Interactive & Immersive Virtual Activations Gallery

This project investigates how immersive technologies can enhance experiential marketing through interactive AR and VR. Drawing upon user-centred design principles and industry research, it explores spatial computing's role in delivering authentically engaging brand experiences.

Tools:

*3D models designed and developed by GPJ UK Creative Team

Keywords:
#Augmented Reality #Virtual Reality #Human-Computer Interaction #Spatial Computing #Experiential Marketing

Website:
https://canacechen.com/gpjactivationsgallery.html

IBM COP28 Booth

COP28   Digital+Analogue

decks, including the main attractor and ac
and presnetation area, and multiple loung
to promote IBM as a tech leader in sustainability. Drive
role in sustainability and pipeline for IBM sustainability
offerings.

Research

91%

EventTrack found that 91% of consumers report having more positive feelings about a brand after participating in immersive and interactive experiences.

Grand View Research's study indicates that the global AR in retail market size was valued at USD 3.76 billion in 2022, with expectations for robust growth at a compound annual growth rate (CAGR) of over 47% from 2023 to 2030.

3.76 billion

84%

A Bizzabo survey found that 84% of event planners are investing in emerging technologies like AR/VR to create personalised, memorable experiences.

By developing a past activation collection on Apple Vision Pro, we harness a spatial computing device to deliver deeply immersive and interactive experiences. Instead of relying on traditional 2D media to showcase past events, this approach leverages mixed reality environments where users can intuitively explore, engage, and interact with the content (Apple, 2023).

This approach not only differentiates our offering in a competitive market but also aligns with evolving industry trends where brands continually demand memorable, authentic experience through utilising cutting-edge technologies (BCG 2021). Ultimately, this app amplifies the storytelling potential of experiential marketing, delivering a more meaningful connection between clients and the creative capabilities behind each activation.

Purpose

This app immersively showcases the company's past activations, letting users explore and interact with projects through a gallery, detailed miniature models, or full-scale virtual experiences. Designed for both self-guided and client presentations, it highlights our experiential marketing expertise and capabilities.
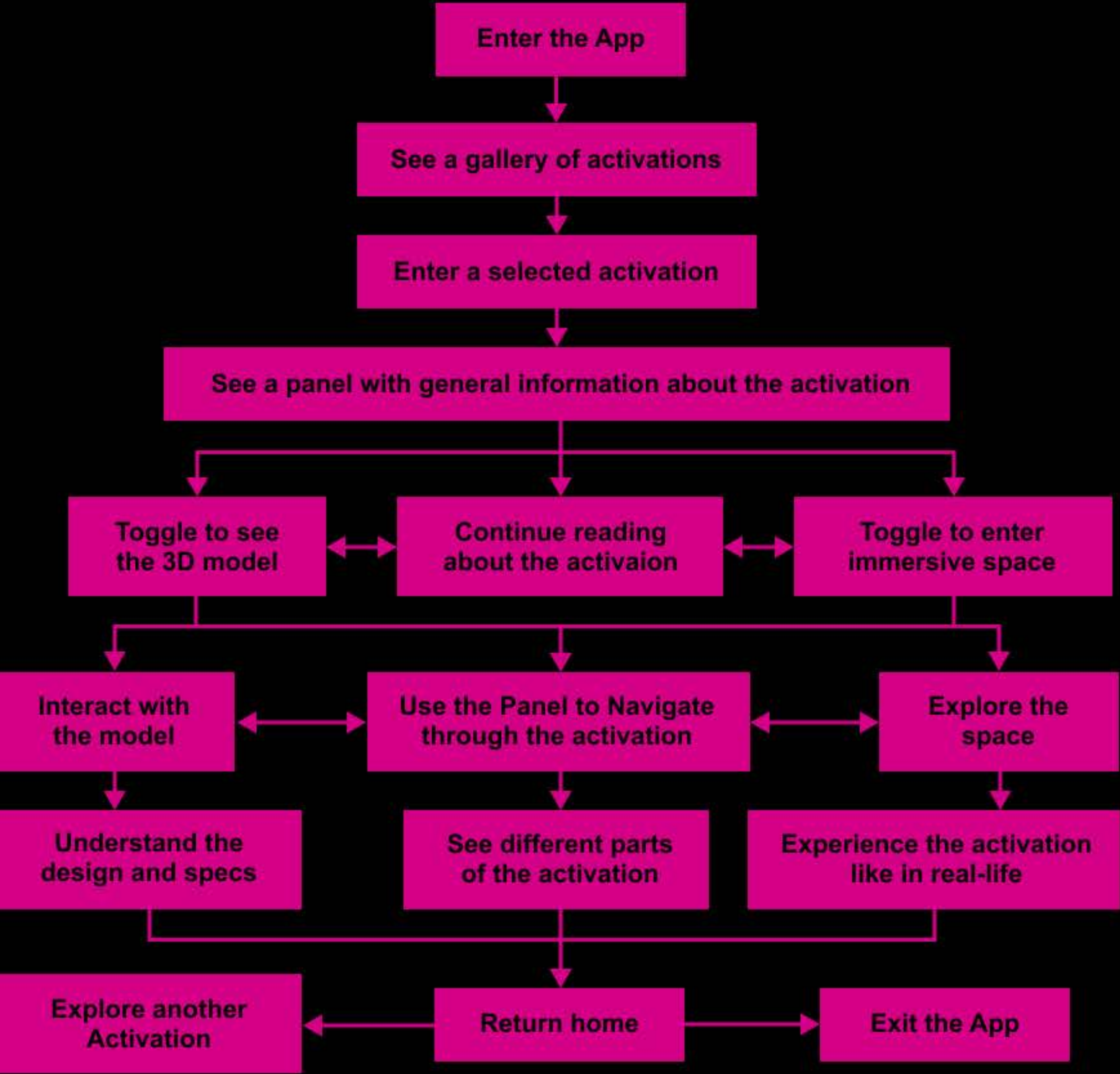
Functionalities

