

# Interactive & Immersive Virtual Activations Gallery

This project investigates how immersive technologies can enhance experiential marketing through interactive AR and VR. Drawing upon user-centred design principles and industry research, it explores spatial computing's role in delivering authentically engaging brand experiences.

IBM COP28 Booth

COP28

Digital+Analogue

Tools:



**Keywords:**

#Augmented Reality #Virtual Reality #Human-Computer Interaction  
#Spatial Computing #Experiential Marketing

**Website:**

<https://canacechen.com/gpjactivationsgallery.html>



## Research

# 91%

**EventTrack found that 91% of consumers report having more positive feelings about a brand after participating in immersive and interactive experiences.**

**Grand View Research's study indicates that the global AR in retail market size was valued at USD 3.76 billion in 2022, with expectations for robust growth at a compound annual growth rate (CAGR) of over 47% from 2023 to 2030.**

# 3.76 billion

**84%** of event planners are investing in emerging technologies like AR/VR to create personalised, memorable experiences.

By developing a past activation collection on Apple Vision Pro, we harness a spatial computing device to deliver deeply immersive and interactive experiences. Instead of relying on traditional 2D media to showcase past events, this approach leverages mixed reality environments where users can intuitively explore, engage, and interact with the content (Apple, 2023).

This approach not only differentiates our offering in a competitive market but also aligns with evolving industry trends where brands continually demand memorable, authentic experience through utilising cutting-edge technologies (BCG 2021). Ultimately, this app amplifies the storytelling potential of experiential marketing, delivering a more meaningful connection between clients and the creative capabilities behind each activation.

## Purpose

This app immersively showcases the company's past activations, letting users explore and interact with projects through a gallery, detailed miniature models, or full-scale virtual experiences. Designed for both self-guided and client presentations, it highlights our experiential marketing expertise and capabilities.

## Functionalities

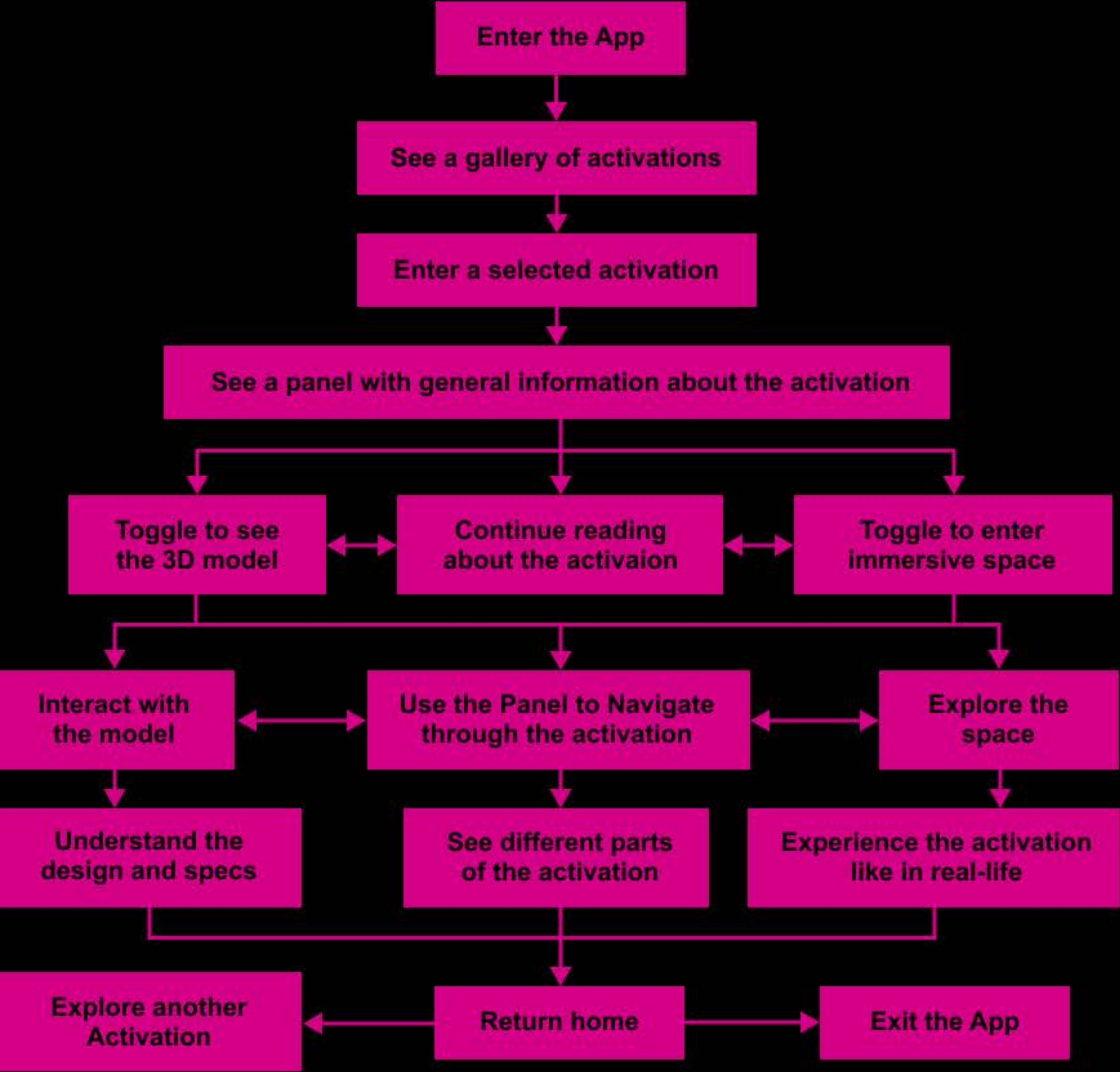
- Gallery of Activations: A visual catalogue of all past activations.
- Guided Tour: Providing insights on each activation interactively.
- Interactive Miniatures: Explore miniature models for better understanding.
- Immersive Activation Experience: Virtually enter life-size activations for an authentic experience.
- Activation Explanations: Detailed information about each activation.



