

**SIGHT**

**SMELL**

**TOUCH**

**TASTE**

**HEARING**



Look out for various QR  
codes which you can scan  
to play a game of  
Guess The Jingle!

# Sense-ational Advertising

*A Sensory Experience*

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# ADVERTISING: IMMERSIVE ADS FOR THE FUTURE

By Stuti Mehta



Hey there, readers! Are you ready for a wild ride into the world of advertising and augmented reality? Buckle up because we're about to dive into the fascinating world of multisensory advertising and how it's changing the game.

First things first, let's talk about what augmented reality is. Augmented reality (AR) is the integration of digital information with the user's physical environment in real-time. It allows users to interact with a virtual world that is superimposed onto the real world. Think of it like a digital layer on top of reality. But how does this apply to advertising, you ask?

Augmented reality is taking the world by storm, and advertisers are jumping on the bandwagon to create next-level experiences for consumers. With the power of AR, brands can create multisensory experiences that engage consumers in unique and exciting ways. By stimulating multiple senses like sight, sound, and touch, they can create immersive experiences that leave a lasting impression on their audience. Gone are the days of boring static ads; now, brands can create exciting and unforgettable experiences that capture their audience's attention and keep them coming back for more. With AR, the possibilities are endless, and advertisers are just getting started.

## Consumer Reactions

The latest AR technology in advertising is shaking up the industry and transforming the way consumers interact with brands. By creating immersive and multisensory experiences, AR is having a powerful impact on consumer behavior.





According to a study by the Harvard Business Review, multisensory experiences have been shown to increase positive emotions, engagement, and memory recall in consumers. With AR, consumers can interact with virtual objects in the real world, creating a memorable and engaging experience that leaves a lasting impression. By using AR in their advertising campaigns, brands are able to build stronger connections with their audience, increase brand awareness, and drive sales. From location-based experiences to gamification and mixed reality, the possibilities are endless.

With the power of AR, brands can create unique and unforgettable experiences that capture consumers' attention and drive them to take action.

So buckle up and get ready for the ride, because AR in advertising is changing the game and transforming the way we think about marketing.

So, what are some of the latest trends in AR advertising?

One trend that we're seeing is the use of gamification. Brands are creating interactive games that incorporate their products or services as part of the gameplay. By making the experience fun and engaging, consumers are more likely to remember the brand and consider it in the future.

But what about the future of AR advertising?

The answer lies in mixed reality (MR). MR combines elements of both virtual reality (VR) and AR to create a fully immersive experience.

With MR, users can interact with virtual objects as if they were in the real world, creating an even more engaging and memorable experience.

Now, let's take a look at some examples of brands using AR in their advertising campaigns.

In 2023, Tiffany & Co. launched a campaign to promote their new lock bracelets using augmented reality. By scanning a QR code, customers could unlock a virtual experience that allowed them to try on the bracelets and see how they would look on their wrist. This campaign not only created an engaging experience for customers but also drove sales for the brand.

Another example is Lenovo's reality-mixing ad campaign. In this campaign, Lenovo used AR to unleash digital art on real cities, creating a unique and memorable experience for consumers. By incorporating the brand's products into the artwork, Lenovo was able to increase brand awareness and drive sales.

Lastly, Tripadvisor used street art and augmented reality to promote San Diego. By creating virtual experiences tied to specific locations throughout the city, Tripadvisor was able to drive tourism and increase brand awareness for the city. This campaign not only created an engaging experience for tourists but also showcased the potential of AR in the tourism industry.

In conclusion, augmented reality and multisensory advertising are changing the game for brands. By creating engaging and memorable experiences, brands can increase brand awareness, drive sales, and build brand loyalty. With the rise of mixed reality, the possibilities for AR advertising are endless. So, the next time you see an AR ad, be prepared for an immersive and unforgettable experience.



# FROM RADIO JINGLES TO PODCASTS: HOW DID AUDIO ADVERTISING IN INDIA EVOLVE?

By Vanshika Agarwalla



02

Audio advertising has been an integral part of the Indian advertising industry for a long time. The medium has evolved significantly over the years, with new technologies and platforms enabling advertisers to reach a wider audience than ever before.

