



10 Tips for VR in the Retail, Trade & Event Spaces

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who?

**brands marketing with VR
and developers with VR demos**

what?

**tips for effective VR for marketing at
retail, trade shows, and events**

why?

maximize ROI ... and manage expectations.

experience is a good teacher

platforms

SAMSUNG
Gear VR

 Google Cardboard

 VIVE

 oculus

 Microsoft HoloLens

brands



 LEXUS

 TOMS

 Carnival



 AGCO
Your Agriculture Company

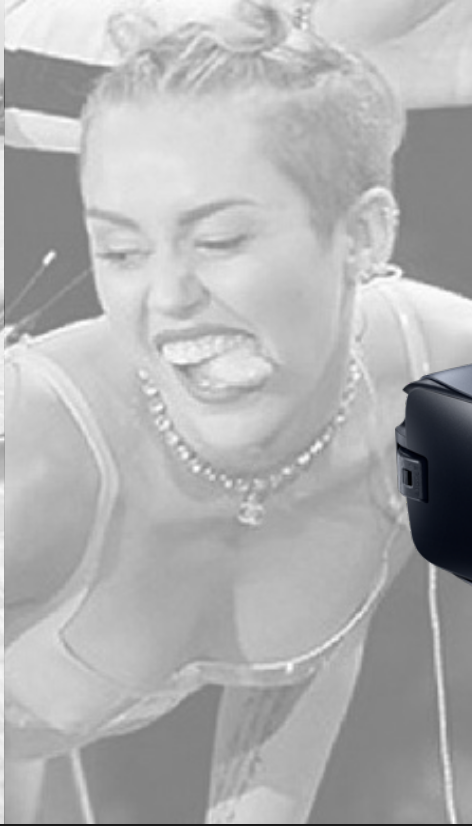
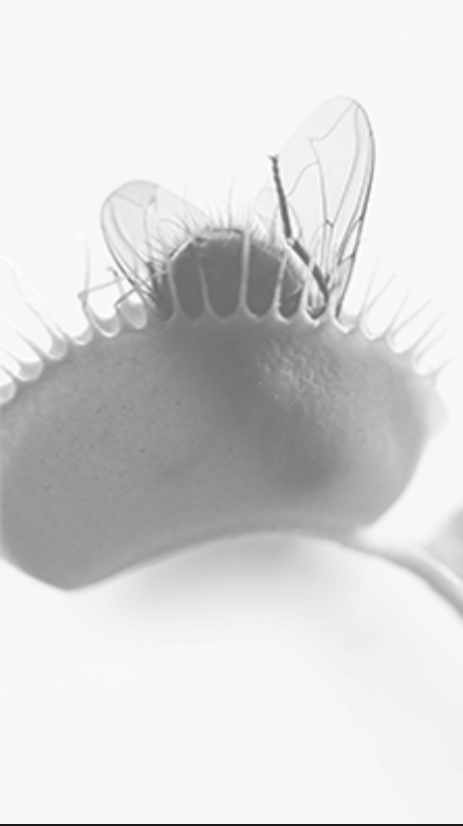


venues



A group of approximately ten people are seated in a circle on white chairs, all wearing VR headsets. They are in a room with a large, reddish-brown wall in the background. The person in the foreground is a woman with long brown hair, wearing a black jacket and a white VR headset with a small green light on top. The text "is VR worth the effort?" is overlaid on the bottom left of the image.

**is VR worth
the effort?**



attractive?



engaging?



memorable?



