

Immersive Technology

VR Best Practice Guidelines



Why are we here?

BIMA



WHY ARE WE HERE?



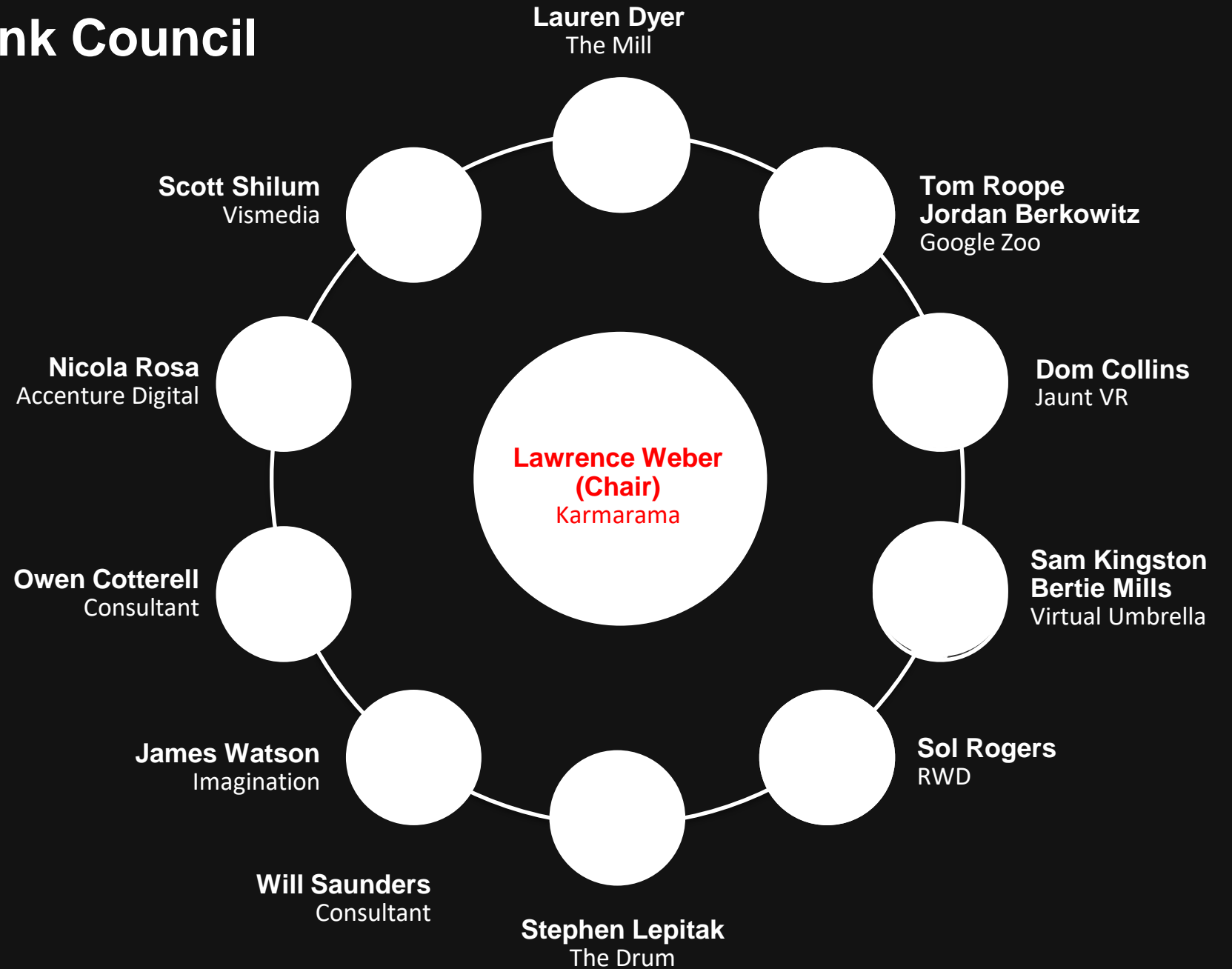
AR/VR and a host of other “Immersive” technologies have captured the industry’s attention, are starting to drive creative thinking and- crucially- starting to properly interest brands.

The problem is that there is huge divergence in knowledge about the technologies, best practice and even of the best examples of work within the Immersive technology area.

That’s where we come in. Our Immersive Tech Think Tank will set help BIMA, our members and the wider industry understand the possibilities, set best practice and develop an ever evolving suite of case studies



The Think Tank Council



Best Practice Guideline

What's the power of VR anyway?

There is no doubt that VR captures the imagination of the media, consumers and progressive brands the world over. What's sometimes less clear is the impact that VR has beyond column inches and trends presentations

Immersion

VR breaks the 4th wall and commands 100% of the user's attention

Impact

VR is proven to drive behaviour change and generate intense experiences

Memorability

VR experiences remain in a user's memory for a long time and drive brand recall

The purpose of this Best Practice guide is to help the UK digital community make better VR experiences that drive real impact in greater volumes.

1. Best Practice Guideline

Does VR make strategic sense?

- What does VR add to this project? For example brand value, storytelling or aligning with campaign goals.
- Is it appropriate for the brand and the end user?
- Does it fit into my wider strategy?