## Radio Advertising

Radio was one of the earliest forms of audio advertising in India. The first radio station was set up in Mumbai in 1927, and by the 1930s, radio had become a popular medium for advertising. It is prevalent in the rural regions of the country where TV and other technology are not easily accessible. Companies used to sponsor programs and broadcast their advertisements during the program. Jingles have always constituted a central part of radio. A jingle is a short, catchy tune that is used to promote a product or service. Jingles are often accompanied by a tagline, which is a memorable phrase that is associated with the brand. For instance, the iconic jingle "Vicco Turmeric, Nahi Cosmetic" was first aired on radio in the 1950s and is still remembered today.

With the increased popularity of entertainment shows on radio channels, the importance of Radio Jockeys increased substantially. They were now seen as influencers and became famous across social media channels. RJ Malishka and RJ Naved are a few widely known names in this field.







## Television Advertising

Television advertising brought about a new era of audio advertising in India. With the introduction of cable TV, advertisers could reach a wider audience than ever before. The advent of satellite TV in the 1990s made it even easier for advertisers to reach a specific target audience. Television advertising was particularly effective in reaching the urban population, which had a higher disposable income and was more likely to purchase products advertised on TV.

One of the most memorable television advertisements from the 1990s is the "Hamara Bajaj" ad campaign by Bajaj Auto. The catchy jingle "Buland Bharat ki buland tasveer, Hamara Bajaj, Hamara Bajaj" became an instant hit and is still remembered fondly by many. These jingles turned into a brand logo and soon became an identifying factor for the brand. The iconic Nokia tune is an example of a jingle acting as a

brand logo.

## Digital Audio Advertising

The early 2000s saw the rise of digital audio advertising in India. With the increasing penetration of the internet, advertisers started exploring the potential of digital audio platforms. One of the earliest forms of digital audio advertising was banner ads on websites, which were accompanied by audio advertisements.

However, the real growth of digital audio advertising in India started with the introduction of music streaming apps. Music streaming apps like Saavn, Gaana, and Wynk Music became extremely popular in India in the mid-2010s. These apps allowed users to stream music for free or at a nominal cost. Advertisers quickly realised the potential of these platforms to reach a young and engaged audience. For instance, in 2019, Coca-Cola launched a campaign called "Coca-Cola Diwali" on

Gaana. The campaign featured a new song by Tony Kakkar, which was exclusively available on Gaana. The song was accompanied by a short audio ad by Coca-Cola, which encouraged listeners to share the song with their loved ones and celebrate Diwali with Coca-Cola.

McDonald's introduced its own unique form of audio advertising to reach its millennial audience. It created the ListenIn app that allows users to see the most listened-to songs among their Facebook friends.

## Podcast Advertising

In recent years, podcast advertising has emerged as a new and exciting form of audio advertising in India. Podcasts are gaining popularity in India, and advertisers are starting to take notice. Podcasts offer a unique opportunity for advertisers to reach a highly engaged audience.

One of the earliest examples of podcast advertising in India was the "IBM Developer Podcast." In 2017, IBM India launched a podcast aimed at software developers in India. The podcast featured interviews with experts in the field and discussions on various topics related to software development. IBM sponsored the podcast, and the company's logo was prominently displayed on the podcast's website.

In recent times, influencers and brands have converted brand podcasts into story-telling and more engaging and fun content to relate to the consumers. #Lipstories by Sephora is a podcast that has a rotating cast of guests that indulge in a fun, relaxed and honest conversation around positive self-image and confidence.

# LOVE LANGUAGE FOR A MARKETER IN 2023: TOUCH MARKETING

By Khushi Dani

03



In the competitive world of love, brands are always looking for innovative ways to find some for the products and services that they have to offer for the consumers. A really intriguing love language approach that has proved effective recently in the past and has a potential to improve in the future is touch marketing, which uses tactile experiences to engage consumers and drive sales. Studies have shown that impulse purchase probabilities increase by 62% when people touch and feel the product. From haptic technology to interactive installations, brands are finding creative ways to use touch to connect with their audiences.







## Use of Haptic Technology for Marketing

An exciting development in touch marketing is the use of haptic technology. Haptic feedback involves the use of touch and vibration to create an immersive experience for the user. Brands are using haptic technology in a variety of ways, from wearable devices to interactive installations on the streets and in your phones.

