

WHAT IS VIRTUAL REALITY?

Tech terminology often gets blanketed across all genres within a medium. Distinction and comparisons are important in understanding the differences and which genre works best for you.



Virtual Reality

Virtual reality specifically refers to simulated environments using high-powered headgear and computing power. Users can interact freely with and impact their virtual environment.



Augmented Reality

Augmented reality overlays virtual 3D graphics onto our view of the real world but with little sensory input from the room your actual body is in.

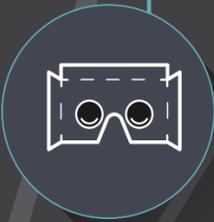


Mixed Reality

Mixed reality is similar to augmented reality, with the key difference being that in mixed reality the 3D graphics overlay in the real world can interact with real objects around you.

HEADSET TECHNOLOGY

VR is differentiated by headset technology with options like Google Cardboard, Samsung Gear VR, Oculus Rift, HTC Vive, Google Glass, HoloLens, and Magic Leap.



Mobile Phone

Google Cardboard
Gear VR

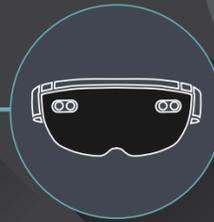
The headsets are low cost, can be custom printed with your logo, and shipped flat. These are 100% reliant on smartphones.



Standard VR

Oculus Rift
HTC Vive

The Oculus Rift and HTC Vive are the first attempts into the most advanced hardware associated with virtual reality. Adding a high-end PC to power the headset and sensors means more engaging, immersive, and interactive experiences.

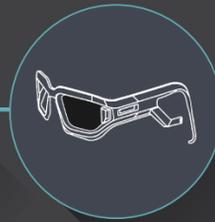


Augmented Reality (AR)

Google Glass
HoloLens

The focus in this technology is utility. Augmenting reality with data and applications that, for instance, let you access digital information layered on top of the room you are in.

With Microsoft HoloLens, instead of being limited to a virtual space created by sensors, the HoloLens allows movement in and around your space without being plugged into a computer by using a custom chip.



Mixed Reality

Magic Leap

Magic Leap's product is still under development and we won't see a consumer model until possibly next year. The Magic Leap has mixed gaming and practical experiences that interact with our actual environment. The Magic Leap also understands hand movements more intelligently, so it can track natural movements.

CASE STUDIES

These are some selected case studies where VR has been used to fuel consumer engagement.



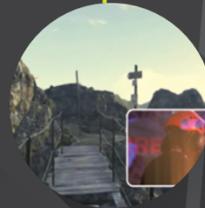
Company: McDonald's
Target: Gen Z kids that grow up with the McDonald's brand.
Strategy: Creating an additional use for the Happy Meal® box. Kids can fold down the box into a cardboard headset for mobile phones.
Benefit: Perceived value; custom branded tool with high frequency use.
Cost: \$



Company: Mountain Dew
Target: Millennials and Gen Z
Strategy: Targeting their highly active sports-focused audience by creating a virtual 360° video snowboarding trip with popular pro snowboarders.
Benefit: Brand association with the activity and pros; memorable; highly targeted; cool factor.
Cost: \$\$