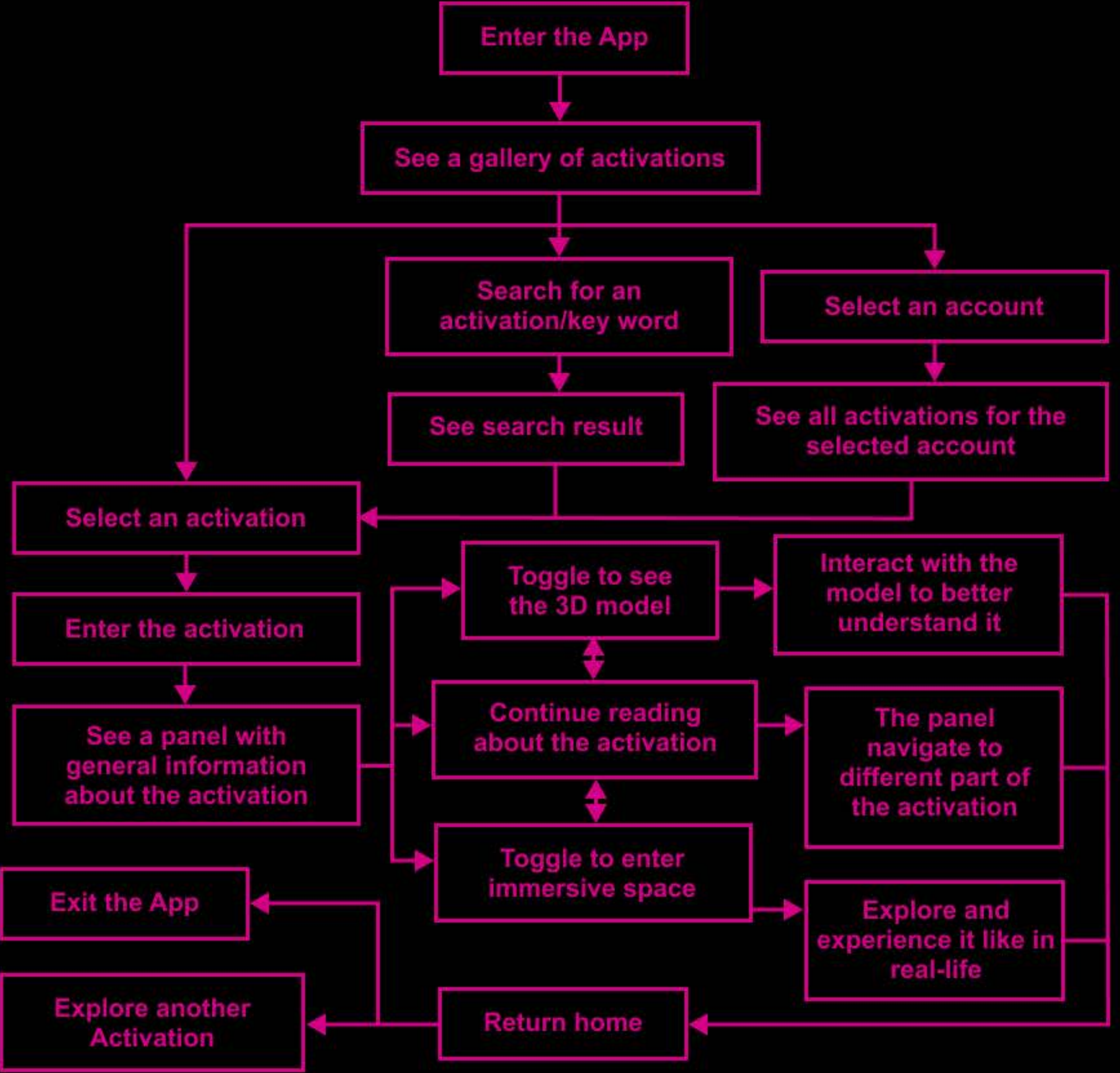


# User Journey

## Client Experience

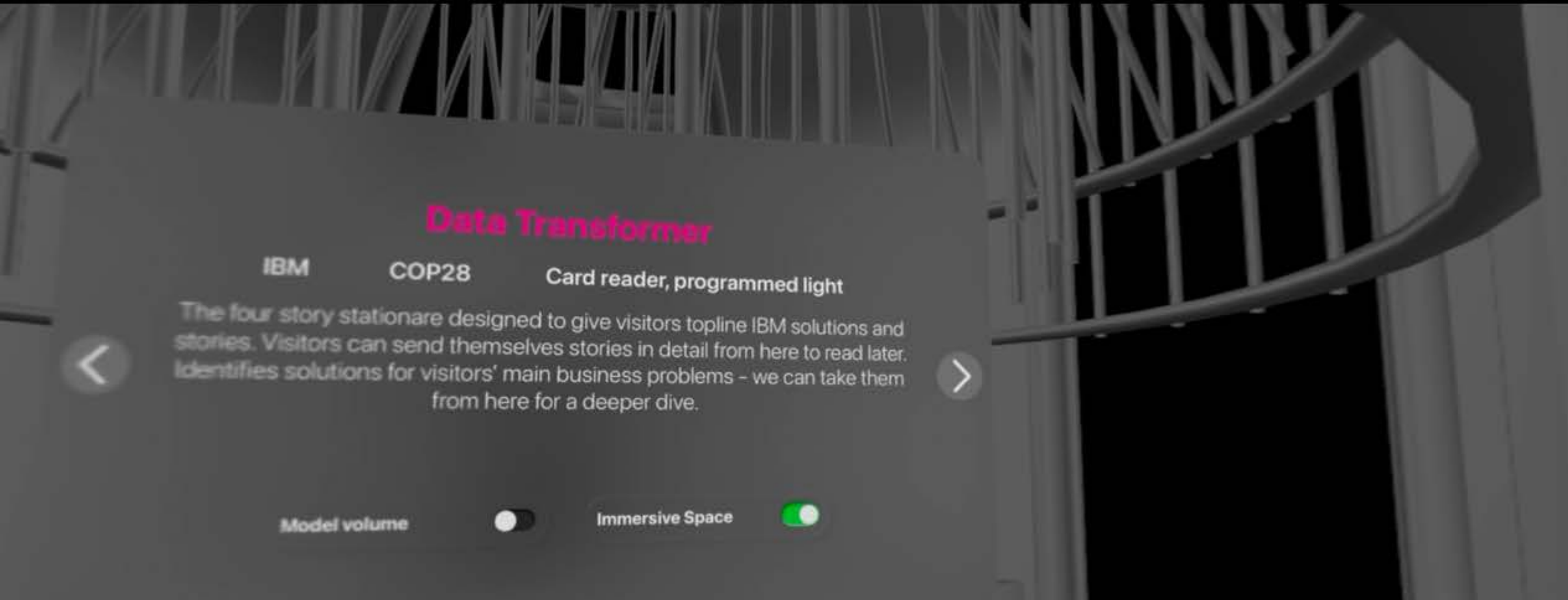


## Self-guided Experience





## Interaction Design



By toggling the “Immersive Space” option on the interface panel, the user steps directly into the activation, allowing them to move around as if physically present. This approach offers an authentic sense of space and scale, immersing them in the atmosphere and depth of each activation.

# VR

By toggling the “Model Volume” option, a miniature model of the activation appears beside the panel.