best
experience

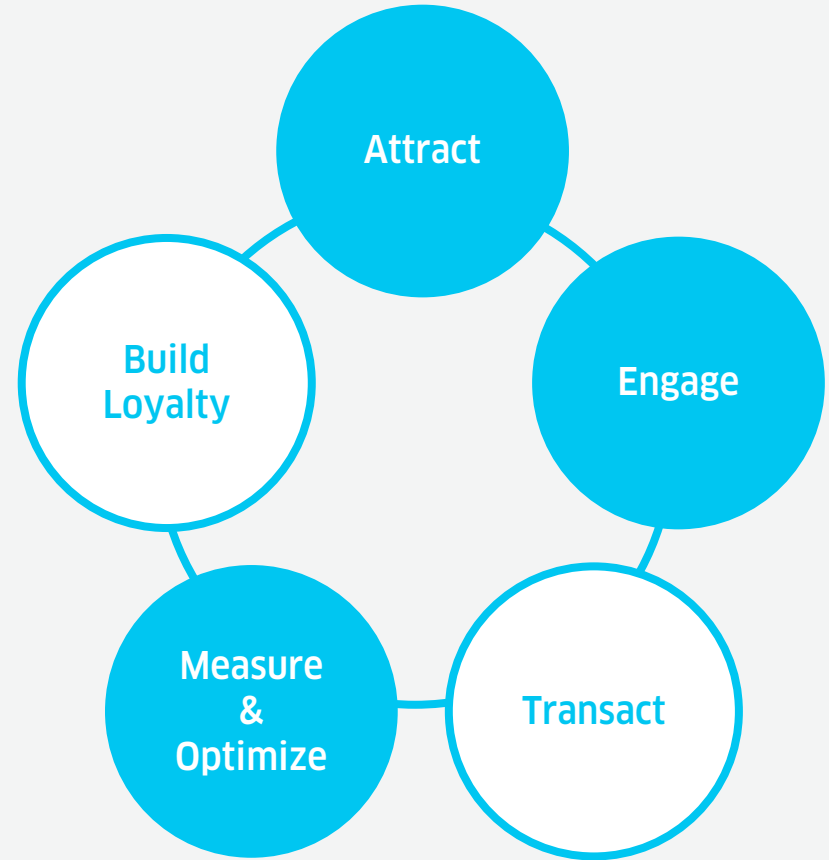


**use VR for
the right reasons**

engagement

GOOD reasons to use VR:

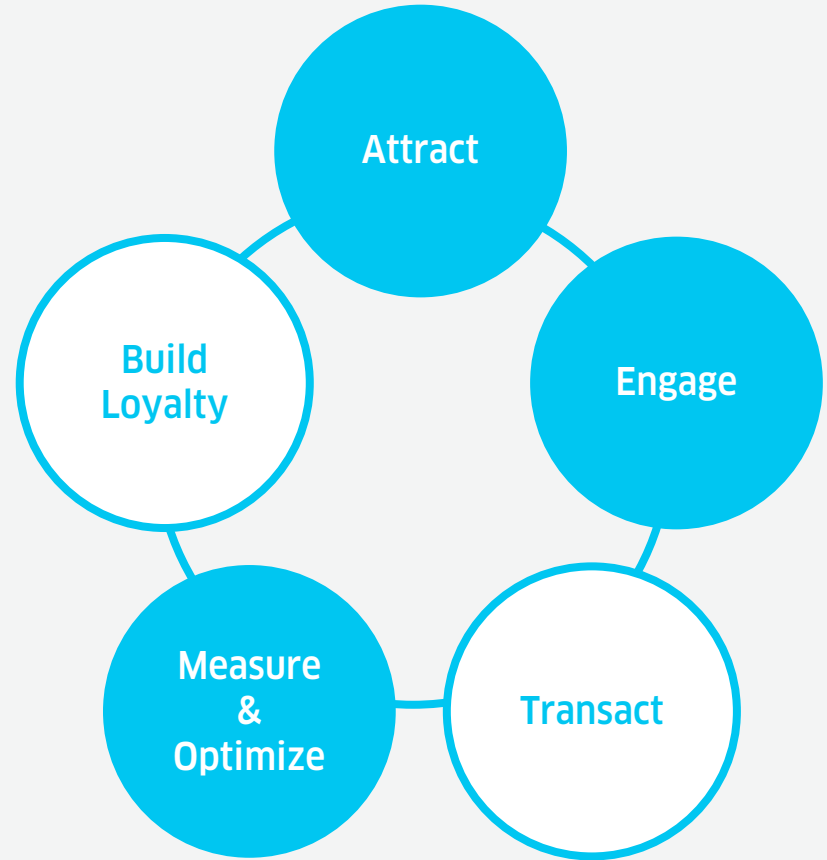
- ✓ presence
- ✓ connection
- ✓ memory



transaction

BAD reasons to use VR:

- X reading
- X typing
- X accuracy



choose the right technology



reach vs.
quality



durability



content
distribution



backups



logistics

follow best practices for vr



test on
newbies



avoid quick
cuts



avoid
cinematic
cameras



don't shake
the camera



slow
your roll



camera
height



real-world
scale

Good documentation out there from Oculus, Epic, others

keep it short & clear



**3-4 minutes
max**



**Include cues
at start, end**



**worth the
wait**

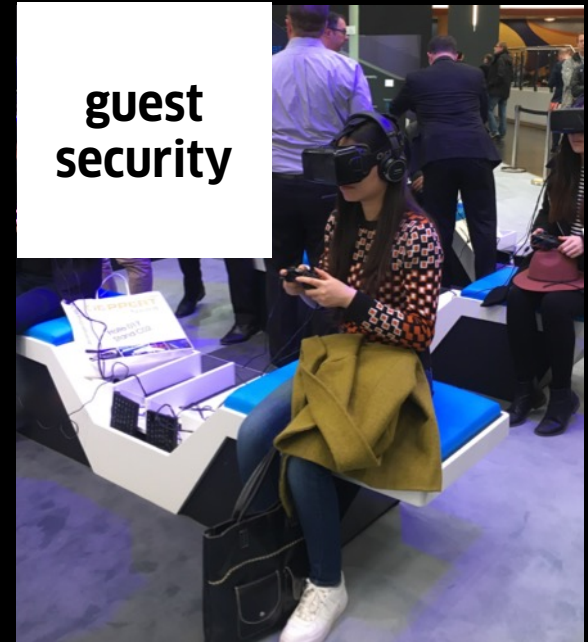


**VR only part
of the UX**



**tell them
what's next**

security in VR activations



test, test, test. (test again)

users

- still lots of newbies. test on them.
- simulation sickness is real. test across age & vision
- no clear UX paradigm

mobile VR

- we develop on new hardware, but users have old hardware
- latency is nauseating
- variation across devices, models, versions

room-scale VR

- stress test
- test across GPUs
- storage, memory

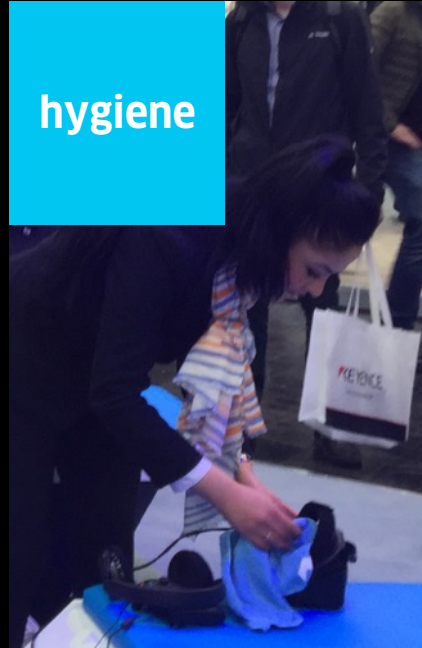
Anticipate Barriers

Please take care when using a virtual reality headset where vision to the outside world is impaired and may cause less awareness of your surroundings and potential hazards.

Some users may feel 'off-balance' or experience motion sickness while viewing fast moving content or with the use of the headsets.

safety

hygiene



societal



security



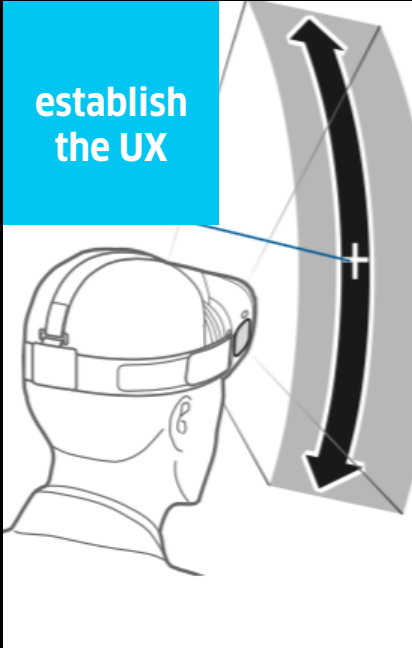
assume everyone's a VR n00b

1. Be patient & gentle
2. Explain what will happen
3. Tell them how it works
4. Stay with them for a minute
5. Monitor their progress
6. Get feedback
7. Remind on message, suggest conversion

