IMMERSIVE PROMOTION

Marketing XR Experiences to Audiences

A sector-development project produced by Matthew Freeman, Dinah Lammiman, Alison Norrington, Naomi Smyth and Catherine Allen, for StoryFutures Academy, 2021

ASSIGNMENT BRIEF: PROMOTIONAL CAMPAIGN

Task:

In groups, develop a full promotional strategy for a VR or AR experience of your choice by adapting the Immersive Promotion Strategy Map.

Deliverables:

Create a 10-minute presentation of your promotional strategy, complete with a user journey, full mock-ups of your materials, and the rationales.

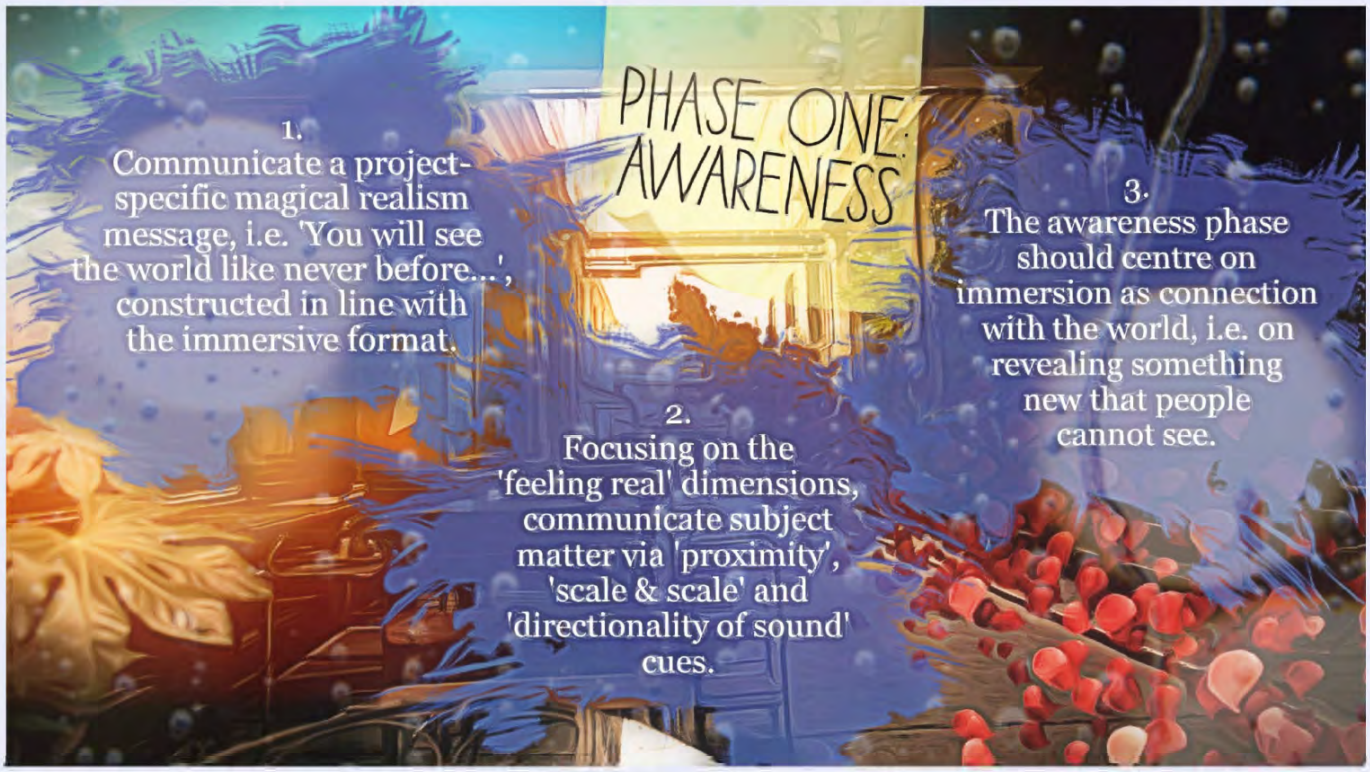
1.Group Campaign Strategy

• Conduct audience research to understand the interests of your chosen audience and how best to promote the experience to them, consideration factors such as sector context, immersive format and language.
• Based on this research and consultation with the Immersive Promotion Bible, develop a suitable promotional strategy for your overall campaign, developing ideas for the five phases visualised on the next two pages:

2. Individual Commentary

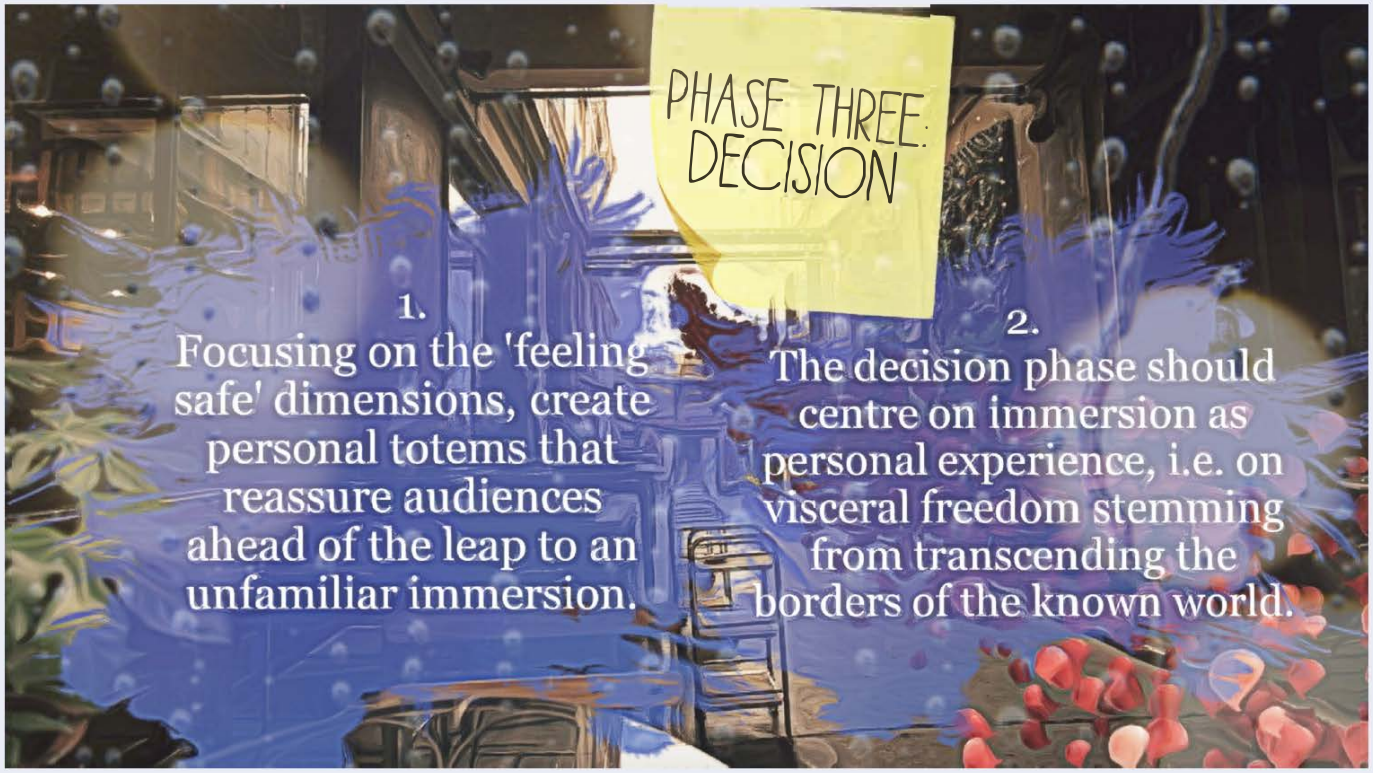
Your commentary (3,000 words), written individually, should be used to outline, rationalise and evaluate your research and creative choices:

• Outline your group's approach to targeting your immersive audience.
• Describe the magical realism message at the heart of your campaign, as well as the thinking behind and rationale for this message.
• Identify your approach to successfully communicating immersive characteristics and dimensions across your promotional campaign.
• Identify your approach to successfully communicating the intended audience expectations, including the role and surrogate position.
• Explain your approach to harnessing the immersive after-effect principles into post-experience promotional content.
• Critically evaluate what you see to be the strengths of the promotional campaign, your own role within it, and notable areas for improvement.



