



VR MARKETING

ROLLS-ROYCE



# Rolls-Royce in VR Marketing

*As immersive content alters today's media landscape, marketing strategies will change. By repurposing current 3D models to create unique and compelling content, Rolls Royce is poised to pioneer this new-age marketing.*

*This document briefly outlines how to use VR to build brand affinity and drive sales.*

## Strategy

- 1 Transform current 3D models into VR through games and narratives.
- 2 Demo VR experience in a controlled room with customized microtexture.
- 3 Engage with 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 the engine at work.

### 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 advocating for green initiatives. We'll produce bite-sized content to distribute over WebVR and incentivize network sharing of our highly refined aero-education pieces - all wrapped in Rolls-Royce branding.



**XR MEDIA**

Nova XR, Brooklyn, New York  
12 September 2017  
[Joe@novamedia.nyc](mailto:Joe@novamedia.nyc)