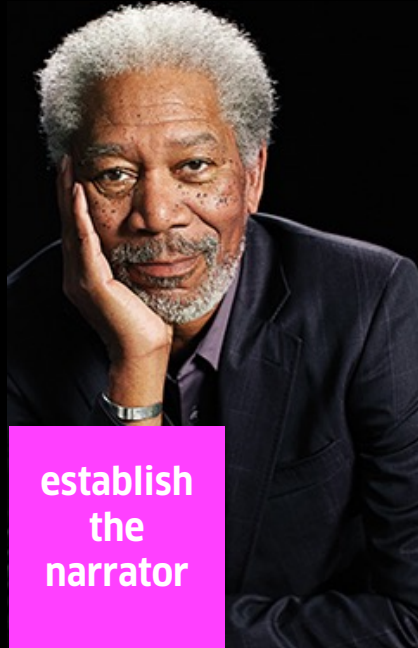


VR isn't immediately intuitive. guide them.

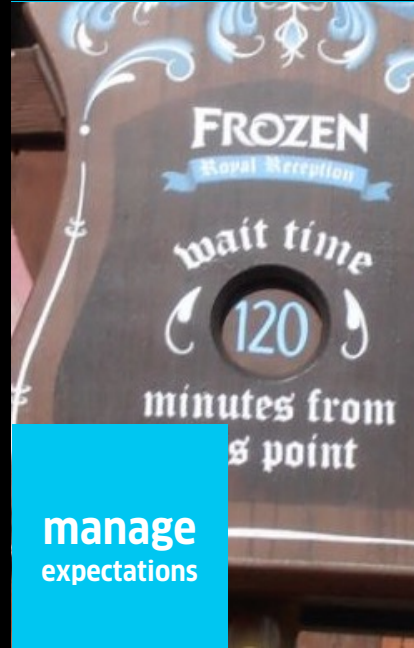
establish
the UX



establish
the
narrator



manage
expectations



lots of
good cues



The Line is Your Friend



summary: 10 VR tips for brands

1

use VR
wisely

2

choose the
right tech

3

follow best
practices

4

short &
clear story

5

manage
security

6

test, test,
test again

7

anticipate
barriers

8

assume
newbies

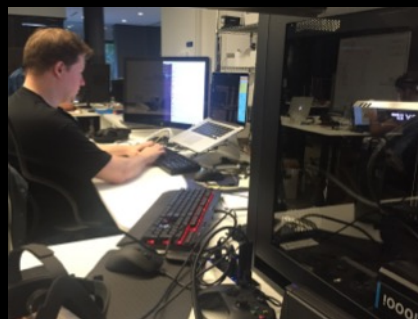
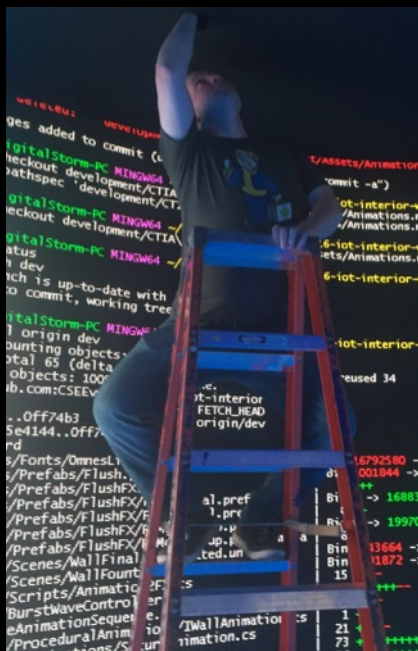
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guide
users

10

leverage
the line

bonus tip: need help? find a real partner



Thanks!

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Get these tips:

www.gdcvault.com

Got questions?

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