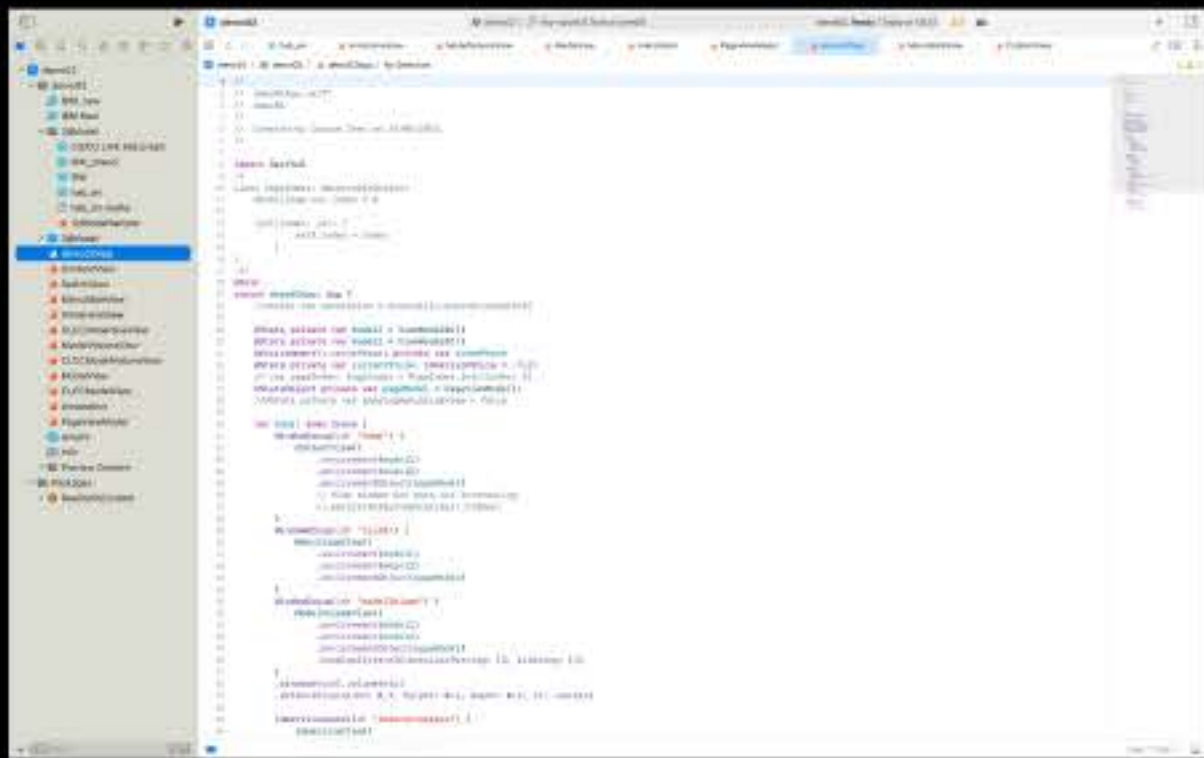
They can rotate, zoom, and inspect each component closely, gaining insights into design details, spatial arrangements, and material selections. By closely examining the activation from understanding of the work.

