
Redefining Reality

How virtual reality is reshaping marketing
and reengaging audiences

Studies show that virtual reality (VR) will be a \$30 billion market by 2020. While the technology still requires some work to make it viable for most businesses, there are ways to take advantage of this trend early and use virtual reality to boost your marketing plan and truly help your brand stand out.

Virtual reality enables consumers to interact with a product or service pre-purchase, in the same way they would if the product or service were incorporated into their day-to-day life (post-purchase). Not to mention virtual reality is changing the way service professionals, medical team members and technicians are learning and honing their respective crafts. Thanks to more portable headsets, higher functioning computers and some smart marketing minds, virtual reality is beginning to shape the way we communicate, market and sell.

THE BASICS

What do you do in Virtual Reality?

Visualize...

- 3D Spaces
- Large Objects
- Unique/Inaccessible Environments

Experience...

- Products before purchase
- Interactive Entertainment
- Special Services
- Immersive Stories

How do you access Virtual Reality?

Device Only

- Uses the user's phone, tablet or computer to act as a "window" into the virtual world.
- Uses the device to detect motion or requires the user to click/touch and drag to look around and interact.

Mobile-Powered Headsets

- Pairs the user's phone with a headset that brings a split image only a couple inches in front of the eyes and can rely on the headset to detect the movement.
- Can implement some type of controller to increase the level of interactivity.
- Current Products: Google Cardboard, Samsung Gear VR

Computer-Powered Headsets

- Needs a powerful Windows computer and a small amount of space to operate properly.
- Detects a larger range of motion with headset, hand controllers and external sensors
- Current Products: Oculus Rift, HTC Vive

THE REALITY

Who's using it?

Virtual reality is still in its infancy within the marketing space, but noted brand innovators have taken the plunge and are making huge waves with their virtual reality efforts.

Volvo

The Swedish auto manufacturer brought their XC90 crossover to their audience by releasing an app for the Google Cardboard headset that put the user into a more exciting test drive than most are used to.

Disney/Lucasfilm

For the movie Star Wars: The Force Awakens, the entertainment giant implemented VR across their marketing. First, the Star Wars app added an episodic VR feature showcasing environments within the film, playable in Google Cardboard or solely on the phone. Then Disney released on Facebook a 360-degree video showing an action sequence inspired by the film.

Marriott

To showcase various locations around the world, Marriott created ultra-immersive booths with Oculus Rift headsets to give users a virtual hundred second vacation, using temperature, wind and water spray to simulate the exotic destinations they offer.

Why should you use it?

It's not just for big brands. Virtual reality is becoming more and more attainable for businesses with smaller marketing budgets.

- Show willingness to remain on the cutting edge, which goes a long way with customers.
- Break away from ordinary marketing and give your brand a spotlight.
- The new medium allows your brand to exercise more creative ideas.
- VR features a wide variety of price points, availability and markets.

How should you use it?

Showcase your products

For businesses with expansive products such as large industrial equipment, vehicles and machinery, or a new product that isn't production ready, showcasing your products at trade shows and stores can be difficult and expensive. VR allows you to save by relying on a virtual 3D model with which you can control the level of interaction and fidelity. With VR your clients will have a better understanding of your product than if you had simply brought a brochure.

Educate your team

Virtual reality has been used with the military and law enforcement community for a few years—immersing individuals in real-life scenarios to teach appropriate reactions and protocols. But training doesn't have to end there. Virtual reality is ideal for the healthcare, automotive, manufacturing and trade industries as a real-world introduction to every day tasks.

What should you keep in mind?

- Overdoing VR comes across as not genuine.
- Reach your target audience without sacrificing quality.
- Quality of content should supersede quality of technology.



CREATE REALITY
FROM CONCEPT TO IMMERSION

THE DETAILS

The advantages of virtual reality training

Virtual reality has multiple applications across many industries, often involving job training or introducing a new concept or experience to an audience. The top industries virtual reality is ideal for are:

- Healthcare
- Automotive
- Education
- Tourism
- Space
- Military
- Law Enforcement
- Skilled Trades
- Manufacturing

The advantages of using virtual reality within these environments are numerous.

- Ability to simulate dangerous or risky situations within a controlled environment
- Accurate and realistic simulations
- Peer review, feedback and ongoing assessment
- Complex data becomes consumable and manageable
- Maintain product integrity by saving product use for trained individuals
- Cost effective solution

Virtual reality allows businesses to create accurate 3D models, which provide a realistic representation of the environment or product, all within a safe, structured environment.

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