



ZERO REALITY VR

PRE-CAMPAIGN REPORT

The document discusses about the client profile, market analysis of virtual reality(VR) and strategies incorporated to run an effective AdWords campaign using Google AdWords.

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Client Overview:

Zero Reality VR is an emerging start-up in the entertainment and Virtual Reality(VR) gaming industry located in Pondicherry (also known as Puducherry), India. As a gaming center which transcends people to the virtual world, it started its operations in August 2017. To capitalise on the booming VR market and to give people a whole new experience in 3D, *Zero Reality VR* came into existence. This center has the world's best VR systems powered by Alienware giving customers enriched and pristine visuals along with immersive sound. The owner of the company is **Mr. Prashanth Madavane** and the company's online marketing presence is handled by **Mr. Yasar Arafath.A.** The company employs 5 people who engage in lounges/equipment maintenance and management of bookings. Since the company is still in its nascent stages, the company's website is under construction. The company has an active presence in Facebook and Instagram. Currently, the company encourages sales via offline channels like phone, text or direct booking and plans are on to introduce online bookings.

Market Analysis:

Virtual Reality is a blooming industry in gaming, entertainment and education sectors. Worldwide, VR industry is a profitable business and many start-ups have established a strong market in this area over the past few years. According to a recent survey by *Nielsen*, 51% of respondents know about VR or AR when compared to only 28% respondents the previous year¹. According to *Angel List*, an entity which tracks start-ups, there are 1449 virtual reality start-ups as of now with an average valuation of \$ 5 million per start-up².

As per reports from *SuperData Research*, video games are going to be the main driver of VR (Virtual Reality) hardware in 2017. The global market for Virtual Reality IS also predicted to grow to \$14.4 billion in 2018³.

¹, ² (Shilova, July 2017) *Virtual-Reality-Technology*. Retrieved from <https://apiumhub.com/tech-blog-barcelona/virtual-reality-technology/>

³ (Malik, June 2017) *virtual-reality-game-industry-set-generate-billions-vr-setting-impact*. Retrieved from <https://www.androidheadlines.com>

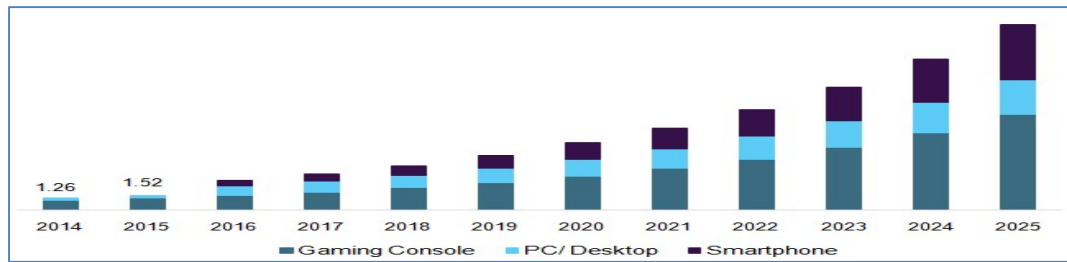


Fig 1: Past and Predicted VR distribution trend⁴

VR Industry in India:

It is expected that Virtual Reality (VR) market in India will register a CAGR of 55.3% by 2021, according to a research report by TechSci⁵. This confirms that India is set for transition in Virtual Reality and the industry will only see a positive trend.

S. No.	Company Name	Location	Description
1	HP VR Lounge, PVR Cinemas	Noida	Technology: Four VR pods, High-res screens, Head Mounted Displays(HMDs) Duration: 10 minutes Games Offered: 8
2	Kaleidozone	Chennai	Technology: High-end computer rigs, Oculus simulators and sensors Duration: NA Games Offered: 10
3	Smaash	New Delhi	Technology: Oculus simulators and sensors Duration: 10 minutes Games Offered: 4

Table 1: Top performing Indian companies in the VR entertainment space

Zero Reality VR is a 2-month-old start-up looking to increase awareness about their brand. Pondicherry (also known as Puducherry) has had a high tourist population of over 2.6 million in the years 2014 and 2015, which corresponds to growth rate of 23% from previous year⁶. Hence, the client wants to specifically target tourist population from Chennai, the nearest Metropolitan city and tourists from other areas as well (Both domestic and International).