- Gallery of Activations: A visual catalogue of all past activations.
- Guided Tour: Providing insights on each activation interactively.
- Interactive Miniatures: Explore miniature models for better understanding.
- Immersive Activation Experience: Virtually enter life-size activations for an authentic experience.
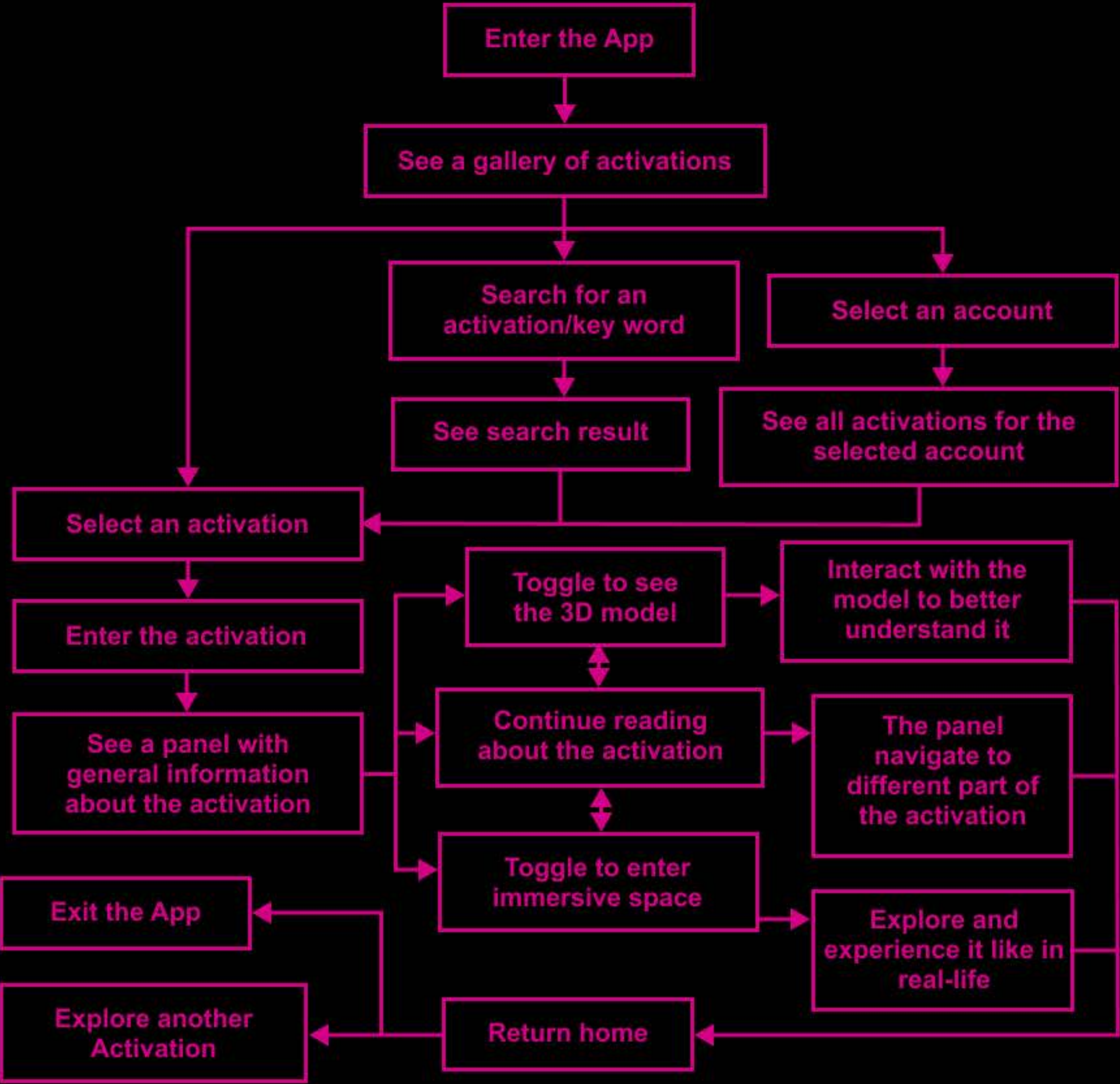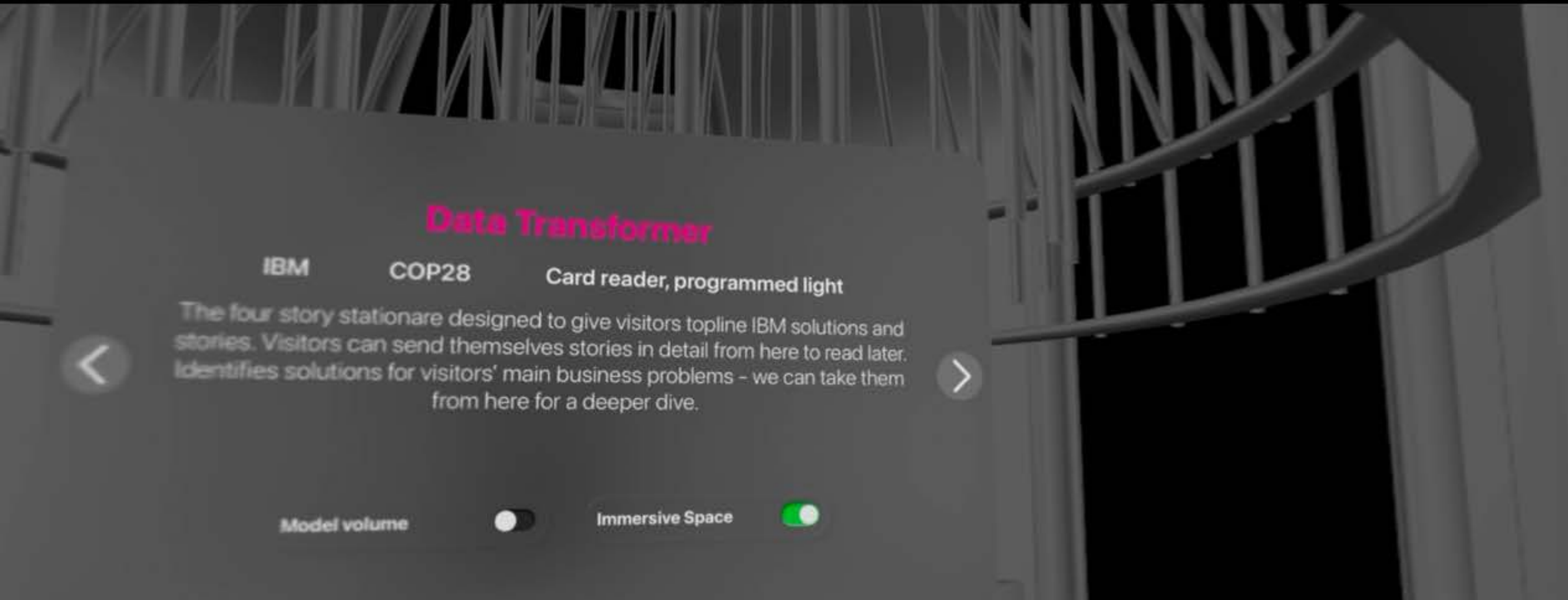- Activation Explanations: Detailed information about each activation.