One notable example is the “Tummy Translator App” campaign by Dominos’, which used haptic feedback to detect the sounds and movements in the customer’s stomach. The haptic device would then translate these sounds into different pizza orders, such as pepperoni or vegetarian. The campaign was designed to show how Domino’s understands its customers’ needs and wants, and

how it is always looking for innovative ways to serve them better.

## Relevance of Packaging and Product Design in Tactile Marketing

The first point of contact that the customers have with a product is via its packaging design, which makes it a crucial branding element. Brands have been leveraging the power of touch in packaging design to create more engaging and memorable experiences for consumers.

A brand that constantly evolves and experiments with marketing strategy, Coca-Cola serves as an example for good packaging design. They launched a new line of cans with a tactile design. The cans featured a unique texture that was meant to evoke the feeling of

bubbles and fizz, creating a more immersive and sensory experience for consumers.

Design also solves problems for the disabled, making the brand accessible to a wider audience. Microsoft designed an adaptable gaming controller that was simpler to use for children with physical limitations, including touchpads and brightly colored buttons for the visually impaired. Additionally, players could also provide feedback, asking for more customizations.

## Touch Marketing in an Indian Context

In India, touch marketing has a long history, dating back to the traditional bazaar culture where consumers would not trust a product without feeling it in the physical realm. The demand for this tactile experience, even after the accelerating presence of digital and the ushering wave of COVID-19 pandemic for two years, is considered as an important part of the buying process, as it allows consumers to assess the quality of the product.

Apple understood this really well and became the pioneer for touch marketing in the technology sector by letting potential customers experience their product in their stores way back.

## The Long Distance Relationship: Adaption of Tactile Marketing to Digital

With the age of procrastination dominating the world and majorly even the onset of the COVID-19 pandemic, tactile marketing also found a way to adapt and take over e-commerce and digital platforms.

Trends of adaptation to digital:





## Augmented Reality (AR) and Virtual Reality (VR) experiences

Brands are now leveraging AR and VR technologies to create immersive and interactive experiences for consumers that allow them to touch and feel products in a virtual environment. For example, Pepperfry has recently started making use of AR/VR tech that allows customers to visualize furniture in their homes before making a purchase. The app uses the phone's camera to create a 3D model of the room and allows customers to place furniture in the virtual space to see how it will look.

## Incorporating tactile features digitally

The COVID-19 pandemic has

accelerated the adoption of digital channels in India, and this has further fueled the evolution of tactile marketing to digital platforms. Brands are also incorporating tactile elements into their digital marketing campaigns, such as using tactile textures in their website design, incorporating tactile elements into digital ads, and creating interactive touchpoints in their social media campaigns.

BMW's website features high-quality images of their cars with a 3D effect that creates the illusion of depth and texture, inviting visitors to touch and explore the cars virtually. KFC created a scratch-and-sniff ad that released the scent of fried chicken when the viewer scratched the surface of the ad. This unique approach to advertising appealed to viewers' sense of smell and helped to create

sense of smell and helped to create a stronger emotional connection with the brand.

In conclusion, touch marketing is an exciting nuance marketers use to find their brands the love they deserve in the world of marketing. Brands are finding innovative ways to use touch and other senses to create a lasting relationship with the consumers. While a tactile experience can be powerful, it is important to ensure that it is accessible and inclusive for all consumers. Brands should also be mindful of cultural differences and sensitivities when designing touch marketing campaigns.

In the end, touch marketing offers brands a powerful way to create memorable experiences that engage all of the senses. As touch marketing continues to evolve and grow, it will be exciting to see how brands use these tactics to drive sales and build lasting relationships with their audiences.

04



# "BEYOND SIGHT AND SOUND: THE MULTISENSORY WORLD OF DIGITAL MARKETING"

By Stuti Mehta



Have you ever heard of the concept of multisensory marketing? It's all about creating immersive digital experiences that engage not only our eyes and ears, but also our other senses like touch, smell, and taste. In today's fast-paced digital world, brands are constantly finding new and innovative ways to engage with their audiences through these multisensory factors. Let's dive in and explore some of the latest trends in this exciting and ever-evolving field.