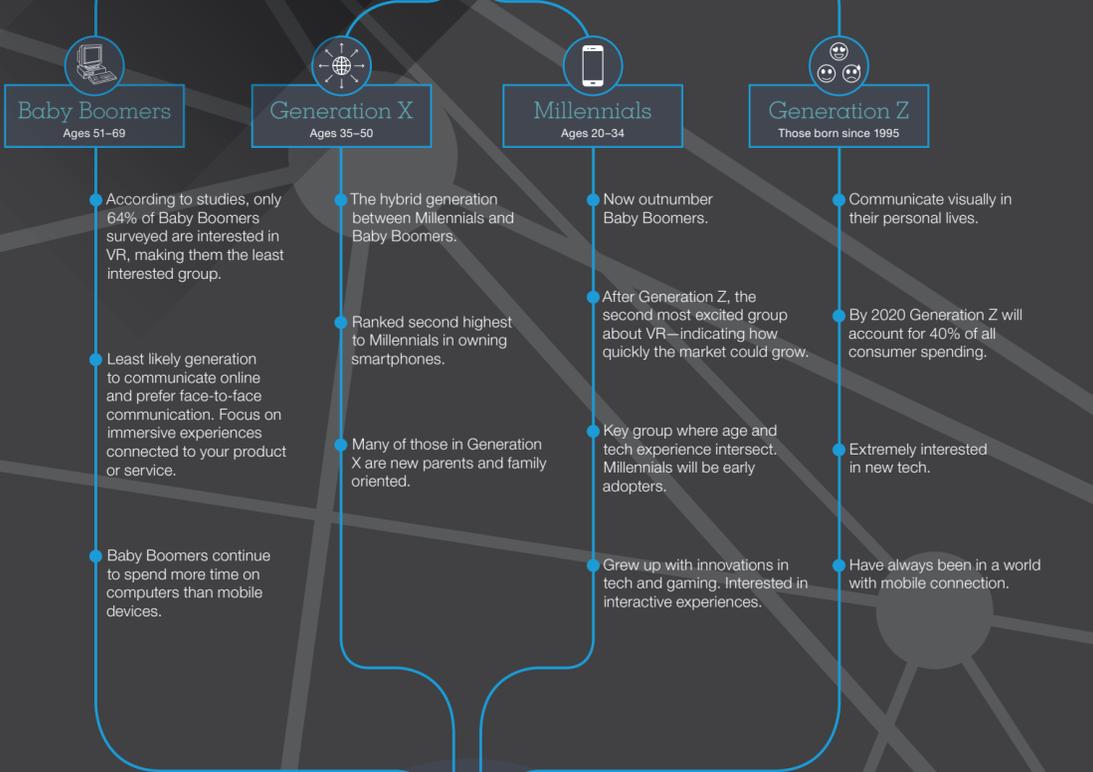
Company: Lowe's
Target: Baby Boomers and Gen X
Strategy: Lowe's created a much sought after tool for their target market. Using custom VR software they created a room where customers can design their own space by virtually stepping into it, and easily creating their dream room.
Benefit: Branded tool only located at retail level; directly ties into the purchasing and sales process.
Cost: \$\$\$\$



Company: Merrell
Target: Gen X and Millennials
Strategy: Merrell launched a new hiking shoe and created a memorable and engaging experience where their audience could wear the shoe and hike through an extremely demanding trail virtually.
Benefit: Extremely targeted and engaging experience; audience was able to test the product in real life and virtually.
Cost: \$\$\$\$

