DOF VR arguably provides the most engaging experiences, 3 DOF VR experiences is likely to give you significantly higher view-counts for the same investment.



The 6 steps from idea to execution

When marketers experience VR for the first time, they will immediately understand the potentials, and creative ideas may start to emerge. But the moment you want to shape an idea into an executable project, you will need access to industry expertise and competencies to ensure you make the right tactical decisions. With that in mind, the steps below will take you from the initial ideas to a successful implementation of your VR marketing activities:

- 1 Define objectives**
Define the role of VR in your marketing and media strategy and what you want to achieve with VR experiences.
- 2 Get competencies in place**
Make sure you have access to industry expertise and technical competencies to ensure you make the right tactical decisions.
- 3 Concept development**
Develop your creative VR concept by considering content, distribution and platforms in an integrated approach.
- 4 Pilot project**
Launch a pilot to get a more accurate estimation of potentials and costs, and identify needed changes to your concept.
- 5 Production**
Develop the final VR experience, staging materials and content for supporting activities.
- 6 Execute and evaluate**
Deploy your VR experience and supporting campaign activities. Keep track of view-counts and cost-per-view.



VR in retail?

VR is perceived to be an extraordinary experience, that can help generate more traffic, **improve shopping experience** and build emotional preference at the point-of-sale.



Plug&Play VR

The world's first self-operating VR kiosk solution! It is designed to streamline the distribution of immersive experiences, boost reach and reduce cost-per-view!



A self-operating kiosk solution for Oculus Go™



Smart-charging allows it to operate 24-7



Integrated alarm and a protective soft cover



Easy to mount on interior and stands



Custom colors and branding



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**advice,
insights,
inspiration,
content or
VR staging
solutions?**

**We are here to help! Break the ice by
sending an email to info@vrpro.dk**



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ABOUT US

**We are proud creators
specialized in strategic
virtual reality marketing**

We are an award-winning creative agency, specialized in virtual reality marketing and retail customer experience. We produce cinematic VR experiences, and ensure that you effectively reach your audience with self-operating Plug&Play VR kiosk solutions.

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