05





audience

## Conversational e Commerce

Conversational commerce is another multisensory experience that's becoming increasingly popular. By using text, voice, and chatbot technology, brands can create interactive experiences that engage multiple senses and immerse consumers in their products or services. From the sound of a product being used to the scent of a perfume, conversational commerce opens up a whole new world of multisensory advertising opportunities.

Car24 generates 1/3 of its sales through conversational commerce, allowing customers to interact with the brand through messaging apps and chatbots. And it's not just about making sales – 360 Mall in Kuwait acts as a virtual assistant, pinging customers with alerts and answering their questions in real-time, creating a more immersive shopping experience.

## Metaverse

One buzzword you may have heard in recent years is the metaverse. It's a digital world where users can engage in immersive experiences through virtual and augmented reality.

By creating virtual spaces, brands can fully immerse customers in their products and offer a unique experience that stands out. It's a powerful way to make an impact in the digital space and engage with customers in a whole new way.

Luxury brand Gucci recently made waves in the metaverse with Gucci Town, a permanent space hosted by the online gaming platform Roblox. Here, users can engage with Gucci products and experiences in a unique and immersive way.

## Vocktails

Have you ever heard of a "vocktail"? It's the latest trend in augmented reality advertising, where virtual cocktails are brought to life in real-time using AR technology. Brands are using this unique approach to create interactive experiences that engage consumers in fun and exciting ways. For example, the "Vocktails & Virtual Views" campaign by Bombay Sapphire allowed customers to scan a QR code and unlock a virtual experience where they could mix their own cocktails and enjoy a stunning 360-degree view of a city skyline. Vocktails are a perfect example of how AR is changing the game for advertisers, allowing them to create unique and memorable experiences that leave a lasting impression on their

## Haptic Gloves

But what about touch? Haptic glove technology is a game-changer when it comes to creating multisensory experiences. Imagine feeling the texture of a product you're browsing on your computer screen or feeling the vibration of your phone as you scroll through an ad. By adding a tactile element to digital experiences, brands can create a deeper connection with their audience and leave a lasting impression. Haptic technology allows for a more immersive and engaging experience, making it a powerful tool for brands looking to stand out in the crowded digital space.

Porsche recently teamed up with Zerolight and Ultrahaptics to create an interactive, haptic advertising format. Users can customize a Porsche Cayenne Turbo and interact with the model





evolving, and multisensory experiences are becoming the norm. From virtual reality to haptic technology, brands are finding new ways to connect with their audience and create immersive experiences. It's not just about selling a product, but also about creating a memorable experience that customers will never forget.

And the best part? We've only scratched the surface of what's possible. As technology advances, we can expect to see even more innovative and exciting ways for brands to use multisensory experiences in their marketing campaigns.

For instance, have you heard of taste-enabled digital experiences? Researchers are already working on technology that can simulate different tastes by using electrical currents to stimulate the tongue. Imagine being able to taste your favorite dish or drink without actually consuming it. It might sound like science fiction, but it's closer to reality than you think.

And what about telepresence? With the pandemic changing the way we work and interact, telepresence technology is becoming more popular. It allows users to feel like they're in the same room as someone else, even if they're miles apart. We can expect to see more brands using telepresence technology to create unique and immersive experiences.

In conclusion, multisensory experiences are changing the game for brands. With technology advancing at an unprecedented pace, we can expect to see even more innovative and exciting ways for brands to use multisensory experiences to connect with their audience. So buckle up, folks, the future of digital marketing is going to be one wild ride!

through mid-air haptic cues, delivered through bare hands, without the need for gloves.

### Olfactory Virtual Reality

And let's not forget about the power of virtual reality. Olfactory virtual reality is a new and exciting trend, creating multisensory experiences that are truly immersive. With multisensory advertising in the digital space, brands can create an immersive experience that stimulates all of the senses, including smell. Olfactory virtual reality is a game-changer for advertisers, as it offers a unique way to connect with consumers on an emotional level, leaving a lasting impression that traditional advertising methods simply can't match. Get ready to sniff out the competition! With the use of a VR headset and a scent

