Virtual Reality: Advancing Marketing Research... and Visualizing a Better World

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How did my company get to Virtual Reality?
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Experiencing “The Pit”
How did my company get to Virtual Reality?

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What does Virtual Reality entail?
Creating PRESENCE
Creating Presence

- Tracking
- Rendering
- Graphics
Creating Presence
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Virtual Reality can *CHANGE* Behavior...

EXAMPLES FROM ACADEMIA:

**Pain Management**
- 2003 “Snow World” experiment decrease pain ratings among burn victims during treatment, more than morphine treatment or other distraction techniques.

**Increasing Financial Responsibility**
- People save more money, and use credit more responsibly, after seeing an avatar that is an older version of themselves.

**Reducing Water Use**
- People waste less hot water in the real world after watching their avatar consume coal while taking a virtual shower.

**Increasing Helpfulness**
- Using the superpower of flight to help a child in need causes respondents to be more helpful towards others in the real world.

**PTSD Treatment**
- *Virtual Iraq* exposure therapy has been used to successfully treat PTSD using a controlled, multisensory, three-dimensional stimulus environment.
What are the benefits of VR to Market Research?
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We can take consumers ANYWHERE you can imagine
What are the benefits of VR to Market Research?

This survey should take about 7 minutes.

1. What is your general satisfaction?
   - Completely Satisfied
   - Satisfied
   - Normal
   - Dissatisfied
   - Completely Dissatisfied

Immersive nature increases authenticity of responses
What are the benefits of VR to Market Research?

Collect new data types and new insights
What are the benefits of VR to Market Research?

Engage respondents
How can we use VR in Market Research?
How can we use VR in Market Research?

Customer Experience Model Testing
How can we use VR in Market Research?
How can we use VR in Market Research?

Menu Optimization/Pricing
How can we use VR in Market Research?
So you’ve decided to do an MRVR Study...

- Focus on business decision, not absolute realism
- Consult the experts
- Create as many opportunities for insights as possible
Stay on top of the next medium of engagement...
Embrace the Future
Thank You!
Q&A