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If you're promoting a high-quality product, what's the best way to get your message across?

A great strategy is to convince your customers of the work that went into creating the product. It's not a new technique (in fact it's been used by savvy marketers for at least 100 years). But several of our clients are brilliantly using Shared VR to bring it right up to date.

We offer up three great examples. But, before we get into the details, here's some background.

How this technique was used to sell beer 100 years ago.

Way back in the early 1900s, advertising legend Claude Hopkins used this strategy to revolutionise the sales of Schlitz beer. He did it by being the first to describe how beer was made. He toured Schlitz's operations and noted down all the interesting aspects of the company's process.

In particular, he highlighted those that supported Schlitz's main claim: that its beer was pure. It was a huge success. Within a few months, Schlitz went from fifth place to being tied for first in the market.

Apparently, the techniques Hopkins describes weren't that unusual. He was simply the first to mention them, implying they were unique to Schlitz.

How Apple resurrected the technique a decade ago.

Hopkins's ads may now look comically out of date. But the technique lives on. For example, back in the late 2000s, Apple used it to convince customers about the quality of its MacBook Pro laptops. In a video that's been watched by millions, Apple's Jony Ive described - and showed - how the body of each MacBook Pro laptop is carved from a single block of metal. Apparently, this increases the reliability and robustness of the laptop, and allows it to be lighter and smaller. It's a brilliantly persuasive piece of marketing.



How the technique can be brought right up to date using Shared VR

With Schlitz and Apple, customers were told about the work that went into creating a product. With Shared VR, you can go a few BIG steps further.

You've got the opportunity to take customers behind the scenes and actually show them. By giving customers a virtual tour, you can articulate your brand story in a uniquely engaging and convincing way. There's an old phrase in the marketing world, which goes "Don't tell me you're funny. Make me laugh". And Shared VR does the persuasion-science equivalent of making people laugh.

Here are three examples of clients who have used the technique to brilliant effect:



Creating an immersive sensory experience in Shared VR for Lagavulin

It was a real treat for Igloo to work with multi-sensory experts, Condiment Junkie, alongside Diageo, and East City Films, to create an immersive sensory experience.

The idyllic island of IIsay, off the west coast of Scotland where Lagavulin is made, is as much a part of the whisky as the distillery itself. And, if you can give people a visceral sense of this environment, they're likely to become besotted by the brand.

So, the aim was to recreate the experience of this remote part of the world. A combination of sounds, aromas and 360° video was used to transport guests around the Island, the distillery and Lagavulin bay, while they sampled a range of drams from the Lagavulin family.

The project involved the development of a custom-built 8-metre cylinder, complete with surround sound. The fully immersive installation went on a world tour, starting in London, followed by events in New York, Miami, and Tokyo.

Meeting the craftsmen in Shared VR for Airstream and RV One

RV One Superstores is one of America's biggest and best-known dealers of recreational vehicles, motorhomes, and travel trailers. In business for more than three decades, it's a family-run firm that puts family values and quality first, and continues to go from strength-to-strength.

The new Tampa showroom is unique. It only sells Airstream vehicles. And, in the early planning stages, RV One was looking for ways to demonstrate the attributes of the iconic Airstream brand.

The ideal way to do this is to take prospective customers on a tour of the Airstream factory. That way, they can see how quality is built into every component of every Airstream. And they can get

a feel for the pride and passion of Airstream's craftsmen and craftswomen.

But, of course, it's not feasible to take every potential customer behind the scenes to the Airstream factory in Jackson, Ohio. So RV One did the next best thing and invested in a Shared VR system from Igloo Vision.

A 6-metre Igloo cylinder has been installed at the showroom. Built-in with custom-branding, it is a focal point of the customer experience. It is also incredibly simple to operate (you simply press a button to the side of the door and step inside). And almost everyone who ever visits the showrooms is treated to an immersive, 360° tour of the factory, which takes them through every step of the manufacturing process.



Creating a virtual lab in Shared VR for Alcami

Alcami is a world-class end-to-end contract development and manufacturing organisation (CDMO) that provides customisable and integrated services to small and mid-size pharmaceutical and biotech companies. For example, it supports clients with API development and manufacturing, solid-state chemistry, formulation development, analytical development and testing services. So, clearly, the quality of its facilities and processes are a key consideration.

That's Nice, a research-driven marketing and brand management agency specialising in the life sciences sector, created a superb suite of 360° content to take delegates on a virtual tour of Alcami's extensive labs and facilities. And Alcami used a 6-metre Igloo dome to take its Virtual Lab to the American Association of Pharmaceutical Scientists (AAPS) Annual Meeting & Expo in Denver, USA.



Why does it work so well?

This strategy works for several reasons:

1. It adds credibility to your claims.

When you describe the work that went into creating a product, you are providing supporting evidence for the product's features. Many breweries were claiming that their beer was pure, but Schlitz was the first to give justification as to why its beer was pure.

2. It is concrete.

People struggle to think in terms of abstract concepts. "Pure" is a vague, abstract concept, whereas "beer being dripped over frigid pipes in a plate-glass room" is concrete.