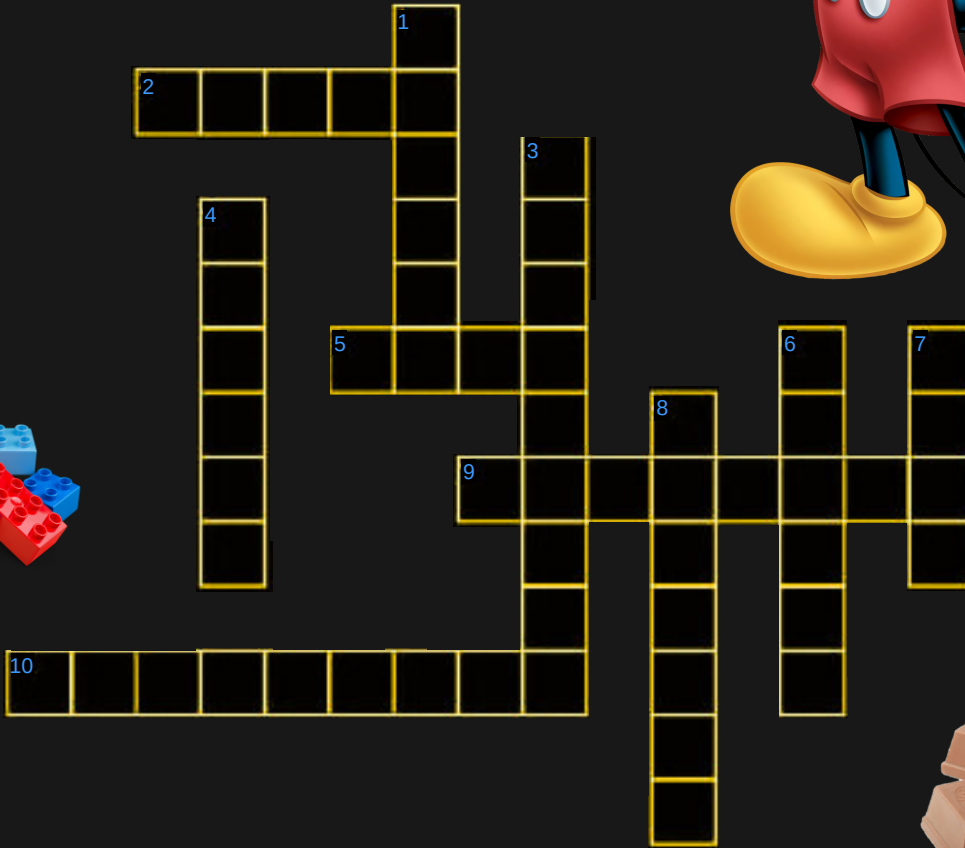
diffuser, users can experience scents in a virtual environment, creating an experience that's both unique and unforgettable.

Some examples of brands using olfactory virtual reality for advertising include Nestlé's KitKat, which created a virtual reality experience that combined sight, sound, and smell to enhance the taste of the chocolate bar. Another example is Air Wick's "Virtual Fish Tank," which allowed consumers to experience the scent of the ocean while watching a digital fish tank. These experiences not only engage the senses but also leave a lasting impression on consumers, making them more likely to remember the brand and consider purchasing their products in the future.

### FUN-TASTIC FUTURE

The digital space is continuously

# CROSSWORD



## Across

- 2. Which brand was founded by Steve Jobs?
- 5. What brand consists of plastic building blocks used as toys?
- 9. What brand is founded by Mark Zuckerberg?
- 10. What brand has a mermaid shown on the logo?

## Down

- 1. Name the brand that made KitKat.

- 3. Which brand advertises the 'Happy Meal'?
- 4. Name the brand that invented the character Mickey Mouse.
- 6. What is the biggest search engine on the internet?
- 7. Which brand uses the slogan "Just Do It"?
- 8. What brand provides popular TV shows and movies that are accessible to watch through the internet?

# "SNIFF SNIFF! I SMELL A BRAND"

By Khushi Dani

06



Smell marketing, or scent marketing, is the use of specific scents to influence consumer behavior and decision-making. The practice has been gaining traction in recent years, and companies across various sectors are utilizing it to enhance their marketing campaigns. In this article, we will explore the impact of smell marketing on various industries, and the evolution of digital marketing and its adaptation to smell marketing.