User Journey

Client Experience

Enter the App

↓

See a gallery of activations

↓

Enter a selected activation

↓

See a panel with general information about the activation

Toggle to see the 3D model ↔ Continue reading about the activaion ↔ Toggle to enter immersive space

Interact with the model ↔ Use the Panel to Navigate through the activation ↔ Explore the space

Understand the design and specs | See different parts of the activation | Experience the activation like in real-life

Explore another Activation ← Return home ← Exit the App

Self-guided Experience

Enter the App

↓

See a gallery of activations

Search for an activation/key word | Select an account

See search result | See all activations for the selected account

Select an activation

↓

Enter the activation

↓

See a panel with general information about the activation

Toggle to see the 3D model → Interact with the model to better understand it

Continue reading about the activation → The panel navigate to different part of the activation

Toggle to enter immersive space → Explore and experience it like in real-life

Exit the App

Explore another Activation ← Return home

By toggling the "Immersive Space" option on the interface panel, the user steps directly into the activation, allowing them to move around as if physically present. This approach offers an authentic sense of space and scale, immersing them in the atmosphere and depth of each activation.
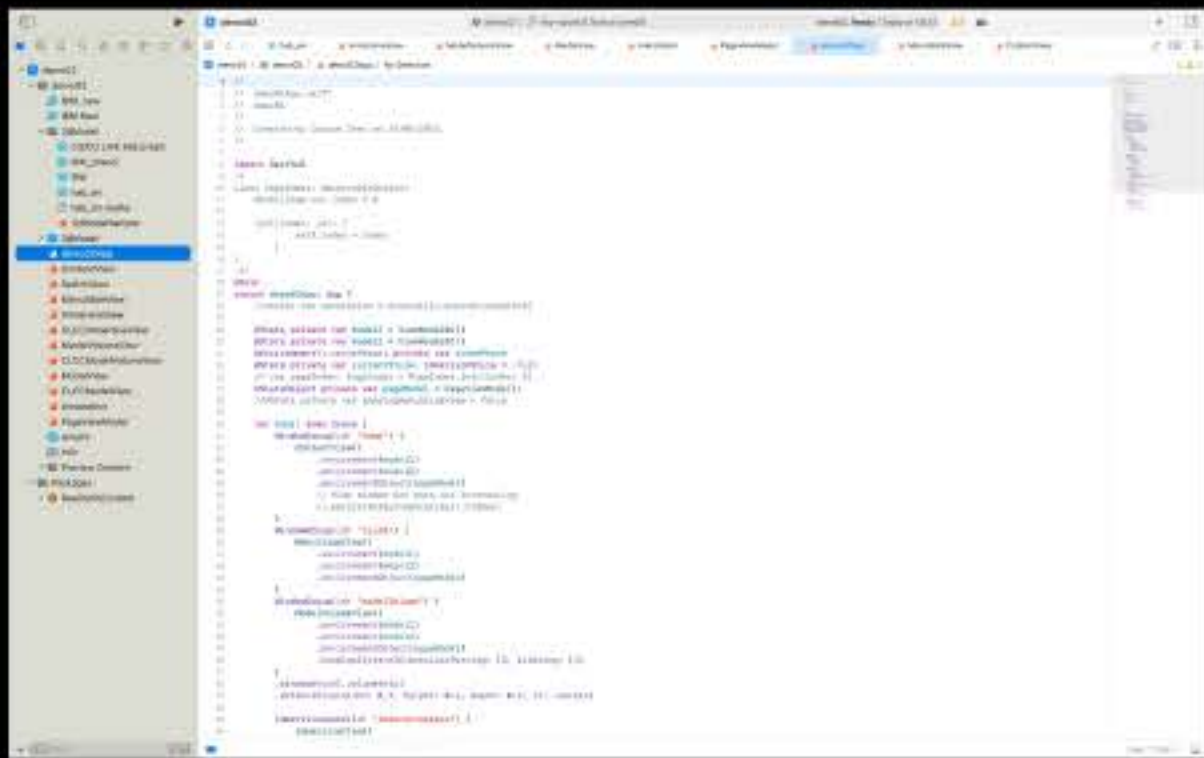
VR

