



EXPANDED VR

ROLLS-ROYCE



Rolls-Royce in VR Marketing

Intro

As immersive content alters today's media landscape, all brands will be forced to adapt their marketing strategies. As an engineering powerhouse, Rolls Royce is uniquely poised to pioneer new-age marketing and tactical sales, by repurposing current 3D models and wherewithal to create unique and compelling content. This document briefly outlines how to use VR to build brand affinity and drive marketing sales.

Strategy

- 1 Transform current 3D models into VR through games and narrative stories.
- 2 Demo VR experience in a controlled room with customized microtexture.
- 3 Engage ultrasonic for haptics, 3D studio, and wireless 6DoF headset.
- 4 Monitor cognitive state with biometric software.
- 5 Remind buyers RR is the best and will always maintain their standing.

Deliverables

Month 1-2	Design marketing objective, functionality, and storyline UI/UX. Deliverables: Full spec, demo, studio options.
Month 3-7	Development, Testing. Outfit for 3D acoustics and ultrasonics. Deliverables: Beta version of VR experience, hardware.
Month 8-10	Refine + Prepare: Improve application, rebuild microarchitecture, media roll out, PR outreach. Deliverables: Final VR experience, media coverage, and launch party.
Month 11-20	Distribution, Measuring Success: Deploy media, owned/paid/ earned. Measure success on key performance indicators identified in "Design" or through customized biometric software that gauges attention, emotion, and cognitive load. Deliverable: Publication, media reports

Content Idea Starters

1) The Ultimate Success Story

With more than 100 years of brilliance in innovation, let's take the potential client on a journey through time. We'll begin with the historic meeting of Henry Royce and Roger Rolls in 1904, take flight on The Eagle as it crossed the Atlantic, help develop the world's first manless jet, and forecast RR's achievements in the coming decades.

2) Inside an Engine

Imagine the client hearing the purr of Rolls-Royce and feeling its vibrato. Because of VR, he's finally afforded the opportunity to physically interact with this work of art. The buyer can build their engine for various missions (high speed, endurance, rescue) and witness first hand how the engine works, up close.

3) Feel The Charge

Invite the potential client to play the role of hero and hear the exhilaration in his voice after he defuses a military conflict inside the Virtual cockpit of a Rolls-Royce defense plane.

4) Breaking Tech Barriers

The potential buyer will be in the virtual board meeting learning about the record-breaking thrust engine RR deployed in 2015. Then she'll sit in the cockpit and feel the G-Forces it produces resulting from a set of advanced aerofoils that were 3D printed.

5) Everyone's future

We'll design and distribute content to aspiring engineers who are nearing college age, focussed on energy-conservation, and advocates for green initiatives. Will produce bite-sized content to distribute over WebVR and incentivize network sharing of our highly refined explaining aero-education pieces wrapped in Rolls-Royce branding.



XR MEDIA

12 September 2017

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