

# VIRTUAL REALITY

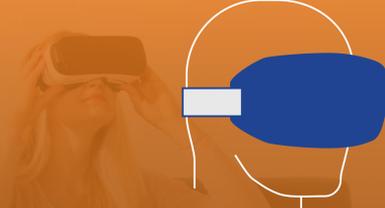
THE NEXT

## FRONTIER OF MARKETING



Virtual reality technology has become portable and inexpensive enough for marketers to consider using it to **create immersive interactive experiences to delight consumers.**

For marketers, VR presents a **tremendous opportunity to 'demo' new products** to consumers in a multi-sensory, experiential manner.



According to *Google's Consumer Survey*, more than **a third of adults (41%)** shared that they would give virtual reality a try if they had the chance.



*Touchstone Research* shared that **81% of those who try VR plan to tell their friends about it** <sup>(1)</sup>, and another 79% of those who tried VR say they want to use it again <sup>(2)</sup>.



With these levels of engagement, there should be no surprise that market research giant *IDC* is predicting that **by 2020, over a billion people worldwide will regularly access Augmented Reality and Virtual Reality content.**



Retail and eCommerce brands should pay close attention to this growing technology. Research by *WalkerSands* shares that **66 percent of consumers say they are interested in shopping via virtual reality**, and **63 percent said that they expect virtual reality to change the way they shop.** <sup>(3)</sup>



## RECOMMENDED

# STEPS

Are you considering adding virtual reality to your marketing efforts?

ANA members have access to the full report, which includes case studies on VR, but here are 3 steps to get you started:

1



### Experience it for yourself.

While most marketers understand the basic premise behind VR (totally immersive, multi-sensory digital experiences), actually experiencing the technology is necessary to grasp its true potential.

2



### Start small and build.

Creating VR consumer experiences is still quite expensive, and makes more sense for some industries than others, but marketers can begin experimenting affordably with Augmented Reality and 360-degree video to get a feel for creating in this new space.

3



### Design natively for the medium.

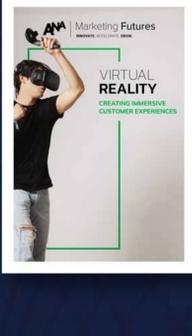
According to Accenture Interactive's Rori Duboff, "Marketers must think in terms of 360-degree worlds instead of 2-D and linear, and consider how the user exists in the world." She asks marketers to think about:

*"What actions can they take or what experiences can they have that create unique value?"*



**Rori Duboff**

Managing Director of Content Innovation, Extended Reality  
Accenture Interactive



To learn more about how marketers are using consumer virtual reality, check out the [full research report](#).

<sup>(1)</sup> omnivirt.com/blog/virtual-reality-vr-statistics-stats/

<sup>(2)</sup> uploadvr.com/word-of-mouth-vr-touchstone/

<sup>(3)</sup> hypergridbusiness.com/2015/03/study-two-thirds-of-consumers-want-vr-shopping/