## Impact of Smell Marketing in Various Industries

Smell marketing has been utilized by a wide range of industries, from retail to hospitality. One of the most significant impacts of smell marketing is the creation of a sensory experience for customers. By creating a specific scent environment, businesses can create a memorable experience for their customers, which can lead to increased loyalty and repeat business.

### Hospitality Industry

The main objective in hospitality is for the customers to feel the warmth and comfort in a foreign place that's not home.

Westin Hotels & Resorts introduced a signature scent called "White Tea" in 2005. The scent was incorporated into the hotel's lobby, rooms, and spa, and was designed to create a sense of

relaxation and well-being for guests. The scent became so popular that the hotel began selling candles and diffusers featuring the scent, which became a new revenue stream for the brand.

To bring out the uniqueness in its atmosphere, Hyatt-owned Andaz Hotels & Resorts teamed up with The Society of Scent to develop distinctive aromas for each of its properties to evoke a feeling of location and individuality.

### Travel and Tourism Industry

One example of a company that has successfully implemented smell marketing is Singapore Airlines. In 2018, the airline introduced a signature scent called "Stefan Floridian Waters" to its planes, lounges, and hot towels. The scent was designed to create a calming atmosphere for passengers, and the airline reported an increase in positive customer feedback and satisfaction. The Singapore Tourism Board created a scent

marketing campaign to promote the country's tourism industry. The board worked with scent experts to create a signature scent called "Singapore Memories." The scent was infused into scratch-and-sniff postcards, which were distributed to tourists. The campaign was a success, with the board reporting an increase in tourist arrivals and a boost in social media engagement.

### Food Industry

Brands have long understood the power of smell in creating brand associations. The smell of freshly baked bread or sizzling bacon can create a craving in customers and increase the likelihood of them making a purchase.

One brand that has leveraged smell marketing in its campaigns is Dunkin' Donuts. In 2019, the brand introduced a limited-time offer of "Snackin' Bacon," which was a bag of eight half-strips of bacon. To promote the product, the brand created a billboard that emitted the smell of bacon when a button was pressed. The campaign was a success, with the brand reporting an increase in sales and a boost in social media engagement.

Another brand that has used smell marketing to create brand associations is KFC. In 2019, the brand introduced a fried chicken-scented fire log, which was sold at select retailers across the US. The log was designed to create a sense of nostalgia and comfort for customers, and it sold out within hours of its release.

Similarly, brands like Domino's, Starbucks, Maggi, have a distinct smell that they emphasize on in their communication.

Abercrombie & Fitch, a clothing brand, is known for its signature scent, "Fierce." The brand's stores are scented with the cologne, and it's also sprayed on the clothing. The scent has become so synonymous with the brand that customers can recognize it even outside the store. The success of the scent has led the brand to expand its fragrance line and create more signature scents.



# Conclusion

07



Smell marketing is a powerful tool in creating an emotional connection with customers. By utilizing specific scents, businesses can create a memorable experience for their customers, which can lead to increased loyalty and repeat business. The impact of smell marketing is evident across various industries, from retail to hospitality. Businesses can leverage scent marketing to create a unique and unforgettable experience for their customers, which can lead to increased loyalty, repeat business, and brand recognition.



# " BEYOND FOOD AND BEVERAGE: HOW BRANDS USE TASTE ADVERTISING TO CREATE A SENSORY EXPERIENCE "

By Vanshika Agarwalla

Taste advertising is a type of sensory marketing that appeals to the consumer's sense of taste. It involves using language that evokes taste sensations to describe a product, service, or brand in advertising and marketing campaigns.

Taste advertising is commonly associated with food and beverage brands, which use descriptors like sweet, sour, salty, and savoury to promote their products. However, non-food and non-beverage brands have also started using taste advertising to create a sensory experience for the consumer and stand out in a crowded market.

By using taste advertising, brands aim to create an emotional connection with the consumer, evoking positive feelings and associations with the product or brand. This approach can help differentiate a product or brand from its competitors and make it more memorable and appealing to consumers.

In addition to language, taste advertising can also include visual and auditory elements that appeal to the consumer's sense of taste, such as colourful imagery or sounds that resemble a particular taste sensation.

