

MARKETING YOUR COMPANY WITH IMMERSIVE TECHNOLOGY



VIRTUAL
UMBRELLA

IWDK



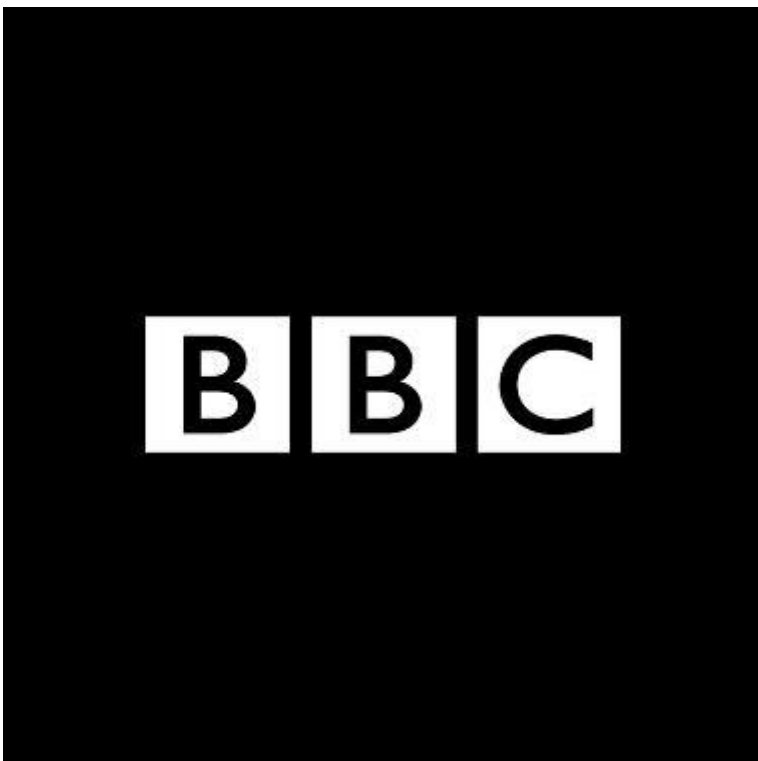
Who am I? And why should you believe anything I tell you?

Hello, I'm Albert Millis but most people call me Bertie.

Chief Operating Officer @ Virtual Umbrella

Previously worked at an advertising agency, a PR agency, an IT consultancy, a university and a games developer.

Worked in VR since 2015.





Marketing opportunities with immersive technology

Marketing opportunities with immersive technology

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Technology Penetration

67% of people have not tried a VR headset ¹

¹ Statistica survey, 2017.

Marketing opportunities with immersive technology

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2 Perkins Coie, *Industry Insights into the Future of AR/VR*, March, 2018.

Marketing opportunities with immersive technology

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Audiences

**OLD
AUDIENCES**



**NEW
AUDIENCES**

A person is shown from the chest up, wearing a VR headset and holding a controller. The image is overlaid with a semi-transparent blue filter. The text "Advantages of using immersive technology" is centered in white.

Advantages of using immersive technology

Advantages of using immersive technology

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Brand Perception

71% of adults agree that using VR makes brands seem “forward thinking and modern”.³

3. Greenlight VR June 2016 Study, referenced in Swant, M. New Study Says People are More Likely to Buy From Brands That Use Virtual Reality. [Online]. [Accessed 12th November 2018]. Available from: <https://www.adweek.com/digital/new-study-says-people-are-more-likely-buy-brands-use-virtual-reality-172557/>



Advantages of using immersive technology

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Brand Perception

53% of respondents said they'd be more likely to purchase from a brand that uses VR³

3. Greenlight VR June 2016 Study, referenced in Swant, M. New Study Says People are More Likely to Buy From Brands That Use Virtual Reality. [Online]. [Accessed 12th November 2018]. Available from: <https://www.adweek.com/digital/new-study-says-people-are-more-likely-buy-brands-use-virtual-reality-172557/>



Advantages of using immersive technology

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Media Coverage

62% of the media coverage of Gatorade's
'Bryce Harper' 360 video specifically
mentioned innovation/technology⁴

4. Touchstone Research & Greenlight VR, VR = Immediate Social Impact Infographic. [Online].
[Accessed 12th November 2018]. Available from: <https://touchstoneresearch.com/vr-and-consumer-sentiment/>20 Perkins Coie, Industry Insights into the Future of AR/VR, March, 2018

A person is shown in profile, wearing a VR headset. The headset has the words "SURROUND VISION" printed on its side. The person is also wearing large headphones. The background is blurred, showing other people and what appears to be an exhibition or event space. The entire image is overlaid with a semi-transparent blue filter. The title "Dis-advantages of using immersive technology" is centered in white text, with a short dashed line underneath it.