# AR

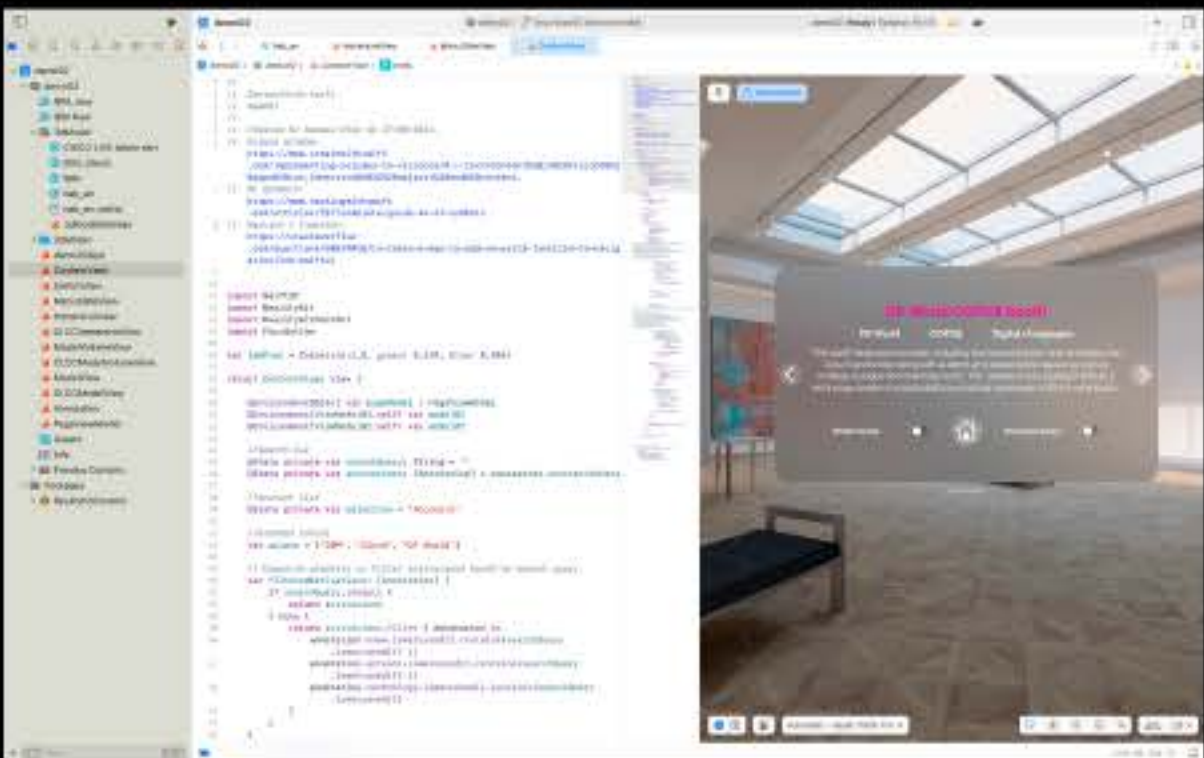




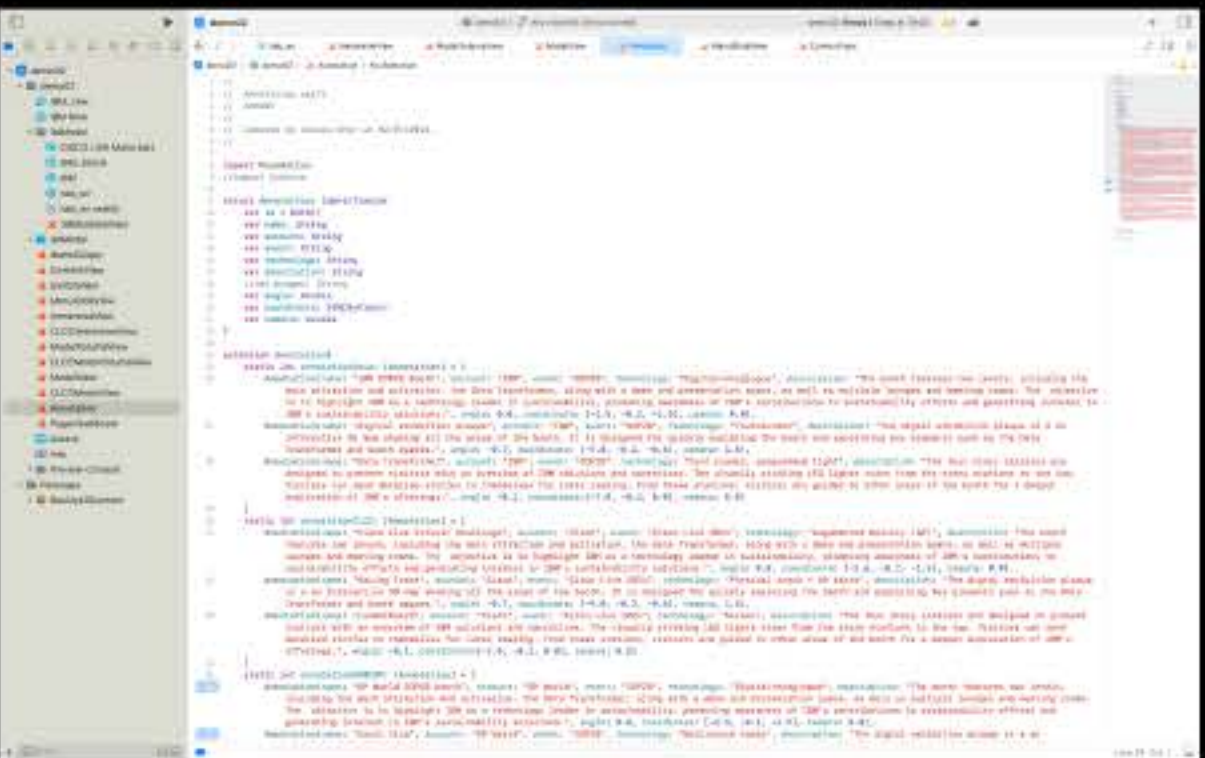
# Implementation



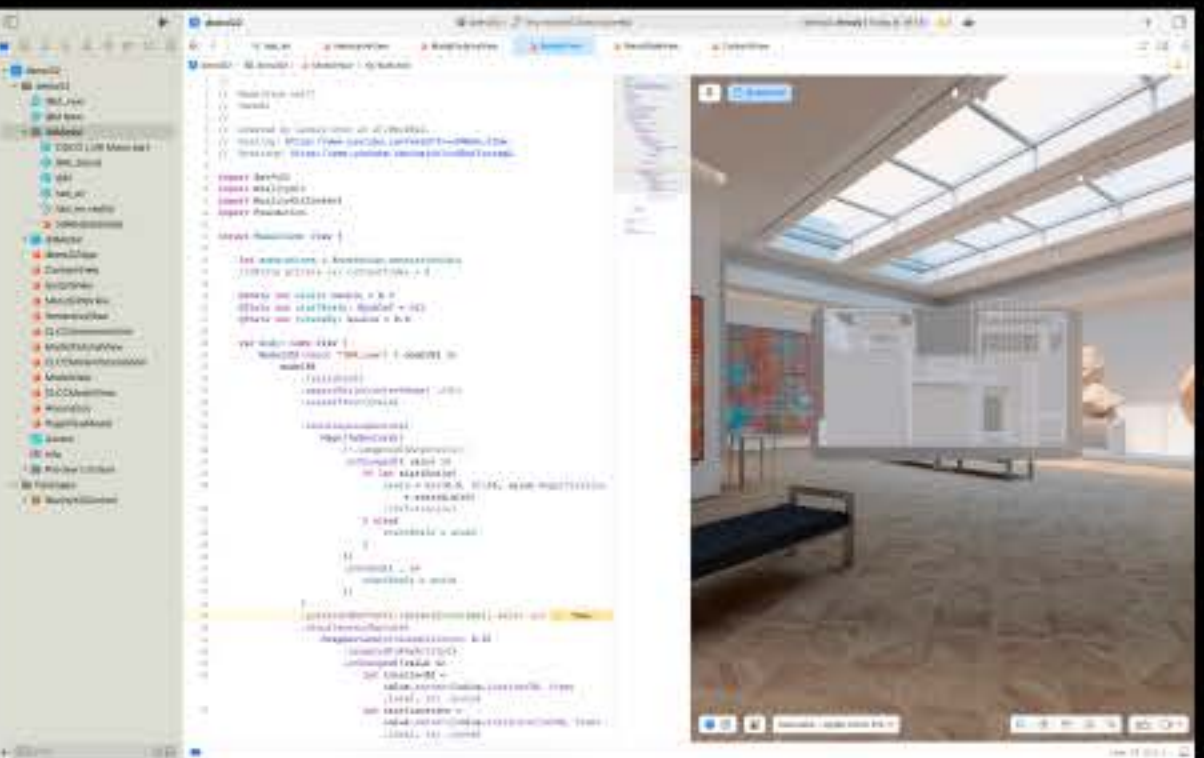