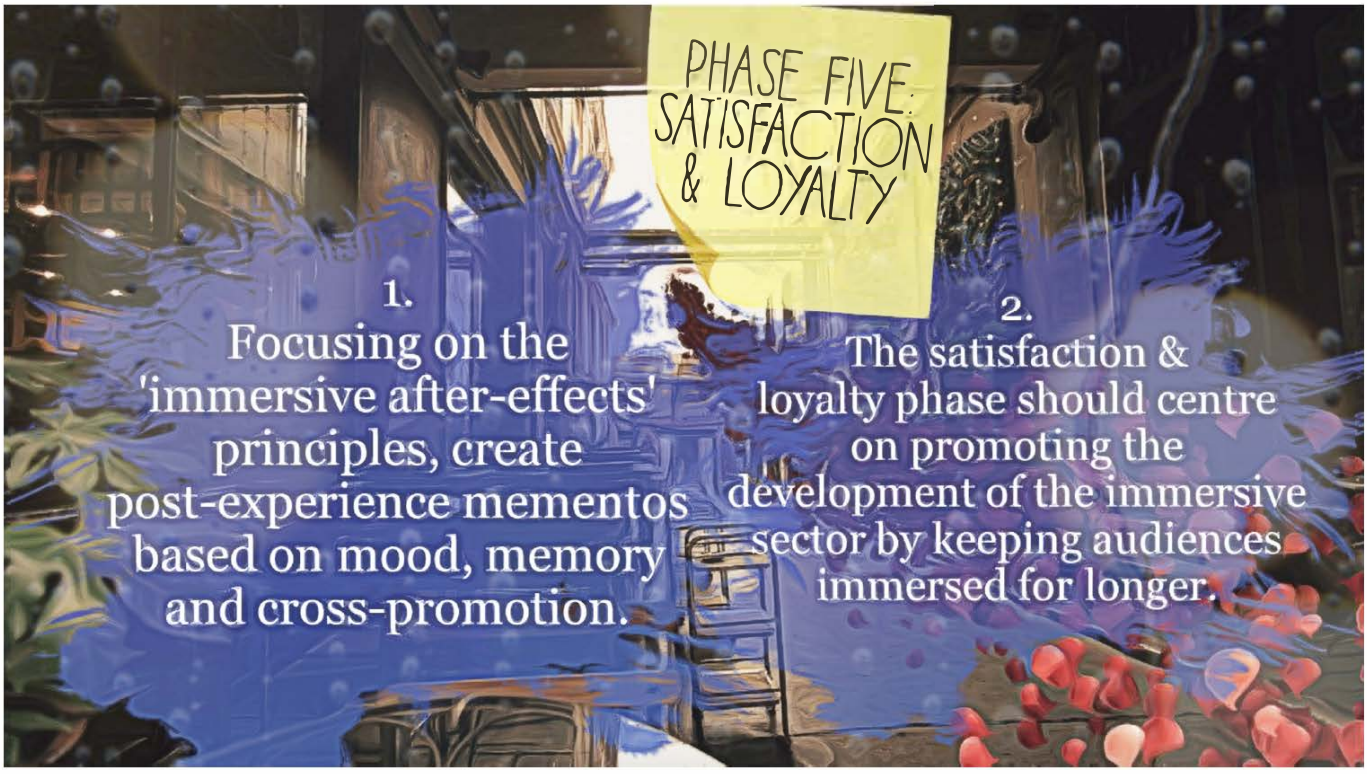
Immersive Promotion Strategy Map: Phase One

Immersive Promotion Strategy Map: Phase Two



Immersive Promotion Strategy Map: Phase Three

Immersive Promotion Strategy Map: Phase Four



Immersive Promotion Strategy Map: Phase Five