

OUR CLIENT NEEDED THEIR PRESENCE TO BE BOLD AND EXPERIENTIAL, SOMETHING DIFFERENT THAN IS TYPICAL IN THEIR INDUSTRY.

SITUATION

One of our pharmaceutical clients was exhibiting at an annual conference and wanted to make an impact with a new product launch. Directly competing with dozens of other companies, they wanted to create a user experience to engage participants and capture attention at their exhibit.

ACTIONS

- + Learning the client already had a Virtual Reality Video asset, Synergem built on the asset and developed a branded cardboard Virtual Reality (VR) Viewer for participants to view the VR video using their mobile phone at the venue.
- + The goal was to create a tangible 360° experience, which the user is immersed in the whole virtual experience. Using custom branded VR Viewers at the conference captures the full focus of the audience and implements a new way of learning.
- + The VR Viewers were also an excellent promotional take-a-way that led to additional excitement.
- + The client also decided to do a direct mail campaign to HCPs with the viewers as a way to leverage the video plus technology .

RESULT

The Virtual Reality experience built a buzz and told a story with experiential messaging. It also increased the length of engagement while at the exhibit and created opportunities for meaningful dialogue with customers.

“Our strategy worked. We couldn’t keep up with booth traffic, it was the place to be and kept attendees engaged and coming back!”

PROJECT ELEMENTS

- + Virtual Reality Viewers
- + Sheet Fed Offset Printing
- + Project Management
- + Packaging
- + Direct Mail
- + Fulfillment
- + Distribution

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