

CMO Trend Brief

Virtual Reality

ANA Marketing Futures focuses on the innovations and trends that will shape the future of marketing to prepare brands for the challenges and opportunities that lie ahead.

What is Virtual Reality?

Virtual reality (VR) is the term used to describe a three-dimensional, computer generated environment which can be explored and interacted with by a person. That person becomes part of this virtual world or is immersed within this environment and whilst there, is able to manipulate objects or perform a series of actions.

Why Should Marketers Care?

For marketers, VR presents a tremendous opportunity to 'demo' new products to consumers in an immersive, interactive manner. It can help to drive revenue by providing consumers with the ability to 'test drive' or visualize the products they are considering.

Key VR Stat

A 2017 report by *Business Insider Intelligence* predicted that global VR Headset shipments will increase from 12 million in 2017 to more than 55 million in 2022, **representing 359 percent growth over six years.**

Expert Perspective



Rori Duboff

*Managing Director of Content Innovation, Extended Reality
Accenture Interactive*

"If you start experimenting and learning now, you will be primed for success. If you wait, you risk having any relevance or role in this new world. It's better to lead in the new versus trying to follow in the old."

CASE STUDY

Racing into the VR Age with Ford Motor Company



Ford Motor Co. introduced the auto industry's first dedicated branded virtual reality (VR) app and recurring content series.

Objective: Place consumers in the middle of a Ford experience that they could not have without VR technology in order to demonstrate the performance of its vehicles and engage consumers.

Execution: Create a series of 360-degree videos of racing events around the world showcasing Ford model cars and launch the Ford VR app in conjunction with Le Mans, the world's oldest sports car endurance race. The VR video gave fans a behind-the-scenes look at the pit crew and a behind-the-wheel perspective of the 24-hour event.

Results: More than 24 million VR/360-related video views, over 17 million Gymkhana speed event video views, and more than 12,000 app downloads. The Ford VR app received widespread media coverage and Ford's Le Mans 360 launch post was the highest-performing organic post for the company on social media in 2016.

Want to learn more?



ANA Members have access to the *CMO Concierge Research Service*, where our experts can help you get started on innovation by helping you find the right partners, identify industry benchmarks, and learn about consumer behavior around this and other emerging trends.

Contact ASK@ANA.NET for more information.