Potential volumetric capture applications for GroupM clients

Ideas Generation & Selection

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Table of contents

Version History

Date	Version	Author	Comment
2023-08-02	0.0	J.C. Hendriks	Initial document

Introduction

In this document I explain the process I went through to form and select new ideas for GroupM, aiming at this project’s challenge to find potential volumetric capture applications for GroupM clients. Volumetric capture is a technology that captures three-dimensional representations of real-world objects or scenes, often used in virtual reality, augmented reality, and digital media production. Exploring the capabilities and potential applications of volumetric capture in media campaigns will help GroupM enhance its competitive edge and establish itself as pioneers in the industry, delivering truly immersive and unforgettable media experiences, as well as innovative and engaging media content that can capture the attention of audiences while staying competitive in the market.

Before the ideation phase, I explored and analysed GroupM's biggest industries and zoomed in on the brands of these industries with most potential for using volumetric capture. Based on these brands' budgets, company values and history of investing in emerging technologies, my analysis revealed that clients of GroupM in the apparel, furniture, and hospitality sector could best benefit from volumetric capture. Proceeding to the concepting phase, I generated ideas for each of these industries. Furthermore, I narrowed down these ideas into the most suitable solutions using a systematic approach.

Methods

Morphological Chart

To generate ideas for the selected industries, I decided to use morphological charts because it provides a systematic way of working and it helps me to come up with unexpected alternatives for ideation.

A Morphological Chart is a problem-solving tool used to explore different combinations of components or features to create new solutions. It involves creating a table with rows representing problem parameters and columns showing possible alternatives for each parameter. By systematically combining these alternatives, it helps me generate diverse potential solutions, fostering creativity.

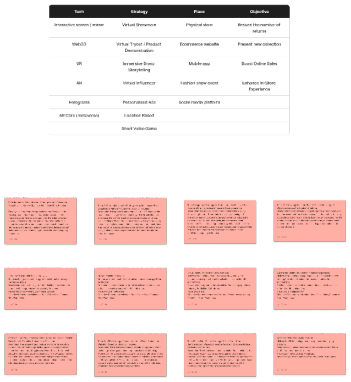
For each industry I decided to use the following parameters:

- **Tech**: here I list the immersive technologies on which volumetric capture could be applied following my Comprehensive Guide to Utilising Volumetric Capture.
- **Marketing Strategy**: here I list some of marketing and advertising strategies that companies can use to promote their products or services using digital technologies.
- **Channel**: here I list different digital channels on which the marketing strategy could take place.
- **Business Objective**: here I list common business objectives respective to each industry.

I decided to use these parameters given their relevance in the context of developing a concept for media campaigns, which require a business objective and a marketing strategy including defined channels, adding the use of volumetric capture as part of this project, which outcomes can be applied in multiple immersive technologies.

Find in appendix A the morphological charts I used. Below a screenshot of the ideas per industry using the morphological chart.

Apparel



Furniture

Travel

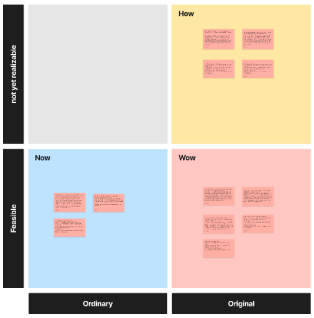
COCD-box

To filter out all of the ideas generated out of the morphological charts, I decided to use the COCD-box because it provides a systematic way of filtering the ideas based on fixed criteria, helping me in creating a substantiated decision for selecting ideas.

The COCD Box is a method used to converge brainstorming ideas. This is done on the basis of two criteria. The first criteria is the originality of the ideas, whereby it is examined whether the idea is known / normal or innovative. The second criteria is its feasibility, which concerns the degree of difficulty of implementation and realisation. The technical feasibility and financial possibility are also taken into account.

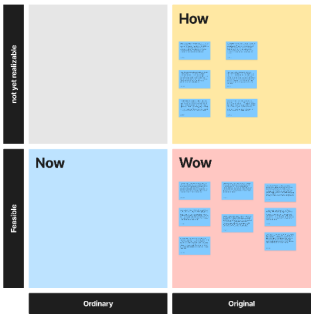
The COCD Box is divided into three categories; How, Now and Wow. “How” ideas are innovative, but not yet feasible. “Now” ideas are known, they may already exist and are easy to implement. “Wow” ideas are innovative and achievable at the same time. Ultimately, the goal is to collect as many “Wow” ideas as possible.