3. It tells a story.

People respond well to stories. Stories can be considered the "native programming language" of the human brain.

4. It gives you something new to say.

In some mature markets, it's hard to think of anything new that can be said about a product.

5. It gives you something to say when the product's benefits or features are not easily discernible.

If you're selling bottled water or luxury watches, it's hard for prospects to discern the benefits - and the benefits themselves aren't even particularly interesting. The background story can be the most compelling aspect of the product.

6. It can give "romance" to the product.

People love to associate objects with romantic pasts. The home of Lagavulin and the heritage of Airstream both add real romance to the respective brands. And you should never underestimate the power of romance in your marketing.



Thinking of using Shared VR in your marketing? Then we'd love to talk through the options and opportunities.

At Igloo, we take any VR or 360° content and put it in a shared immersive space anyone can use. And, because groups of people can get inside, it's always a shared experience. So, it's perfect to engage, inspire, and entertain audiences.

From bases in the UK, USA, Canada and Australia, we work with clients worldwide and have delivered events and installations for many of the world's biggest brands.

For more information

Igloo Vision is the Shared VR company.

From bases in the UK, USA, Canada and Australia, we work with clients worldwide.

To find out more, visit us at

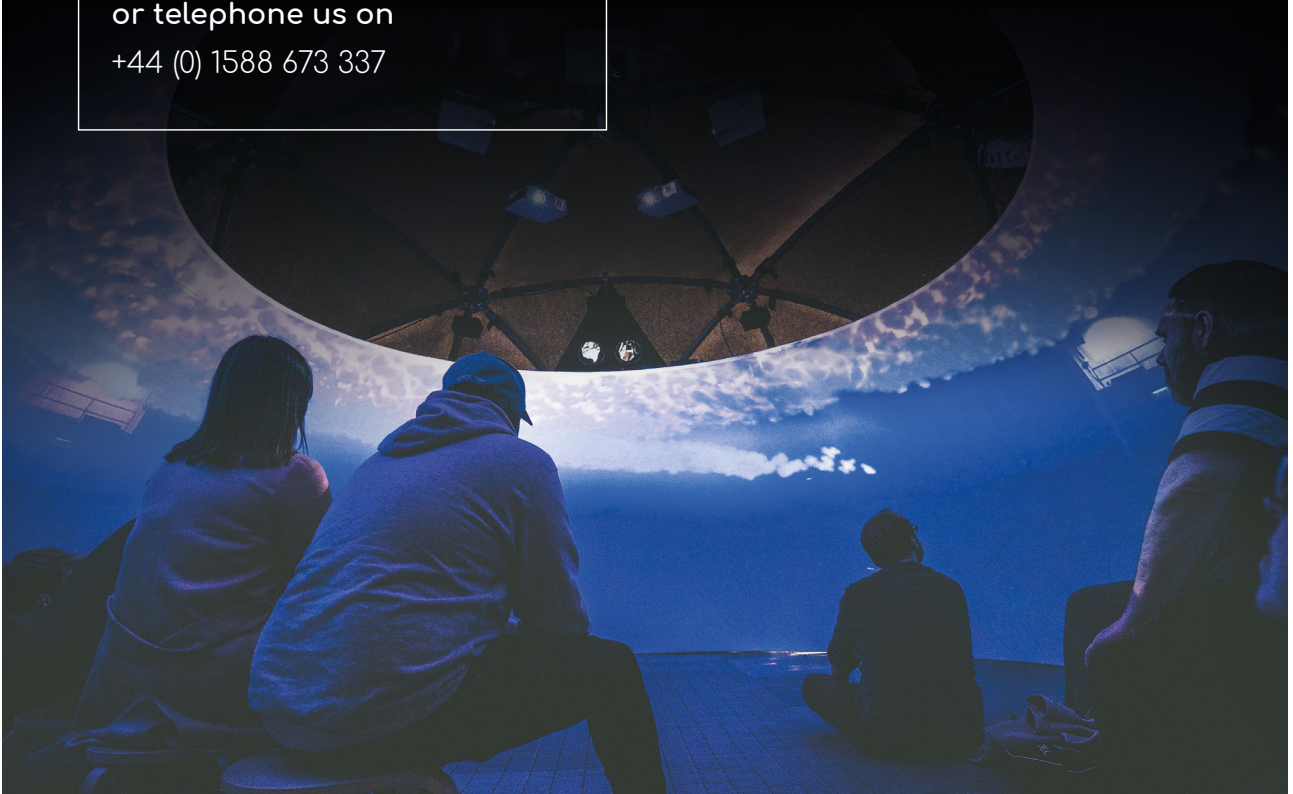
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Important. You MUST read this bit: All of the inspiration (and quite a few of the words) for this white paper came from a digital marketing agency called Conversion Rate Experts. Apparently they use proven scientific techniques to make marketing measurably more effective, and work for clients like Apple, Google, Facebook and Paypal. So we tend to hold a lot of store by what they say.