**App Setup**  
Initialises shared variables and view models, configuring window groups, styles, and immersive settings.



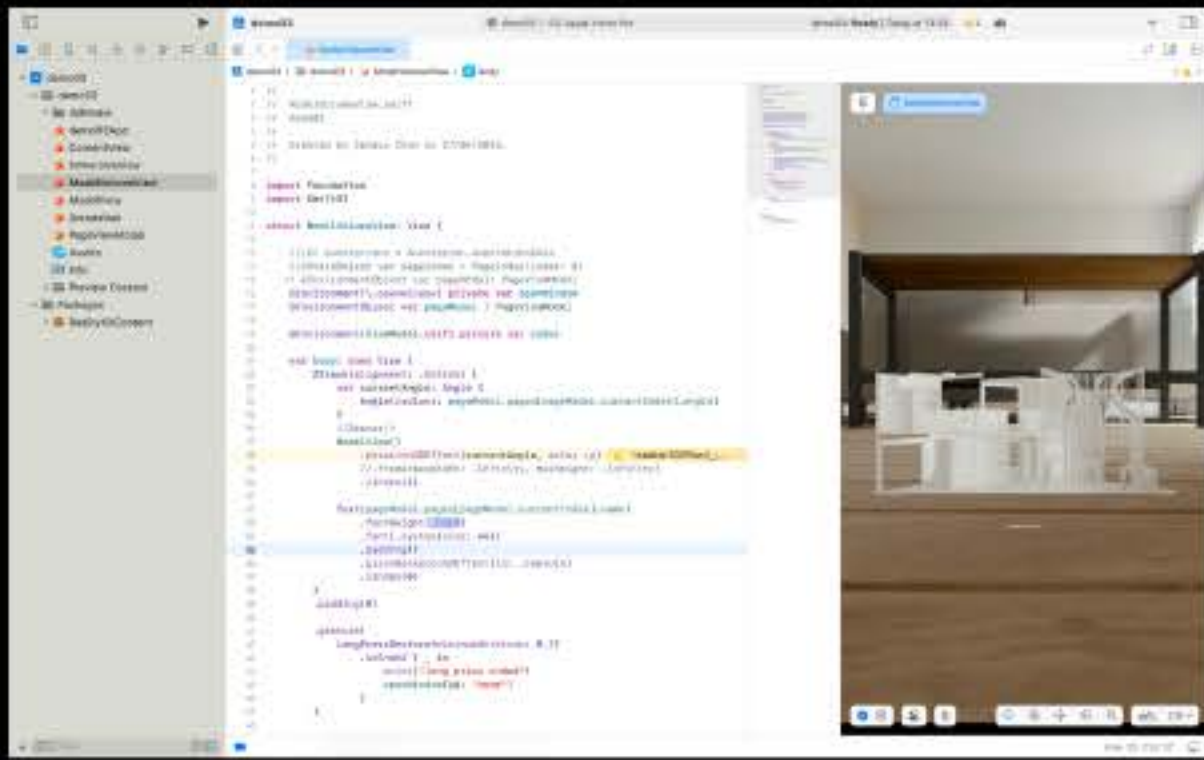
**Homepage**  
Displays the initial homepage, showcasing all past activations and allowing users to choose which to explore.



