Jonathon Rogers

Tech 1010

02-23-2020

Volvo’s use of Google’s cardboard virtual reality headset is a smart marketing tactic. People now a days don’t enjoy face-to-face interactions, especially when it comes to buying a vehicle, and having to deal with the dealership employees. Using this virtual reality headset will allow Volvo customers to enjoy the features of a Volvo vehicle from the comfort of their home. This would allow the customer to spend less time dealing with the dealership employees and will allow the customer to make a quicker decision on the vehicle they want to purchase, because they have done their research which was easily provided through a virtual reality setting.

I think it would be beneficial for all types of industries to start using virtual reality as a marketing tactic to help their customers understand their product and “test drive” their products to give their customers a surety of what they could potentially be purchasing. I think Volvo’s decision to experiment with virtual reality in marketing is a big step that will soon push other companies to experiment with also. With tech advancing on the daily, companies will find ways to reach out to the public and making selling their products easier and more appealing.

As a student majoring in 3D Animation and Game Development, I can appreciate Volvo’s intensions and desires to make the selling of their products as immersive as possible without having to leave your home.