



WHY



VIRTUAL REALITY

MATTERS TO EXPERIENTIAL MARKETING

THE HISTORY OF VR TECHNOLOGY

Virtual reality saw a clunky start in the '80s and '90s leading to the release of the Nintendo Virtual Boy.

Fast forward to today, where VR is a sophisticated tool to experience gaming and entertainment with significant promise for the future.

The number of VR users has spiked significantly in the late 2010's, with **171 million users in 2018** from only 200,000 in 2014.



Virtual Boy
Owner: Nintendo
Launched: 1995
Units Sold: 770,000

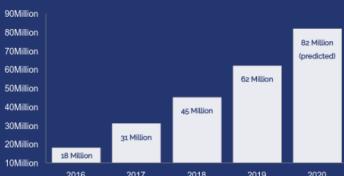


Google Cardboard
Owner: Google
Launched: 2014
Units Sold: 5,000,000



PlayStation VR
Owner: Sony
Launched: 2016
Units Sold: 2,600,000

NUMBER OF VR HEADSETS SOLD WORLDWIDE



WORD OF MOUTH MARKETABILITY



The most mentioned word to describe VR was: **COOL**

BRANDED VR EXPERIENCES



SUCCESSFUL VR CAMPAIGNS



"Teleporter 4-D Sensory Experience"

Users journeyed through VR versions of London and Hawaii with motion, sounds and sprays of water to simulate the ocean.

Marriott saw a **51% increase in customer bookings** from this campaign.



"Volvo Reality"

The world's first virtual reality test drive.

Users used VR to drive the Volvo XC90 in a Vancouver landscape.

Volvo reported reaching **238 million media impressions** from the campaign.



Thomas Cook

"Try Before You Fly" Campaign

Users enjoyed a range of virtual experiences, like a virtual helicopter tour of New York.

The campaign saw a **40% ROI** and a **190% increase in New York travel revenue** for the agency.

THE FUTURE OF VR

By 2025 the VR industry is predicted to be worth

- Gaming: \$11.6 Billion
- Healthcare: \$5.1 Billion
- Engineering: \$4.7 Billion
- Live Events: \$4.1 Billion
- Video: \$3.2 Billion
- Real Estate: \$2.6 Billion
- Retail: \$1.6 Billion
- Military: \$1.4 Billion
- Education: \$0.7 Billion



Sources

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