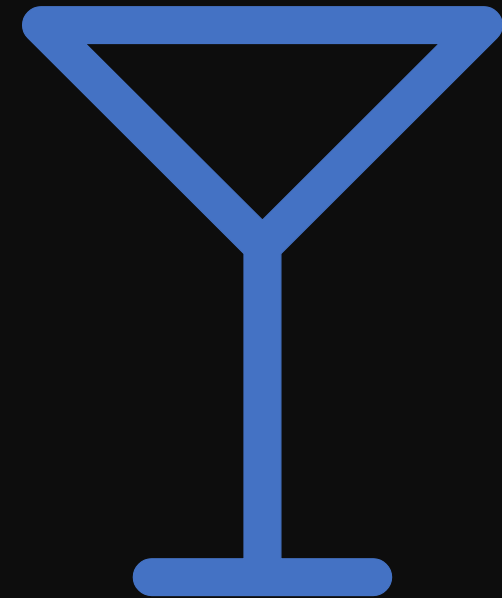# Virtual Reality for the Food and Beverage Industry

4th December, 2020

Issac To

Trend Identification (1)

Background

Most of the time staying at **Home**

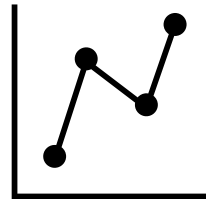More Attention should be Paid to Reducing **Pollution**
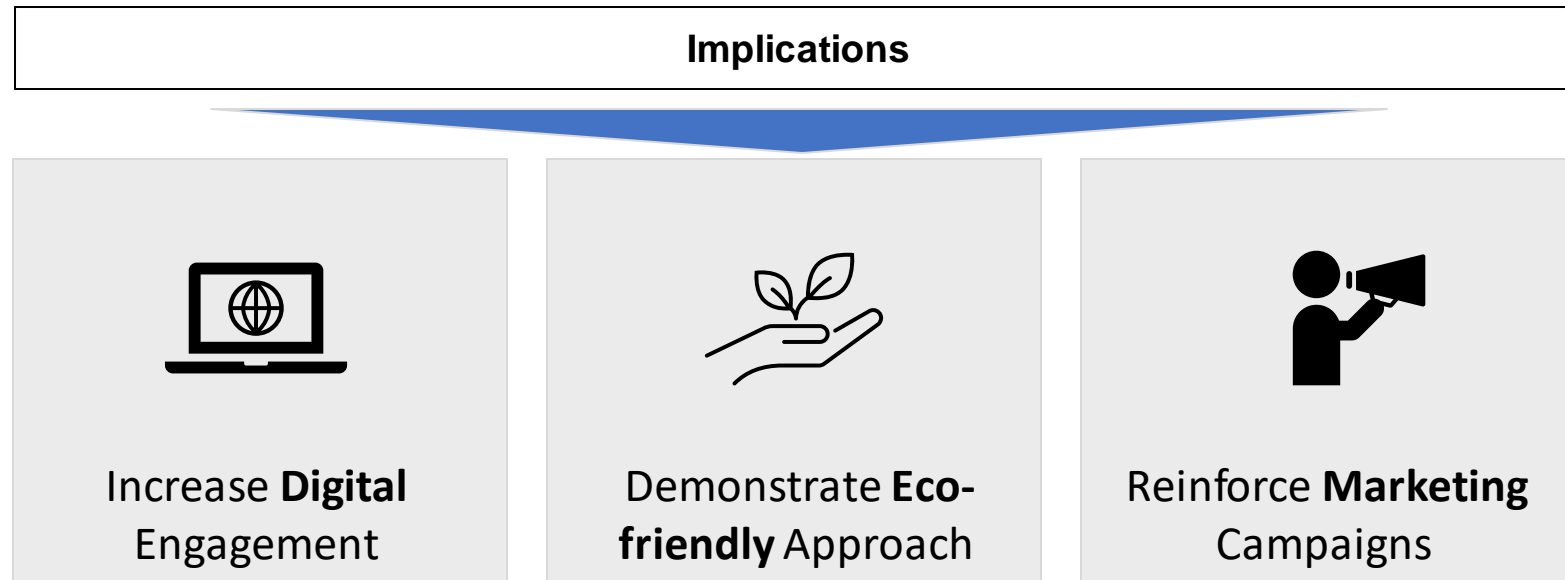
Unable to choose the **Right** Product

