



XR Marketing

BGB



Objective : Create curiosity and excitement through VR that inspires more guests to visit the Aquarium.

Strategy : Build a family-sized Virtual experience in which many of the featured sea life swims right beside your guest.

User Story; Family of 5 visits Aquarium and sees a 3D image on the wall showing people swimming side-by-side with sea life.

The elementary-age kids loved pretending to scuba dive over the summer, and they're bouncing around at the thought of this surprise virtual experience.

The parents know it'll be an education in spatial awareness and biology and create an emotional connection between their children and the other species on earth.

Putting their name on the list that says the next opening for the VR experience is at 1:30PM, they come back after lunch.

All five of them are able to enter the Virtual experience together and are able to feel the exhilaration of swimming beside the massive creatures.

Investment :

(15k): Create Visual underwater exp

() : Basic fluid dynamics and underwater scene

(20K) : 3D Models

(25K) : Intersctivity

Development Timeline

Production pipeline

Tech architecture



XR MEDIA

November 2017

Joe@novamedia.nyc