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VIRTUAL REALITY SHOWS BRAND ENGAGEMENT POTENTIAL

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US – New neuroscience-based research from YuME and Nielsen has suggested that virtual reality (VR) platforms have potential for eliciting strong emotional engagement.



The research saw consumers experience content, originally developed for immersive platforms, in three distinct environments: mobile VR, 360° video on a flat screen and flat, 2D TV screens.

Results from the study, which used biometric, eye-tracking and behavioural coding technologies, revealed that content on VR produced the highest emotional engagement: it elicited 27% higher emotional engagement than in a 2D environment and 17% higher emotional engagement than a 360° video on a flat screen. The results also showed that VR viewers are emotionally engaged 34% longer than when they view the same content in 2D and 16% longer than when they view it in 360° video on a flat screen.

However, the study also reinforced the challenges in connecting consumers with branding moments ‘in a platform that encourages self-driven discovery’.

“Brands have more platforms than ever on which to connect with consumers, and this study showcases how virtual reality presents a unique opportunity to deliver a highly engaging experience with the right content,” said Dr. Carl Marci, Nielsen’s chief neuroscientist.

“We’ve used neuroscience technology for years to study and understand consumer engagement with different platforms. We’ve also identified the importance of tailoring content specific to the intended platform in order to realise optimal consumer engagement.”

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