⁴ (March 2017) virtual-reality-in-gaming-market. Retrieved from <http://www.grandviewresearch.com/industry-analysis/virtual-reality-in-gaming-market>

⁵ Retrieved from <https://www.techsciresearch.com/news/1398-india-augmented-reality-and-virtual-reality-market-set-to-grow-at-cagr-55-till-2021.html>

⁶ Retrieved from <http://tourism.pondicherry.gov.in/statistics.html>



Although there are several places for entertainment in Pondicherry, there isn't any market player in the VR space. This gives the client an advantage in the market.

Current Marketing:

To better position its brand, the company has marketed through newspaper advertisements, articles, banners, pamphlets, Facebook and Instagram pages. The unique selling points that the company has employed to diversify its brand name are private lounges, gaming packages, advanced and latest high-tech VR headsets & controllers, 37 gaming titles and complimentary refreshments for every client. The company is highly active in Facebook and Instagram through posts, ratings, ads and videos. The company's Facebook statistics suggest that residents and tourists in age-group of 18 to 44 are interested in VR gaming, clearly demarcating a point that online channels are the best medium to expand company's brand name and conversions. The company's website www.zerorealityvr.com is under construction and expected to incorporate online booking, game line-up and membership offers to improve its overall presence.

Conclusion:

From above analysis, a location centric - targeted audience - search and display campaign will assist the *Zero Reality VR* to amplify its local brand name and customer base.

Proposed AdWords Strategy:

Being a new start-up company, their **primary objective** is **to establish their brand name in Pondicherry** and *to increase awareness about Virtual Reality*. This aligns with our primary objective, which is to *increase brand-awareness by driving more traffic to their Facebook page*. Our **secondary objective** is to try and bring in more tourist population to the gaming center by establishing *Zero Reality VR* as an alternate means of entertainment.

<i>Impressions</i>	<i>Clicks</i>	<i>CTR</i>	<i>CPC</i>
10000-12000	300-400	3%	\$0.08 - \$0.20

Table 2: *Zero Reality VR's projected AdWords Campaign Targets*

To achieve the targets as defined in Table 2, it is imperative to design an effective Account Structure that caters to brand awareness objectives and drives more traffic to *Zero Reality VR's* Facebook page. The Account Structure, Ad Groups, Keywords and Ads designed for the company are explained in the diagram below