2/3 of consumers state that it has become even more important to limit impacts on climate change.
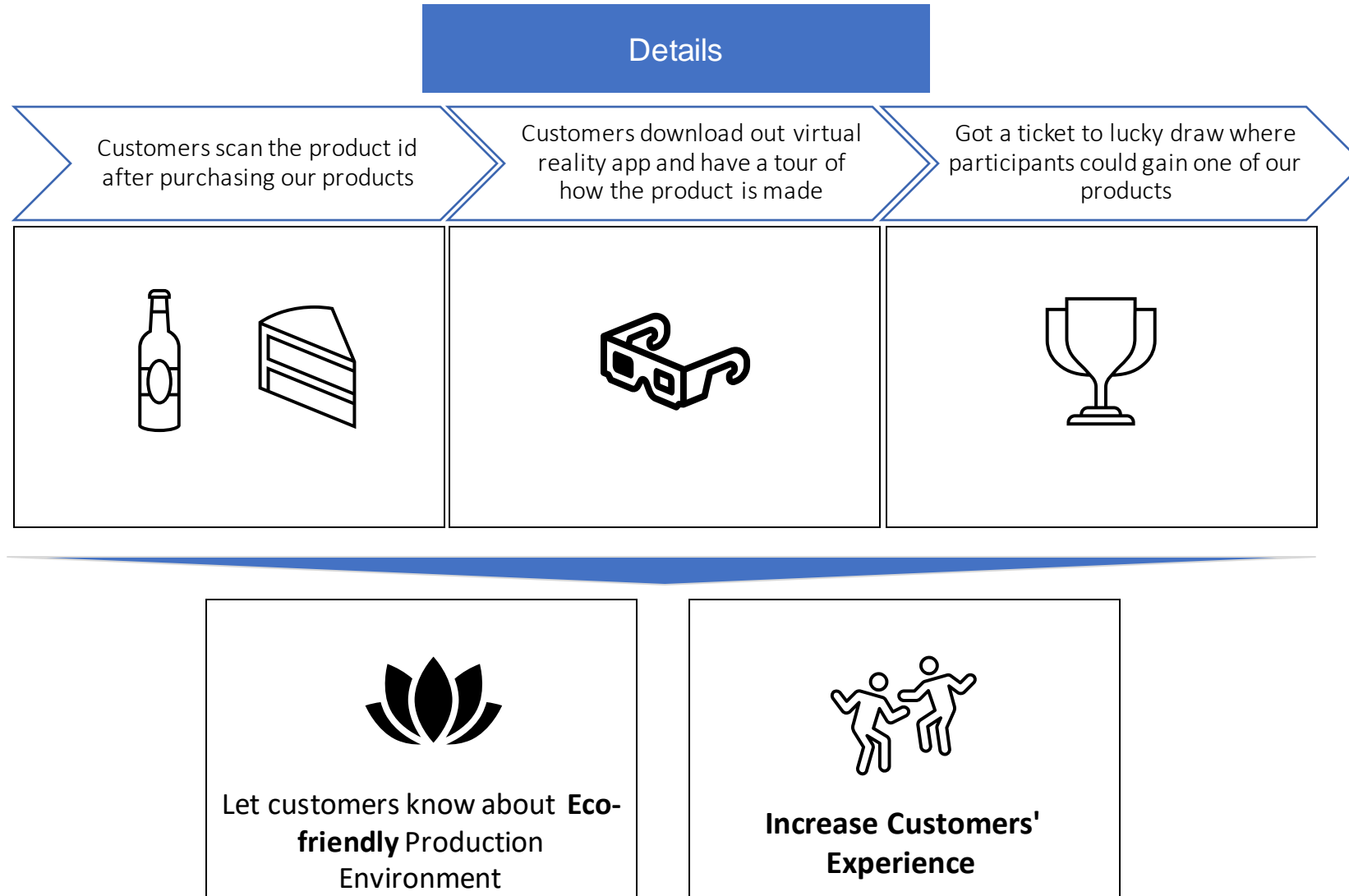
According to McKinsey's "Survey: Consumer sentiment on sustainability in fashion"

Trend Identification (2)

