



Immersive Experiences

New Technology driven opportunities for brands

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Better decisions, faster.



New routes to immersion

Meta Connect

At Meta's annual '[Connect](#)' conference, new product and service offerings were positioned [away from the Metaverse](#). The term has become somewhat unfashionable, [declining in global interest](#) since early 2022.

However, it is more of a shift of emphasis away from a separate reality and towards a range of more [immersive experiences](#). Many things can be immersive beyond VR, a good book being the classic example. This may include a VR video game and a more comprehensive range of meaningful interactions enabled by technology.

One of the more popular independent AI startups with [more monthly visits than Google Bard](#) is [character.ai](#), which delivers intelligent interactive [agents with different personalities](#).

Meta launched 28 AI Characters. They are essentially chatbots with purpose and personality. Many are played by celebrities such as [sports fan Bru](#), who is Tom Brady, or Paris Hilton's [Amber, a whodunnit detective](#).



The most popular of these is a dungeon master played by Snoop Dog. Role-playing games may prove more popular as AIs play skilled Dungeon Masters.

These characters will be available across the Meta messaging services: Instagram., Messenger, and WhatsApp, delivering mass-scale potential. Each will have their own FB and Insta profiles.

Meta will soon launch [characters for businesses and creators](#), enabling brands to develop their characters for consumers to interact. One early sector likely to benefit will be entertainment marketing, where viewers can interact with their favorite characters.

Immersive AI

Meta has made significant progress in [rendering lifelike avatars](#) of people beyond the cartoon avatars seen in recent years.



Mark Zuckerberg and Lex Fridman appeared in a [1-hour podcast](#) as 3D avatars. Despite being hundreds of miles from each other, they interacted at a virtual pace as if they were in the same room. We are finally scaling the other side of the [uncanny valley](#).

This technology is cutting-edge but will get cheaper. Those text interactions with chatbots may soon become meaningful, immersive, lifelike conversations.

Entertainment in VR environments is also evolving. Popular YouTube channel [Kurzgesagt](#) will release [VR edutainment](#) with Meta, starting with [Out of Scale](#).

We can also be immersed in creativity, but it is only the most talented that experience a '[flow state](#).' EMU is a new image generation tool [embedded in Meta's mass platforms](#). Free to use with a <5" rendering time, opening creative expression to all

The initial use case will be to create [custom stickers](#) in chats, but users will inevitably find new ways to express themselves with tools such as [Restyle and Backdrop](#).

Microsoft also seeks to scale image generation by providing [free early access to](#) the new [Dalle-3](#) launched last week. We can expect to see greater uptake in AI image creation as platforms compete to deliver free AI functionality on their platforms and devices to support user time and data permissions.

Brands increasingly need to consider utilizing these new capabilities to [deliver immersive experiences](#) that genuinely shift perceptions and associations.

An ever-larger canvas

Immersion is not just a virtual thing; it can be more powerful in physical environments. The past week saw the opening of the MSG Sphere in Las Vegas and the start of a month-long [residency by U2](#).

This is our [first sight](#) of the enormous interior curved screen that provides the backdrop to events and performances. At 15,000 square meters, it is the world's [largest and highest-resolution LED screen](#).



The outer screen is [3.5x larger](#) still. Together, they herald a new wave of [huge screens](#) being built in [stadiums](#), [event spaces](#), and [cinemas](#) around the world.

Advertising will be a significant source of revenue at the MSG Sphere. The [rate card for a one-day](#) advertising flight on the screen is USD 450,000. It is estimated that this will deliver 300,000 physical impressions but 4.4m through social media.

This illustrates the imperative for [highly creative, impactful, and meaningful ideas](#), as much of the value will come through the reflected experience shared through social channels or news coverage.

We won't only see [advertising and concerts](#) at the venue; the giant screen unlocks new experiences and use cases. [E-sports will be enabled](#) by immersive screens. It will be a centerpiece of the [F1 Grand Prix](#) in November.

[Brand events](#) will be spectacular, driving earned exposure around the world. Expanded runways in fashion and extraordinary car launches are being planned.

Understanding implications

The opportunity to create stories with creative thinking is scaling around the world.

Many new high-profile sites, such as the Outernet in London, have launched in recent years. Our client, John Lewis, was the first commercial brand to [advertise in an immersive environment](#). An MSG sphere is also planned for London alongside many [sites and screens](#).

Technologies such as [3D anamorphic video billboards](#), [digital light projections](#), or enormous [drone shows](#) have developed from one-off demonstrations to scalable opportunities in many markets in recent years.



Big ideas will still need activation support through paid media and influencer outreach; locality is also crucial; there are now [numerous sites in many cities](#) where we can create high-profile messages.

It doesn't have to be mega-scale to create a story. [Clever ideas](#) that connect brand and placement can spark conversations- providing a micro-moment of immersion. At the same time, [humor remains a powerful tool](#).

Brands have long sought to create a sense of awe, add to the environment, or deliver more meaningful and personalized interactions.

To be impactful, immersive experiences must be meaningful, expressing the brand's values, not using technology for its own sake. Decisions are also made on direct reach and the potential to amplify through media to differentiate.



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