By toggling the "Model Volume" option, a miniature model of the activation appears beside the panel. They can rotate, zoom, and inspect each component closely, gaining insights into design details, spatial arrangements, and material selections. By closely examining the activation from understanding of the work.
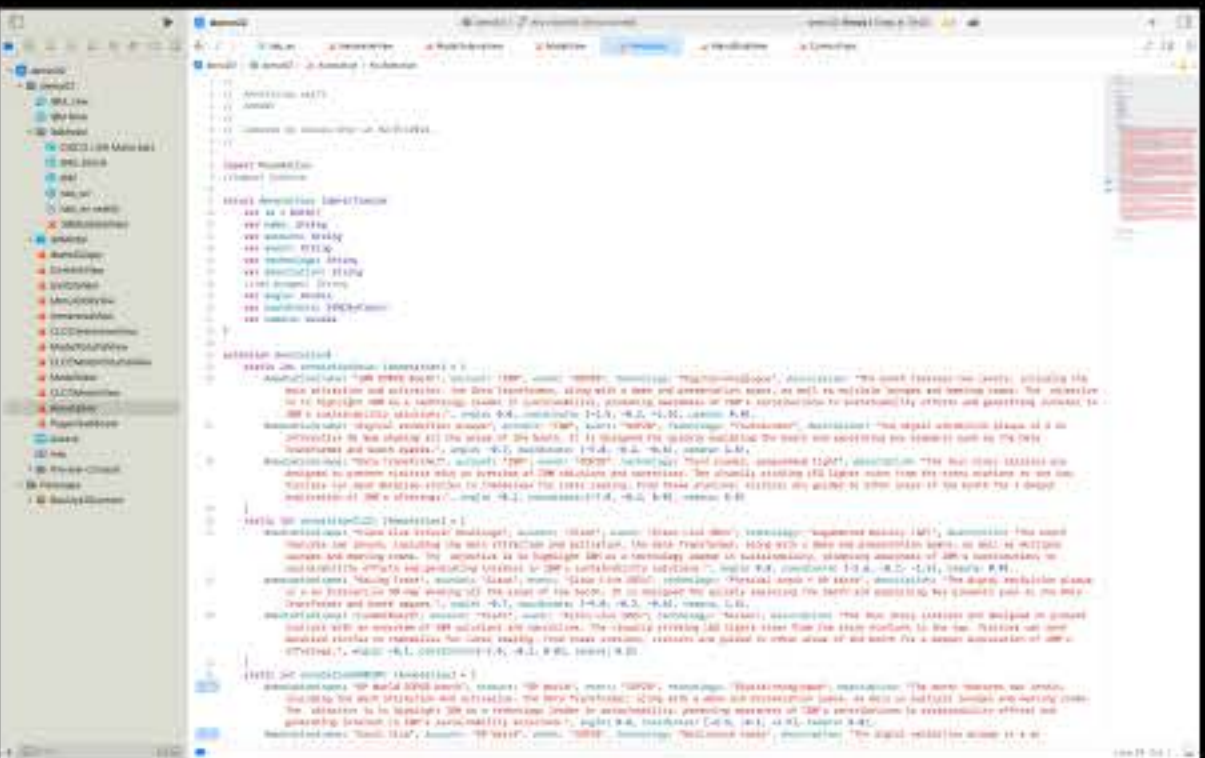
AR

Data Transformer

IBM   COP28   Card reader, programmed light

The four story stationare designed to give visitors topline IBM solutions and stories. Visitors can send themselves stories in detail from here to read later. Identifies solutions for visitors' main business problems – we can take them from here for a deeper dive.