2. Best Practice Guideline

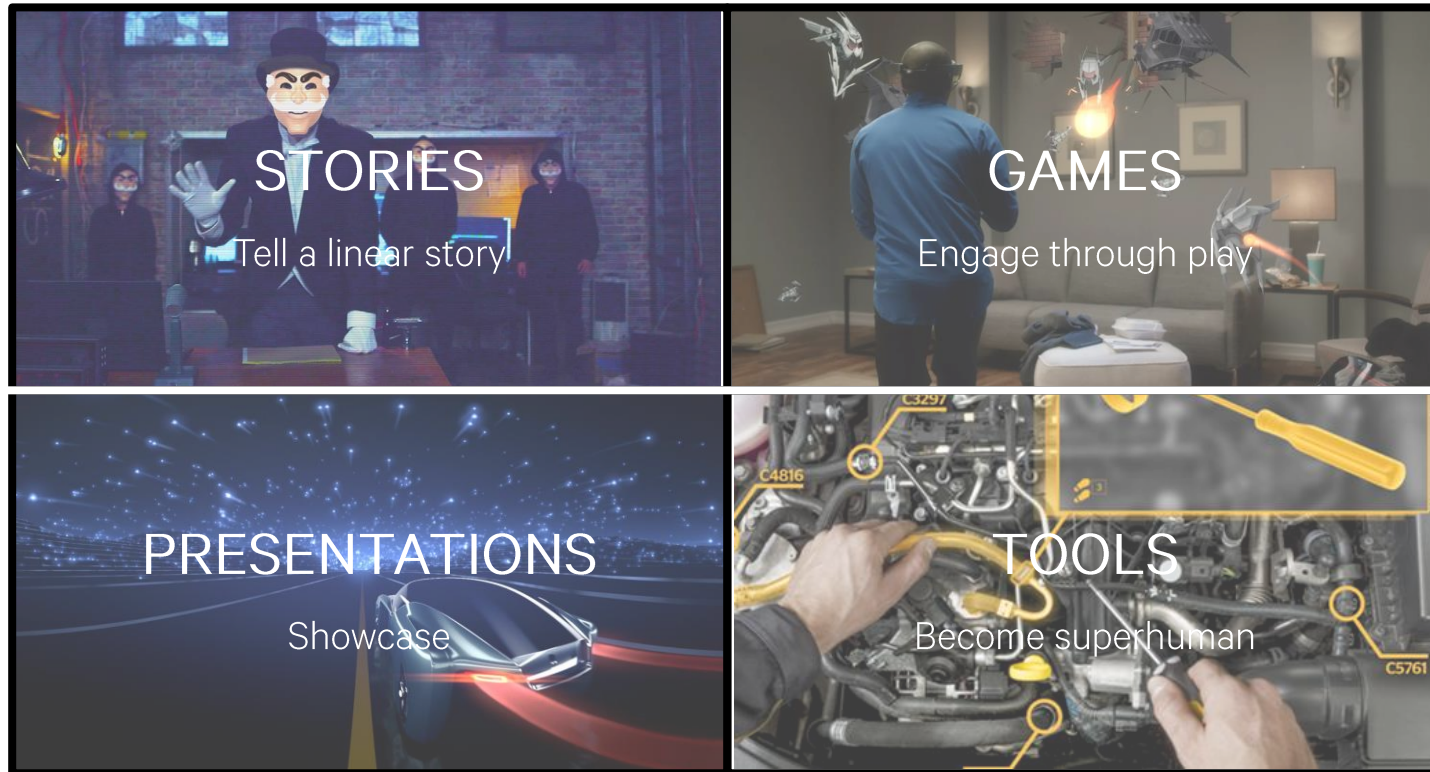
Is a good story being told?

- Do we have great characters and emotional connection?
- Are we leaving people with a concrete feeling or action
- Are we leading the user or letting them explore?

3. Best Practice Guideline

Is it passive or interactive?

ENTERTAINMENT



PASSIVE

ACTIVE

BIMA

UTILITY

with thanks to Imagination

4. Best Practice Guideline

Is the full 360 degree canvas being used?

- Sharp: Aim for the highest available image resolution
- Interactive: The ability to roam and interact in VR is what differentiates the experience from video content.
- Stereoscopic: It makes the experience dramatically more immersive and less likely to cause discomfort

5. Best Practice Guideline

Does it bring in other senses and people?

- How do we use sound to make it more immersive?
- Can movement and environmental elements make it 4D?
- Is there an opportunity to make it more social?

6. Best Practice Guideline

Is it easy, immediate and respectful?

- Does it respect the user OS and allow people in quickly?
- Does it put the user – especially their hands – into context?
- Does it respect the space around the user e.g. one metre rule?

7. Best Practice Guideline

Are we clear on testing and measurement?

- How do first time VR users react to the experience?
- What are the key KPI's for this project?
- How well do we need to perform to do create more VR experiences?

8. Best Practice Guideline

Are we experimenting and inspiring others?

- Is it worth the hard work?
- Are we creating positive brand experiences?
- Will it inspire other VR content?

Immersive Technology

VR Best Practice Guidelines

- Does VR make strategic sense?
- Is a good story being told?
- Is it passive or interactive?
- Is the full 360 degree canvas being used?
- Does it bring in other senses and people?
- Is it easy, immediate and respectful?
- Are we clear on testing and measurement?
- Are we experimenting and inspiring others?

BIMA