Apparel



Furniture

Travel



Results

Using the morphological chart, I ended up having 12 ideas for the apparel industry, 21 for furniture and 14 for hospitality. From those ideas, I filtered them out using the COCD-box, resulting in 5 ideas for apparel, 7 for furniture and 8 for hospitality. From those, I decided to choose 1 for each industry, based on personal preference. I also showcased these ideas to my company mentor and I received feedback to continue with these.

The selected ideas are:

Adidas Sporty Tryouts
A short video game embedded on the e-commerce website of Adidas. The game allows customers to virtually try out different clothing items in various scenarios with their selected Adidas virtual ambassador, providing an interactive and engaging experience. Each clothing section comes with specific game scenarios such as football, basketball or tennis. The game would provide users with rewards after finishing a game, increasing engagement and satisfaction.

IKEA Personal Assistant
Virtual AR Assistant for smartphones, designed to offer user specific answers about products and services such as product alternatives or opening hours and delivery options based on the user's location. It also provides a personalised catalogue based on the requirements given by the user. This assistant can be controlled by voice and allows users to visualise furniture in their space, demonstrating products in real life scenarios with people using the furniture, as well as displaying the mounting of the items, aiding an elevated informed decision-making for customers from the comfort of their home.

Transavia's Virtual Travel Companion
Transavia's Virtual Travel Companion is an innovative AR-based application designed to enhance the travel experience for customers. This virtual assistant, accessible through smartphones, aims to provide personalised travel recommendations, real-time flight information, and interactive visualisations of destinations. By leveraging cutting-edge Volumetric Capture technology, Transavia aims to address the challenge of streamlining and enriching the travel planning process, ultimately encouraging customers to choose Transavia for their travel needs.

Conclusion

Using a systematic approach I managed to generate many ideas and make a substantiated selection, delivering unique solutions to a novel challenge.

Advice

To further help media planners understand and include Volumetric Capture into their toolkit for applying in media campaigns and propose this technologies to clients, the next step is to work out each concept even further, explaining the challenge that will be solved, the benefits of using volumetric capture in the context of each specific brand, including the specific features and the target audience. The selected form of sharing this information should be presentations to make it easy to share among media planners and clients. Given the time for this project, a single concept will be selected to further work out and test on usability and validating the concept.

References

CMD Methods. (n.d.). CMD Methods. Retrieved August 22, 2023, from https://cmdmethods.nl/cards/workshop/morphological-chart

COCD Box (How Now Wow Matrix). (n.d.). CreativeSolvers. Retrieved August 22, 2023, from https://creativesolvers.com/methods/cocd-box-how-now-wow-matrix/

Appendix A

Morphological Chart for Apparel

Tech	Strategy	Place	Objective
Interactive screen / mirror	Virtual Showroom	Physical store	Reduce the number of returns
Web3D	Virtual Tryout / Product Demonstration	Ecommerce website	Present new collection
VR	Immersive Brand Storytelling	Mobile app	Boost Online Sales
AR	Virtual Influencer	Fashion show event	Enhance In-Store Experience
Holograms	Personalised Ads	Social media platform	
AR Core (metaverse)	Location Based		
	Short Video Game		

Morphological Chart for Furniture

Tech	Strategy	Place	Objective
Interactive screen / mirror	Virtual Showroom	Physical store	Reduce the number of returns
Web3D	Virtual Tryout / Product Demonstration	Ecommerce website	Present new collection
VR	Immersive Brand Storytelling	Mobile app	Boost Online Sales
AR	Virtual Influencer	Home decor exhibitions	Enhance In-Store Experience
Holograms	Personalised Ads		
AR Core (metaverse)	Location Based		
	Short Video Game		

Morphological Chart for Hospitality

Tech	Strategy	Place	Objective
Interactive screen / mirror	Virtual Showroom	Physical hotel/resort	Increase Occupancy Rates
Web3D	Virtual Tryout / Product Demonstration	Hotel booking website	Enhance Guest Experience
VR	Immersive Brand Storytelling	Mobile app for reservations	Improve Online Reputation
AR	Virtual Influencer	Social media platforms for promotions	Increase Direct Bookings
Holograms	Personalised Ads	Online travel agencies (OTAs)	Promote Local Attractions and Experiences
AR Core (metaverse)	Location Based	Local tourist information centres	
	Short Video Game		