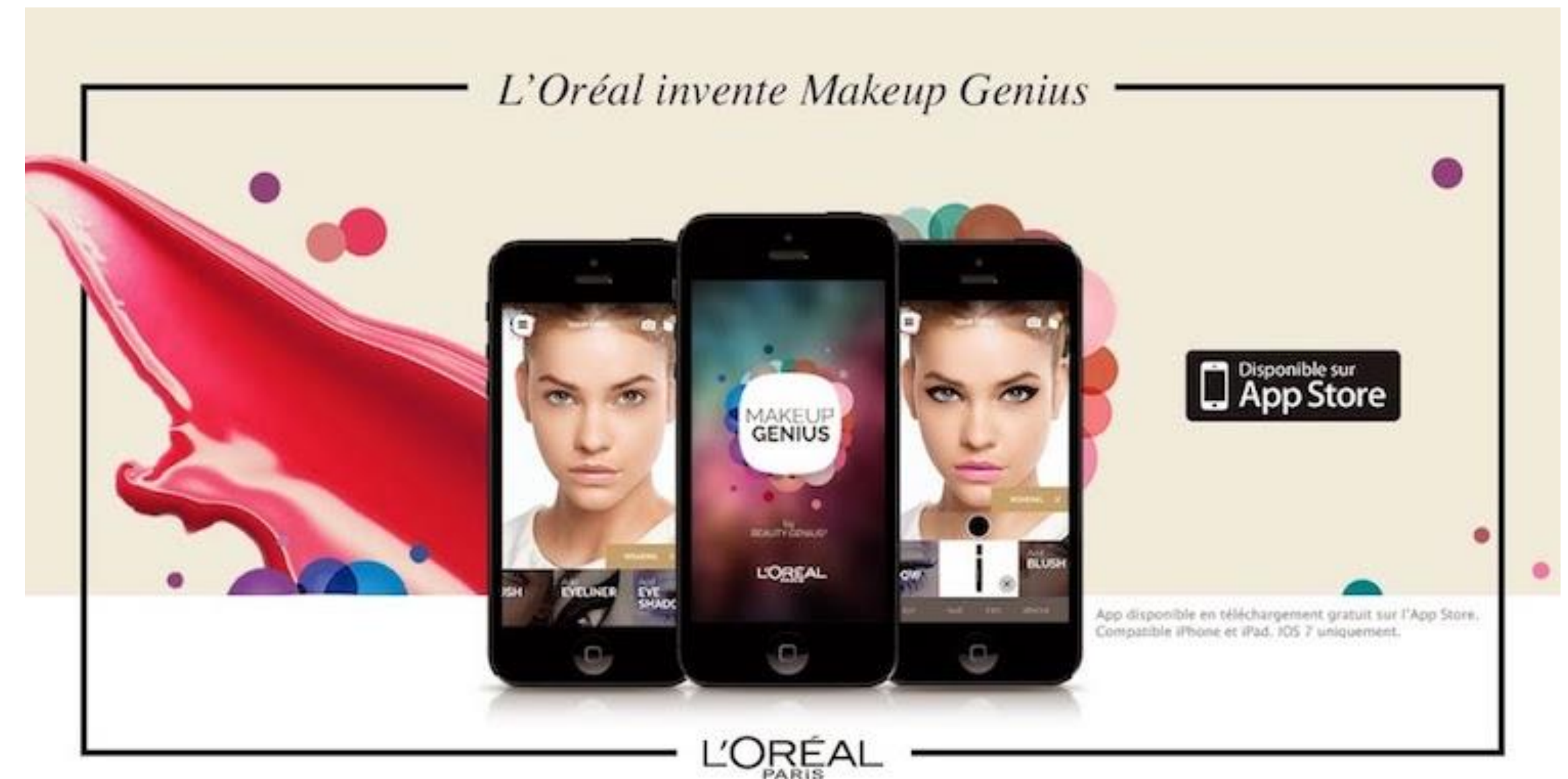
Dis-advantages of using immersive technology

Advantages of using immersive technology

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New Forms Of Interactivity

AR marketing products will potentially revolutionise the way customers buy by allowing them to rapidly test products in a personalised way before they purchase them.



Dis-advantages of using immersive technology

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Cost

Creating immersive content can still prove to be prohibitively expensive with costs ranging from;

€10000 (*75000 kr*) for a piece of high quality 360 video content.

€500,000 (*3730000 kr*) for a long-form high quality virtual reality experience.