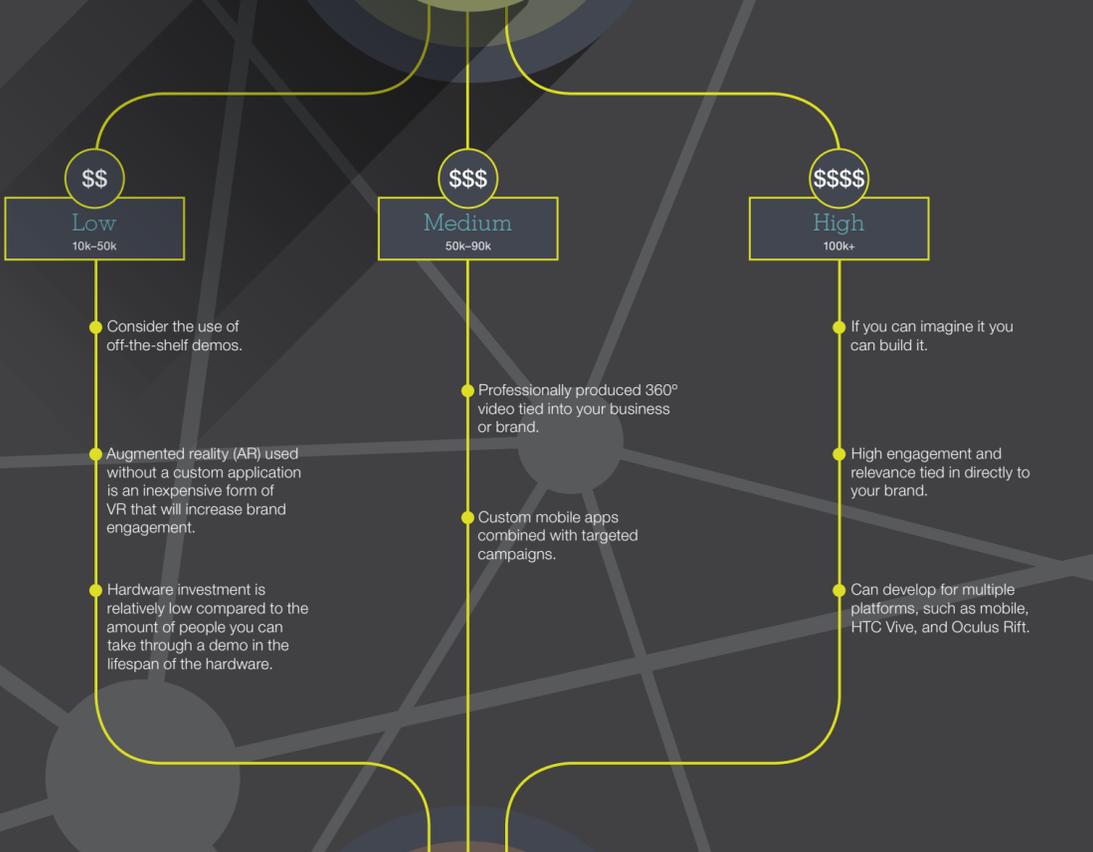
AUDIENCE

Target demographics play an important part of integrating a VR strategy into your marketing mix.



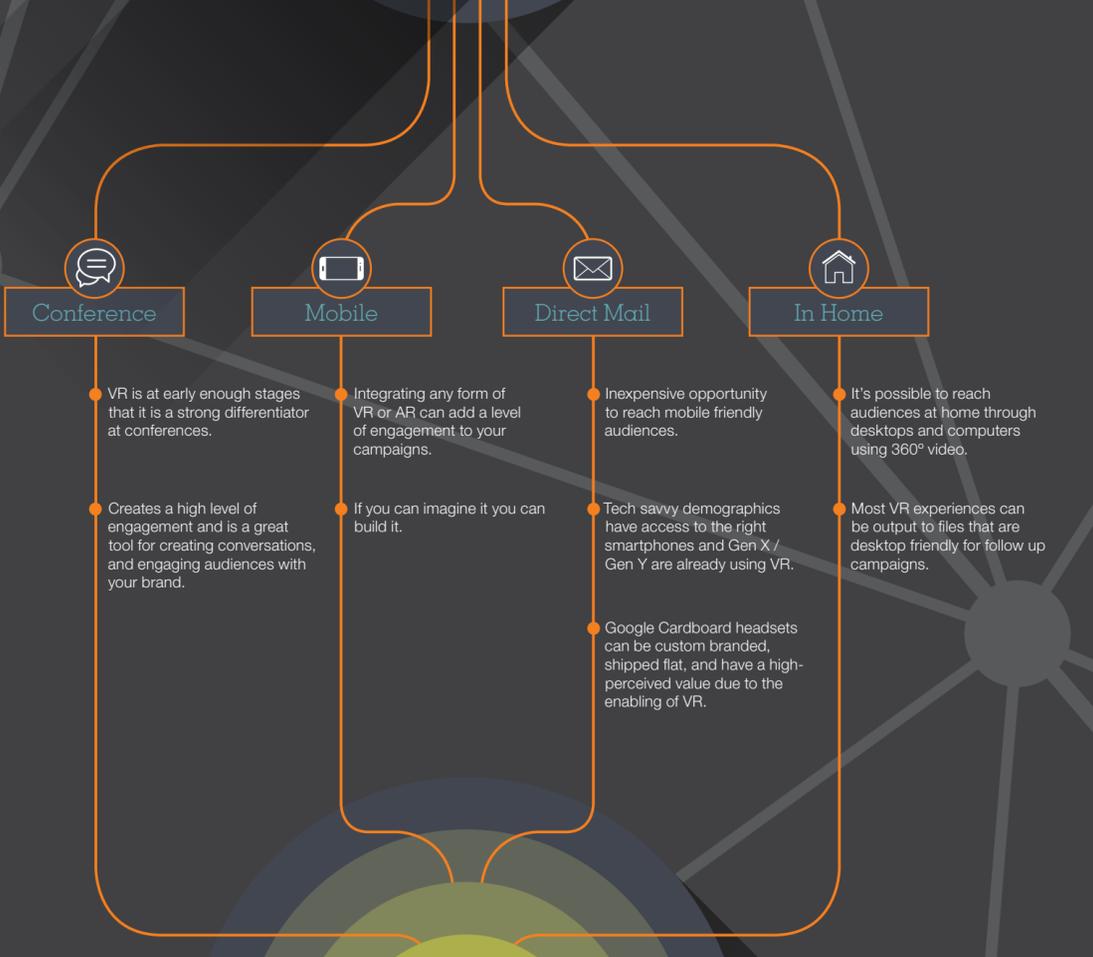
BUDGET

Cost is a variable that strongly influences the right fit for your VR strategy.



STRATEGY

The last variable to think about is, what strategy you want to incorporate VR into?



SOLUTIONS

These variables are all factors to think about when building an effective VR strategy