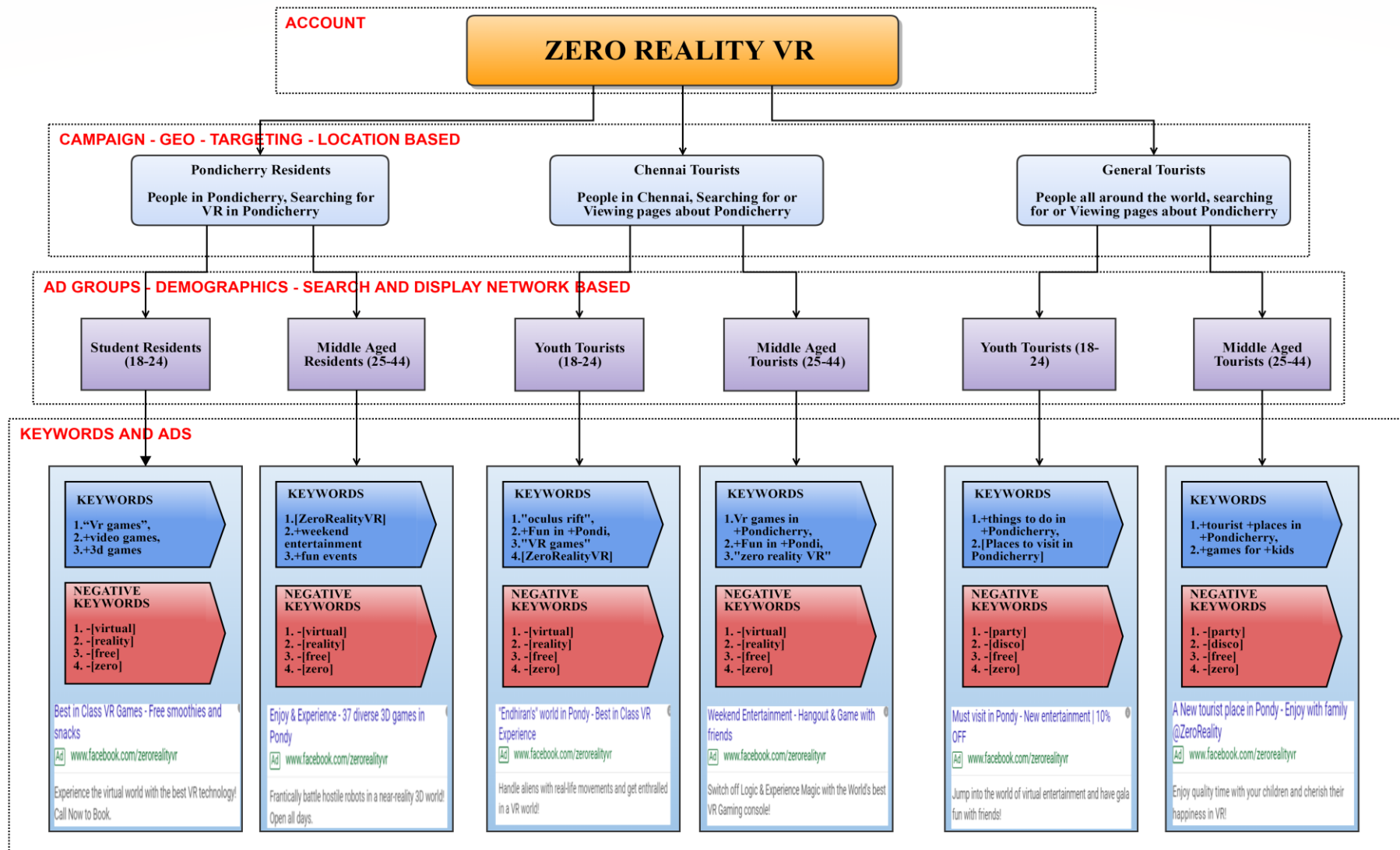


Diagram 1: Account Structure – *Zero Reality VR* AdWords Campaign

CAMPAIGNS

Geo-Targeting, Location Based

- ‘**Pondicherry Audience**’ campaign targets the local residents as well as tourists who search for entertainment destinations in Pondicherry
- ‘**Chennai Tourists**’ campaign is mainly to drive traffic from people in Chennai who are looking out for some entertainment and fun in Pondicherry
- ‘**Other Tourists**’ campaign is specifically designed to drive traffic from other parts of the world and India, searching for or viewing pages about Pondicherry.

AD-GROUPS

Demographic, Age Based, Search and Display

- Targets- People between the age of 18-45
- Major targets are students, working professionals, families and tourists
- The Display Ad groups for ‘**Other Tourists**’ Campaign will focus on hotels, travel blogs and restaurant websites to capture the attention of tourists visiting Pondicherry
- Each Ad Group contains specific and relevant keywords gathered with the help of **Google Trends**, **Keyword Planner Tool** and **Uber.io**

KEYWORDS

Exact, Phrase, Negative and Broad Match

- The keywords with high search volume will have **exact match** to improve ad relevance and CTR and reduce CPC
- The keywords which are relevant but having a low search volume will have **phrase and modified broad match**, so that later in the second week, we can filter out non-effective keywords getting lowest traffic compared to the rest and improve our campaign effectiveness
- Multiple ads have been created under each Ad Group to capture target audience
- AdWords extensions like Ad Rotation, Devices, Placements and Local extensions are enabled to improve and determine effective ads

Table 3: AdWords Strategy Flow Chart - Zero Reality VR

Budget:

Based on the market analysis, a total budget of \$125 is allocated for the campaigns over a 2-week period. We propose **manual bidding** technique for effective utilisation of funds.

Campaign	Percentage of Budget	Total Budget	Week 1	Week 2
Metrics	(Campaign Level)	(Campaign Level)	40%	60%
Pondicherry Audience	48%	\$ 60	\$ 25	\$ 35
Chennai Tourists	32%	\$ 40	\$ 15	\$ 25
Other Tourists	20%	\$ 25	\$ 10	\$ 15

Table 4: Weekly budget split-up for ZERO REALITY VR AdWords campaign

We focus major portion of our budget on ‘**Pondicherry Audience**’ since they will be local clients and we can target remarketing later. ‘**Chennai Tourists**’ campaign has been allocated a budget of 32% since the probability of conversion is high. The ‘**Other Tourists**’ campaign has been allocated with the lowest budget as they are not frequent visitors and will be interested only in single visit. Hence, our objective is to study search patterns and design a digital strategy for *Zero Reality VR* benchmarking Google AdWords campaign performance.