



A Virtual Reality Activity Based Around Cricket

We were tasked with handling the entire objective for the marketing activity. After lots of thinking and research, we decided the right solution was to create an interactive VR game based on cricket.

Since we were managing the entire objective, it meant the game had to be created and also deployed by us. The tech team and the 3D team worked hard to create the game from scratch, fine-tuning various aspects such as modelling, animation, and programming until it was fully ready for deployment.



ENTER THE GAME *Virtual Reality, Cricket, and Marketing*

Cricket is a sport that has seeped right onto the fabric of our country's culture and has become a part of our national identity. Our nation's cricket craze is at its peak during the IPL, also known as the Indian Premier League.

JBL is one of the sponsors of Delhi Capitals for this season. They wanted to run a marketing activity that was unique, engaging and fresh. It was eventually decided to run a marketing activity based around the core concepts of cricket and virtual reality, one of the fastest growing innovations in technology these days.

The word "virtual" has been in use since the mid-1400s; the term originally meant "being something in essence but not in fact". As the development of computers started, the word evolved to mean something that is created by software which does not exist in real life. Virtual reality, in essence, means a reality that has been constructed by a computer.

We came into the picture with the objective of creating an engaging and modern marketing activity for JBL based around virtual reality and India's favourite sport, with just the right mix of technology and marketing

Mechanics of the VR Game

The mechanics of the game were simple and fun - once you put on the VR headset, you enter a virtual stadium where your objective is to bat against a bowler until you're out or until a over is finished. The bat was controlled using a VR controller which was set up to look like a bat.

Deployed at DLF Cyberhub, Gurgaon

The game was deployed at a branded stall in DLF Cyberhub, Gurgaon. People were asked to walk on to an artificial set-up "pitch" and once the VR goggles were put on and a cricket bat shaped VR controller was handed to them, they were transported to a virtual stadium glorified with JBL branding and ready to play an action-packed over! The activity was a hit and was successful in creating a lot of engagement and excitement for JBL and Delhi Capitals

Highlights

- A complete VR game was created from scratch and deployed.
- Created an engaging marketing activity based around cricket and virtual reality for the client and deployed it successfully.
- As the entire concept was new and refreshing, it was shared heavily on social media by most people who participated, further driving engagement for the client.



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