Let's look at a few examples of brands outside the food and beverage segment that have used taste advertising in their language-



### Perfume Brands

Perfume brands have been using taste advertising to market their fragrances for decades. Fragrances are often described in terms of taste, such as sweet, spicy, or fruity. The use of taste descriptors in perfume advertising appeals to the consumer's sense of taste and helps them imagine what the fragrance will smell like.

For example, the perfume brand, Chanel, describes its Chance Eau Vive fragrance as having "notes of grapefruit and blood orange, combined with jasmine and white musk." This taste advertising strategy helps consumers imagine the sweet and citrusy scent of the perfume.

### Car Brands

Car brands have also started using taste advertising to market their vehicles. Car brands use taste advertising to evoke emotions and create a sensory experience for consumers. For example, BMW's advertising campaign for their new 8 Series car uses taste advertising by describing the car's features as "spicy" and "tangy." The advertising campaign uses phrases like "spicy new design" and "tangy driving experience" to appeal to the consumer's sense of taste and create an emotional connection with the product.

### Technology Brands

Technology brands have also started using taste advertising to market their products. In the digital age, technology brands are always looking for new and innovative ways to connect with consumers. Taste advertising can help technology brands create a sensory experience for the consumer and stand out in a crowded market.

For example, the technology brand Apple uses taste advertising to describe the features of its products. Apple's iPhone advertisements use phrases like "sweet, juicy apps" and "refreshing user interface" to appeal to the consumer's sense of taste and create a sensory experience.



### Fashion Brands

Fashion brands have also started using taste advertising to market their products. Fashion brands use taste advertising to describe the style and feel of their clothing, accessories, and fragrances. Taste advertising can help fashion brands create a sensory experience for the consumer and stand out in a competitive market.

For example, the fashion brand Gucci describes its fragrances as having "taste notes" and "flavorful accords." This taste advertising strategy appeals to the consumer's sense of taste and helps them imagine what the fragrance will smell like.

While these brands have used taste advertising in their language and visuals, there are a few brands that took 'taste' in the literal sense to advertise their products that are not part of the food and beverage segment.

### Chanel

Chanel, a popular luxury fashion and lifestyle brand, used taste advertising in the most fun and quirky way. They set up pop-up stalls that read 'Hot Coco' cleverly named after their renowned designer Coco Chanel. The luxury creamy flavour of the drink was in-line with the luxurious nature of the product. The sweet and warm gesture by the brand was a treat for the cold winters and helped garner consumer attention in the most fun way.

### Audi

Audi, a luxury car brand, used taste advertising in a Super Bowl commercial. The ad featured an astronaut who tasted a can of a new energy drink and was transported on a wild ride through space. The taste of the energy drink was the catalyst for the ad's plot, demonstrating how taste can be used to create an emotional connection with the consumer.



# SEEING IS BELIEVING: THE BENEFITS OF VR ADVERTISING IN TRAVEL AND TOURISM

By Swati Varsha



Virtual Reality (VR) has revolutionized the way people interact with technology, allowing users to experience a new level of immersion and engagement. With the growth of VR technology, businesses are increasingly leveraging the power of VR to advertise their products and services, especially in the travel and tourism industry. VR offers the unique opportunity to transport potential customers to destinations they have never been to, providing a powerful tool for marketers to showcase their offerings. This article will explore the role of VR in travel and tourism advertising, its benefits, and its potential impact on the industry.



Secondly, VR can help travel and tourism companies stand out from the competition. With so many options available, it can be challenging for companies to differentiate themselves. VR provides a unique and engaging way to showcase a destination or experience, giving potential customers a memorable experience that they are unlikely to forget.

Finally, VR can help companies save on marketing costs. Traditional marketing methods, such as print and television ads, can be expensive, and it can be challenging to track their effectiveness. With VR, companies can create immersive experiences that can be shared online, making them more accessible and cost-effective.

One excellent example of travel experience

and tourism advertising via VR is Marriott International's "VR Postcards" campaign. This campaign allowed users to destinations around the world through VR technology, providing a unique and engaging way to showcase Marriott's properties. Users could explore different destinations, such as Maui, London, and Chile, and experience them as if they were there. The campaign was a huge success, with over 100,000 downloads of the VR Postcards app and high engagement rates.