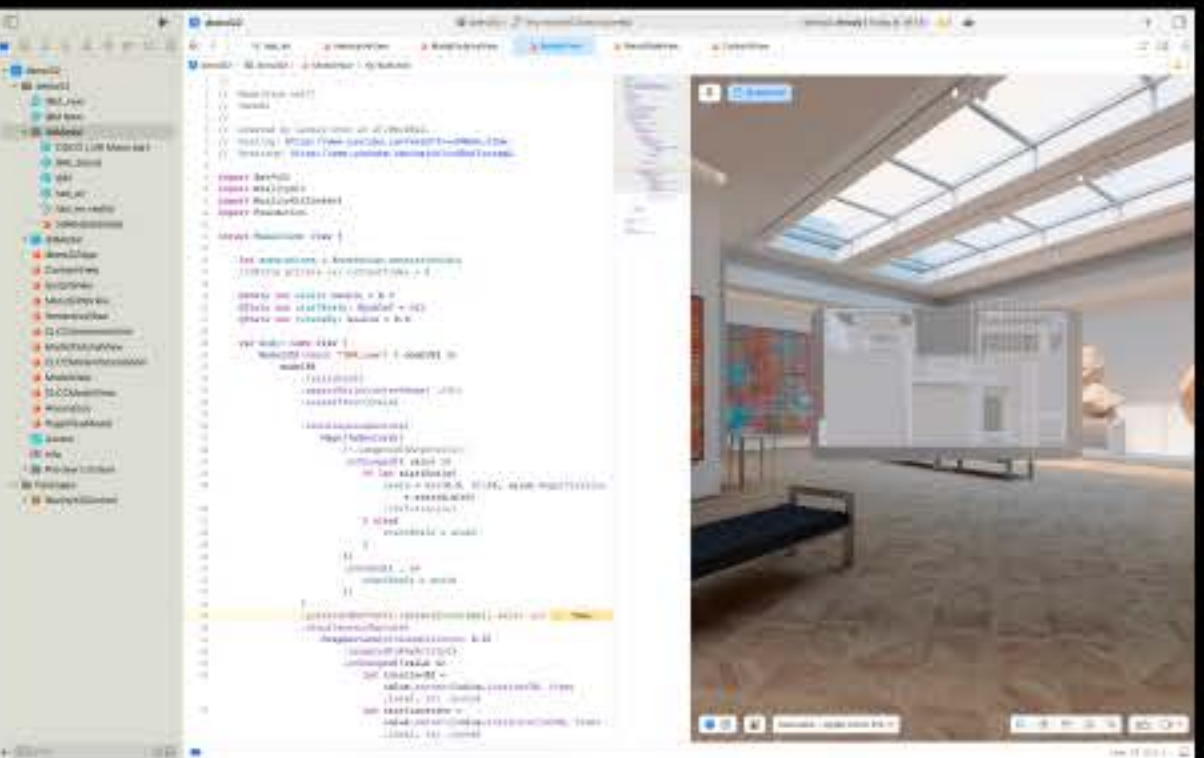Model volume   Immersive Space

Implementation

App Setup
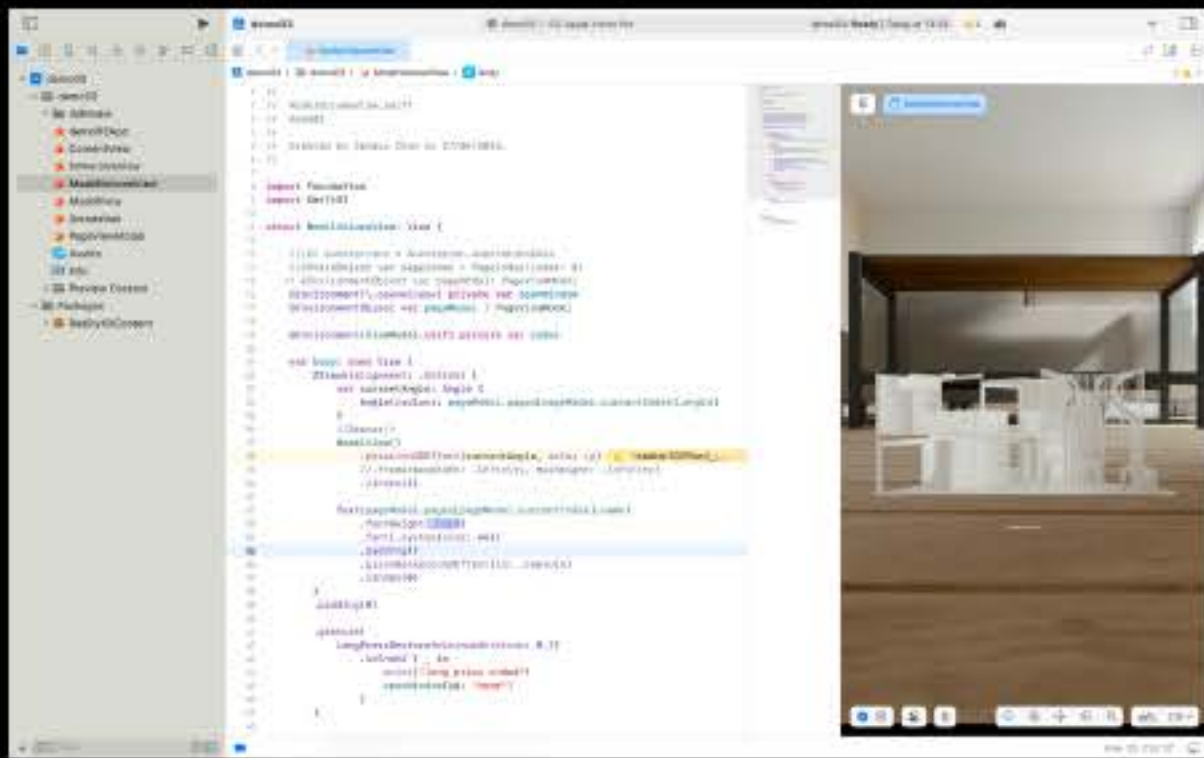Initialises shared variables and view models, configuring window groups, styles, and immersive settings.

