AR and VR are tools: Commit to audience, culture and tech.
Agenda

01 VR / AR / MR Landscape

02 Observations

03 Brand Case Studies
AR and VR are tools: Commit to audience, culture and tech.
01 Virtual Reality
02 Augmented Reality
03 Mixed Reality
01 Virtual Reality

02 Augmented Reality

03 Mixed Reality

Immersion
01 Virtual Reality

02 Augmented Reality

03 Mixed Reality

Immersion

Overlay
01 Virtual Reality
02 Augmented Reality
03 Mixed Reality

- Immersion
- Overlay
- Reaction
01 Virtual Reality

02 Augmented Reality

03 Mixed Reality

Virtual World

Real World
Virtual Reality

A fully immersive experience that shuts out the world.
Virtual Reality

Immersive Gaming
Virtual Reality

Immersive Navigation
Virtual Reality

Immersive Storytelling
Augmented Reality

A digital layer imposed onto the world.
Augmented Reality

Gaming
Augmented Reality

Wayfinding
Augmented Reality Measurement
Augmented Reality

Frictionless E-Commerce
Mixed Reality

A digital layer that interacts with world.
Mixed Reality

Immersive Communication
Mixed Reality

Multi-Sensory Training
Observations
Experiences triggered by context.
Every surface is expected to have an interactive layer.
Fun for more than one; experiences will become more group based.
Brand Case Studies
→ Make headlines
Raise awareness
Gain acquisition
Think outside the box
Cut through the noise
Make headlines
→ Raise awareness
Gain acquisition
Think outside the box
Cut through the noise
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How we respond?
How we respond?

01 Know your Audience and fit within their lives.

02 Understand the Culture

03 Use tech in smart ways
How we respond?

01 Know your Audience
and fit within their lives.

02 Understand the Culture
and get ahead of it.

03 Use tech in smart ways
How we respond?

01 **Know your Audience**
   and fit within their lives.

02 **Understand the Culture**
   and get ahead of it.

03 **Use tech in smart ways**
   but never tech for tech sake.
adidas ComplexCon
Audience

Collectors. Sellers. Wearers.

We delivered a concept that served all three audiences democratically.
Culture

Stimulation. Saturation. Opportunities.

We created an experience that gave people their time back.
We created a system that was staffless, lineless, and fully automated all accessible within the consumers mobile device.
Audience


We developed a line of communication from Donald Glover to the consumer.
We turned our consumers into a new marketing channel.
Technology


We battled bandwidth and attention with a clever use of messaging technology: AirDrop.
East of the Rockies
Audience

Short attention span (look, squirrel!)

Need to hook immediately.
Culture

Ashamed.
A story that is literally dying.

Education through storytelling.
Technology

Interactive AR.

An immersive, choose your own adventure augmented reality experience.
How we respond?

01 Know your Audience
and fit within their lives.

02 Understand the Culture
and get ahead of it.

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but never tech for tech sake.
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Thanks!

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