Dis-advantages of using immersive technology

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Measuring Success

~~Likes, Shares, Watch Time~~

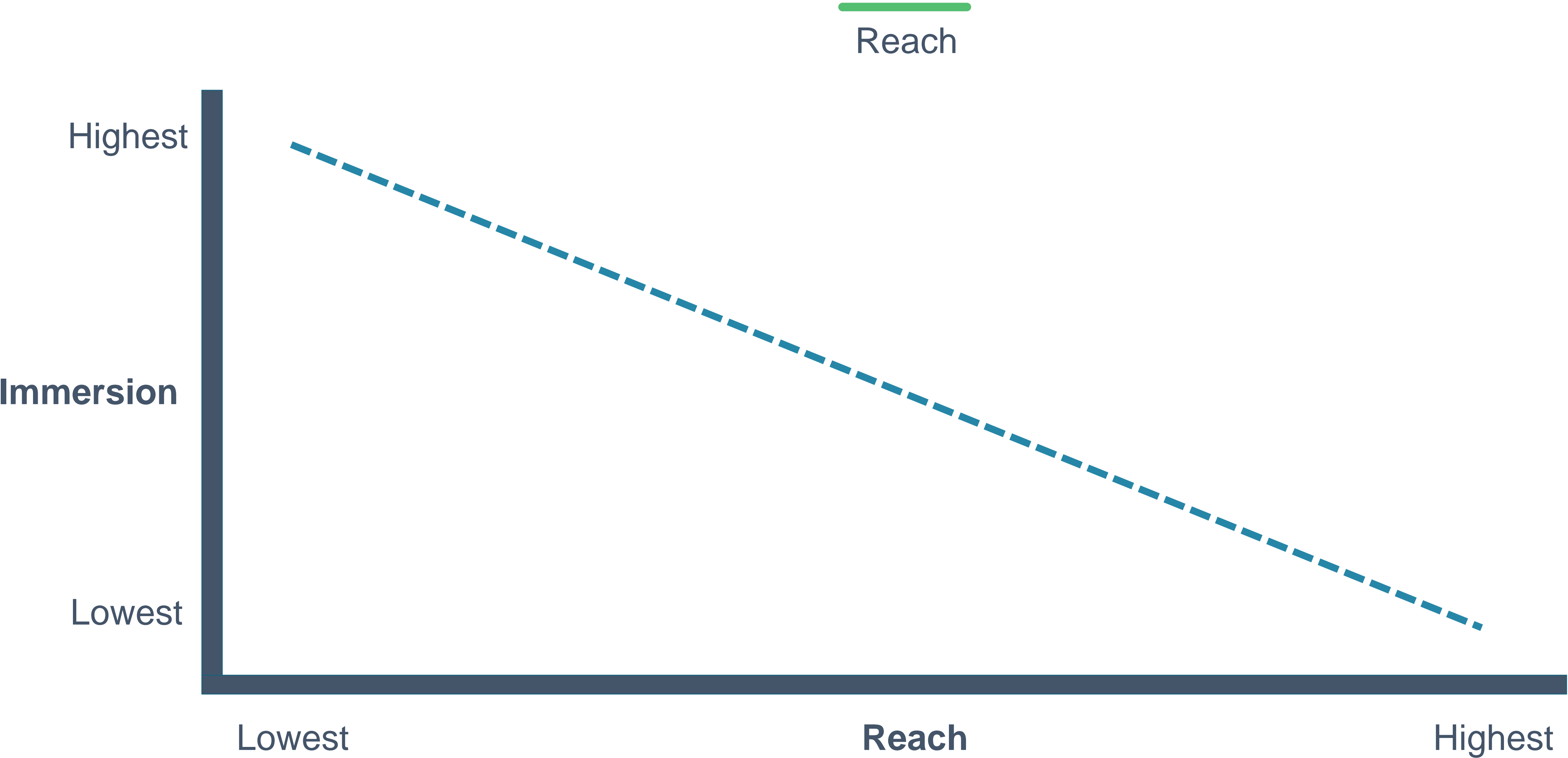
How do you feel?

Will you tell your friends?

Do you want to take action?



Dis-advantages of using immersive technology



The Dead Must Die | Magic Leap x HBO x AT&T



The Dead Must Die | Magic Leap x HBO x AT&T

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Premise

An “immersive encounter” that brings people into a “confrontation” between the dead and a standoff with a White Walker.

The Dead Must Die | Magic Leap x HBO x AT&T

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The Dead Must Die | Magic Leap x HBO x AT&T

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Features

3 minute experience

Light on storytelling

Room-scale

The Dead Must Die | Magic Leap x HBO x AT&T

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Roll Out


Demos shown in AT&T stores across the USA

Installation at Tribeca Film Festival

Deployment to further stores

Using Magic Leap One devices



A person in the foreground is wearing a VR headset and holding a controller. In the background, a trade show booth for 'Natalie 4.0' is visible, featuring a large wall graphic of a woman's face and the text 'NATALIE-4.0'. Other people are seen interacting with the booth. The entire image has a blue color overlay.

Natalie 4.0 | JISC

Natalie 4.0 | JISC

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Features

15 minute experience

360 video

Interactive elements

Natalie 4.0 | JISC

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Roll Out

Shown at company events across the UK

Used in workshops and training

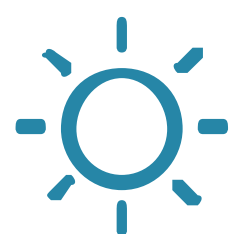
Using Oculus Go devices

A man wearing a VR headset and holding controllers is interacting with a large-scale digital art installation in a museum. The installation features abstract, colorful, and textured shapes on a wall. A woman is visible in the foreground, looking at the man. The scene is dimly lit, with the primary light source being the digital display.

Final Considerations

Final Considerations

Important things



Identification

What problem is your experience solving?

Who is your experience communicating to?



Validation

Why is immersive the answer?

How will I measure the success of my experience?



Distribution

How will I get the content to my audience?

What hardware / software will I be using?



Ensuring enjoyment

How will I guide the user through the experience?

How will I use this at events?.



THANK YOU

IWDK





