As a marketer myself, I personally believe that the relationship between these two companies is a very smart move. This is what we call, double loop marketing. By using the attached credibility of one company to boost sales to another company is a very smart move. It creates the illusion that both companies are invested within each other and that they are both higher quality than what they actually might be. However, as an educated consumer, I believe that the relationship between Google Cardboard and Volvo will prove to be unproductive.

We live in a digital age, so it makes sense for Volvo try and appeal to the new consumers by attaching themselves to Google and their VR product. However, VR and cars have very little to do with each other. Volvo attempts to market themselves as a luxury brand, or at least in the past has attempted to. This means that most of their sales rely on the luxury aspect of their car, which cannot accurately be measured by a VR simulation. Which creates a separate marketing campaign that they will also have to worry about. In most cases, this is not an issue, however, this is not the case for Volvo. This creates another slew of issues that they will later have to address with several other marketing campaigns, otherwise it will be money wasted on a failed campaign.