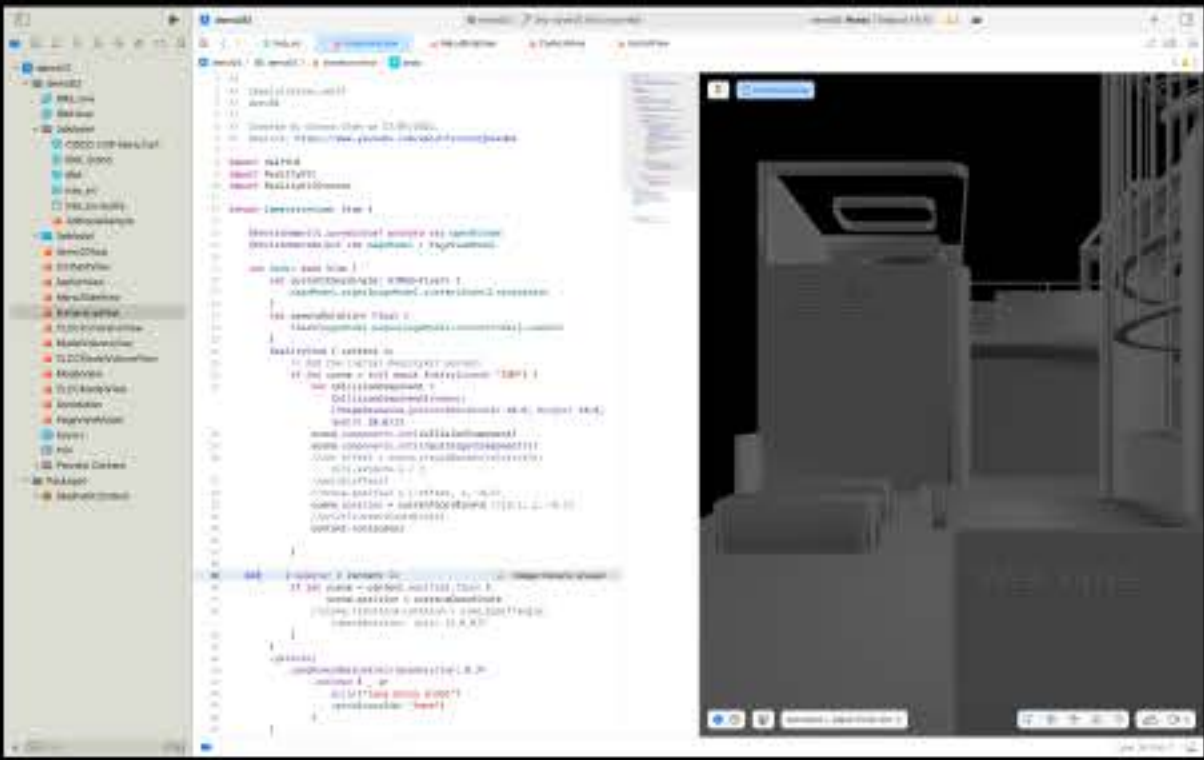
**Centralised Data Storage**  
Stores and organises all data—accounts, names, and design specifics—supplying structured information to other views.



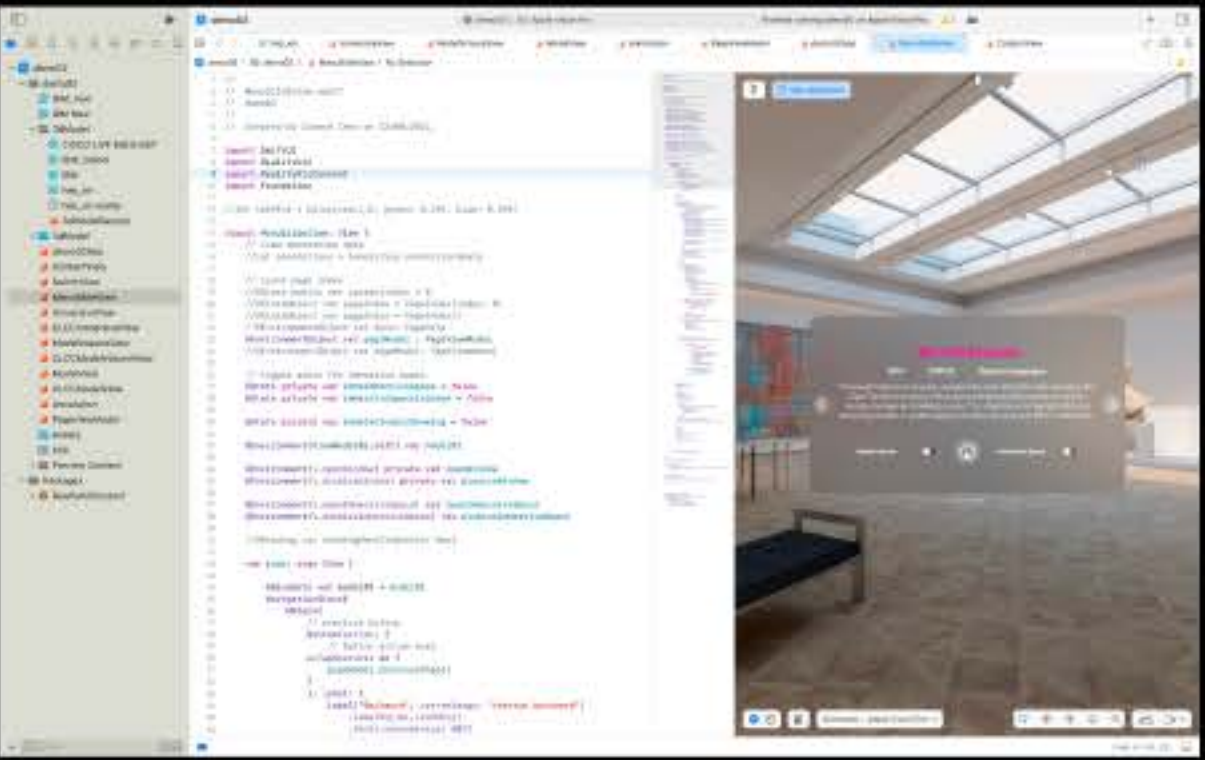
**Interactive 3D Model Controls**  
Renders the 3D activation model and enables user interactions like rotation and zoom.