Implications

Increase **Digital** Engagement

Demonstrate **Eco-friendly** Approach

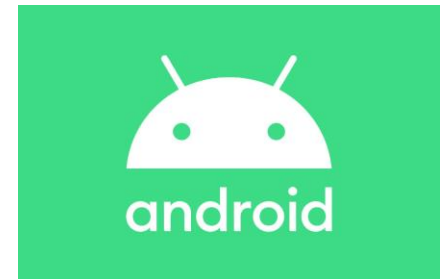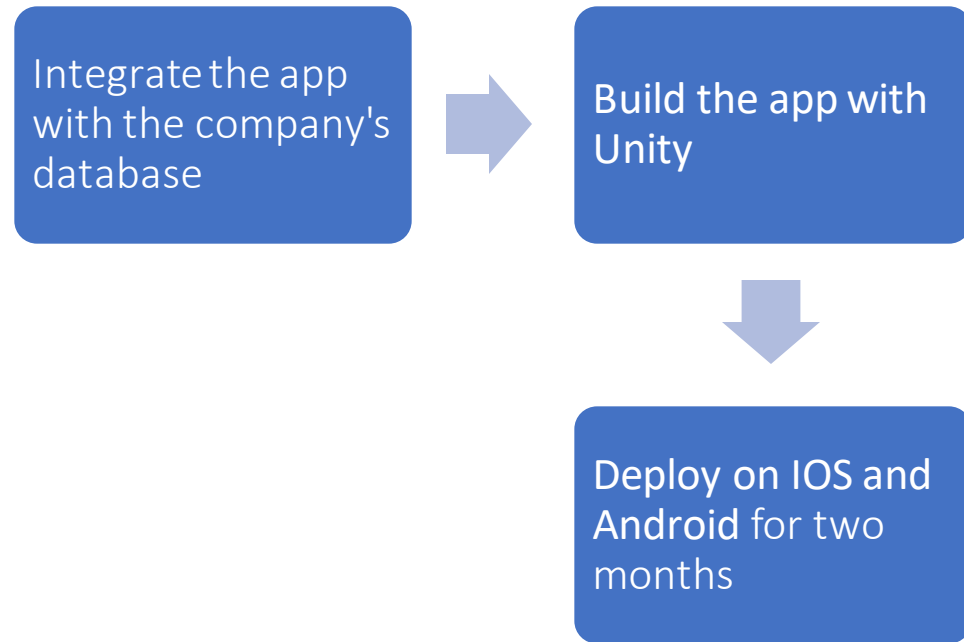Reinforce **Marketing** Campaigns

Within the S&P 500, companies that maintained or increased their marketing spending in 2008 significantly outperformed their industry peers, growing sales by about **6.5%**

BCG's "How Marketers Can Win with Gen Z and Millennials Post-COVID-19"

Solution – Virtual Reality Campaign

Details

Customers scan the product id after purchasing our products

Customers download out virtual reality app and have a tour of how the product is made

Got a ticket to lucky draw where participants could gain one of our products

Let customers know about **Eco-friendly** Production Environment

Increase Customers' Experience

Details

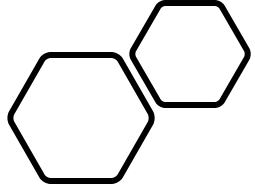Integrate the app with the company's database → Build the app with Unity ↓ Deploy on IOS and Android for two months

* Possibility of partnering with VR headset/cardboard companies

Marketing

- Start one month before and ends until the end of the campaign

Financial Planning

Categories	Quantity Required	Cost
Labour - 1 (Data Engineer)	2	GBP 8,400.00
Labour - 2 (App Developer/ Software Engineer)	9	GBP 37,800.00
Labour - 3 (Marketing/ Business Developers)	2	GBP 8,400.00
Software - Unity	9	GBP 1,350.00
Software - Android Deployment	1	GBP 25.00
Software - IOS Deployment	1	GBP 99.00
External Tools - Advertisement and Promotion	1	GBP 2,547.00
Total		**GBP 58,621.00**

Category	Cost Per day (Assumption)	Days Required	Cost
Facebook Advertisement	3.15	180	GBP 567.00
Youtube Advertisement	11	180	GBP 1,980.00
Total			**GBP 2,547.00**

* Assumption montly salary is GBP 4200