IMMERSIVE PROMOTION

Marketing XR Experiences to Audiences

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WORKSHOP: COMMUNICATING IMMERSION

Task 1: Discussion:

Research tells us that using general words like 'immersive' and 'interactive' in advertising is effective with some audiences but confusing for others. In fact, 'immersive' and 'interactive' are both the most and least effective marketing words, according to sector evaluation conducted by Brigante and Elger (2020).

Which kinds of audiences do you imagine being the most attracted to an experience that is described as 'immersive'? For example, in terms of someone's media usage, interests, age, gender, digital literacy, background, and so on? And equally, which kinds of audiences do you imagine being the least attracted to an experience described as 'immersive'? Why?

Task 2 Part 1: Create:

In groups, create a reimagined poster for the VR experience Gloomy Eyes, ensuring that you adapt the 'feeling real' immersive dimensions. Consider:

- How might you visualise what 'touch', 'proximity' and 'scale & space' means in the form of a 2D poster for Gloomy Eyes?
- And how might you articulate what 'touch', 'proximity' and 'scale & space' means in the form of a tagline for Gloomy Eyes?

(The trailer for Gloomy Eyes is here, and a 2D version of the full movie is here).

Task 2 Part 2: Create:

Get back into your groups. This time develop a range of creative ideas for a suitable promotional 'totem' for Gloomy Eyes, i.e. a safe and familiar object designed to make the audience feel more comfortable as they decide whether or not to immerse themselves in the VR experience. You may wish to consider the narrative and genre of Gloomy Eyes - what kind of totem would be thematically and/or aesthetically appropriate in terms of conveying safety?

Further reading:

- Brigante, Ricky and Elger, Sarah A.S. (2020) New Adventures: The Strength of Immersive Entertainment 2020 Immersive Report.
- Chelebourg, Mathias (2020) 'Virtual Masterclass with Mathias Chelebourg', StoryFutures Academy (June 3).