Another example of VR in travel and tourism advertising is Thomas Cook's "Try Before You Fly" campaign. This campaign allowed users to experience different holiday activities through VR, such as scuba diving and hot air ballooning. The campaign was a huge success, generating over 500,000 views on YouTube and

helping to increase bookings for Thomas Cook's activities. The potential impact of VR on the travel and tourism industry is significant. With VR, potential customers can experience destinations and activities in a way that was previously impossible, making it easier for them to make informed decisions about their travel plans. This experience can help increase bookings and revenue for travel and tourism companies, especially for destinations that are not as well-known or require a higher level of investment. Furthermore, VR can help companies reduce the environmental impact of travel. With VR, potential customers can experience a destination without physically traveling there, reducing the carbon emissions associated with air travel. This reduction in environmental impact can help travel and tourism companies to become more sustainable and responsible.

In conclusion, VR has the potential to revolutionize the way travel and tourism companies advertise their products and services. VR offers a unique and engaging way to showcase destinations and experiences, allowing potential customers to experience them before making a booking. VR also offers cost savings and a way to differentiate from competitors. With its ability to transport users to different places and reduce the environmental impact of travel, VR has the potential to transform the travel and tourism industry for the better.

- Answers for guess the jingle:
1. Titan
  2. Idea
  3. Airtel
  4. Vodafone
  5. Frooti
  6. McDonalds
  7. Nescafe
  8. Ghadi Detergent



# STANDING OUT IN A SEA OF VISUAL POLLUTION: HOW TO CREATE EFFECTIVE MARKETING CAMPAIGNS

By Swati Varsha

Advertising is an essential tool for businesses to communicate with their target audience, generate leads and drive sales. However, the sheer volume of ads in today's world has led to visual advertising pollution, where ads have become ubiquitous, intrusive and, in many cases, irritating.

Visual advertising pollution is not limited to the digital world, but it has also become a problem in the offline sector, with billboards, posters and other forms of advertising creating clutter and visual noise that can be overwhelming for consumers. The problem has become more significant in recent years as businesses have started using emerging technologies like virtual reality (VR) to promote their products and services.





In March 2022, fast-food chain Wendy's launched Wendyverse, a virtual restaurant on Meta's Horizon World's Platform. Visitors to Wendyverse can interact with friends, play games like basketball and find easter eggs that include surprises like free food. While the move was praised by some as an innovative marketing campaign, others argued that it was yet another example of visual advertising pollution in the digital world.

Similarly, high-end fashion house Gucci recently launched Gucci Town, a virtual world within the Roblox metaverse. Players can explore the town, learn about the house's history, and connect with other people in the game. When users wear the clothing they've purchased, they can spark conversations with others that are curious about the unique items and are inspired to visit and discover what the town has to offer.

While the use of virtual worlds and metaverse platforms like Meta and Roblox can be an effective way for businesses to connect with their target audience, it also poses a risk of adding to the visual pollution problem. The constant bombardment of ads and promotions can be overwhelming for consumers and can lead to a negative experience.

Moreover, the use of emerging technologies like VR can also be exclusionary, as not everyone has access to the necessary equipment to participate in these experiences. This can lead to a digital divide, where some consumers are left out of the conversation entirely.

To address the issue of visual advertising pollution, businesses must take a more strategic approach to their marketing campaigns. Rather than bombarding consumers with ads at every opportunity, they should focus on creating engaging and relevant content that provides value to the audience.

In the offline sector, businesses should focus on creating well-designed ads that complement the surrounding environment rather than detracting from it. For example, billboards and posters should be placed in areas where they won't obstruct the view or create visual clutter.

In the digital world, businesses should focus on creating targeted ads that are relevant to the audience's interests and needs. Personalized ads that use data and analytics to understand the audience's preferences can be a more effective way to engage with consumers without adding to the visual pollution problem.

In conclusion, visual advertising pollution is a growing problem in both the digital and offline sectors, and it's essential for businesses to take a more strategic approach to their marketing campaigns. By focusing on creating engaging and relevant content, businesses can create a positive brand experience for their target audience while avoiding the negative effects of visual pollution. The use of emerging technologies like VR can be effective but should be approached with caution to avoid exclusionary and overwhelming experiences for consumers.





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