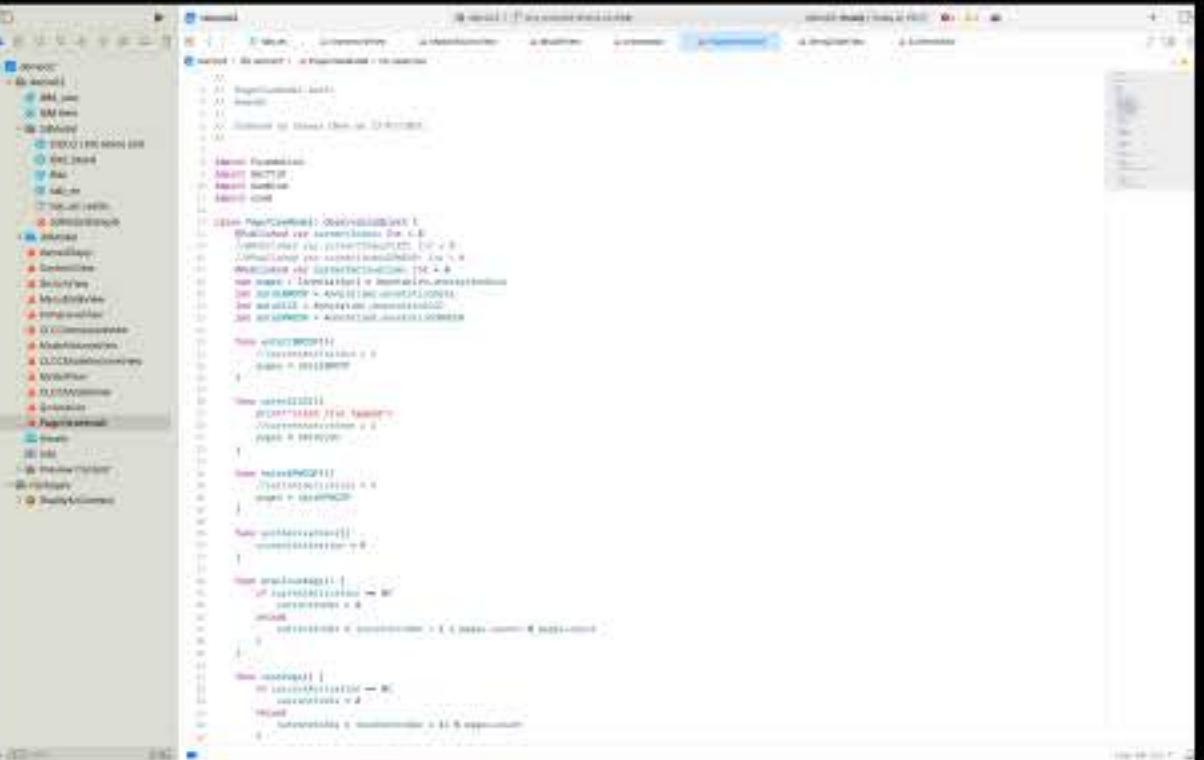
**Miniature Model Display**  
Shows the interactive 3D miniature model with its name, connecting to underlying 3D controls for detailed inspection.



**Life-Size Virtual Environment**  
Creates the fully immersive, room-scale VR experience, enabling users to navigate a true-to-scale activation space.



**Content for the Panel**  
Presents activation details, provides toggles to switch for AR model and immersive space, and a button to home.



**Dynamic Navigation and Layout**  
Manages navigation logic, displaying chosen content while maintaining a consistency in page structure and flow.



# Result Showcase