Homepage
Displays the initial homepage, showcasing all past activations and allowing users to choose which to explore.
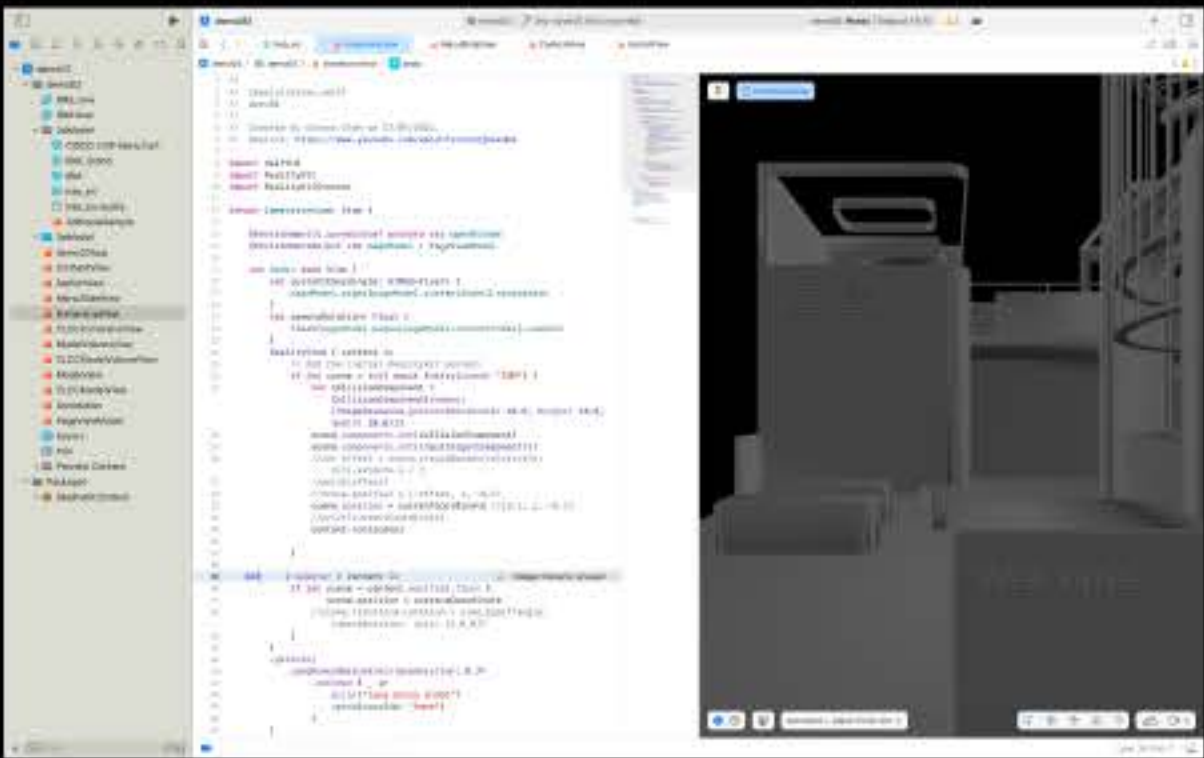
Centralised Data Storage
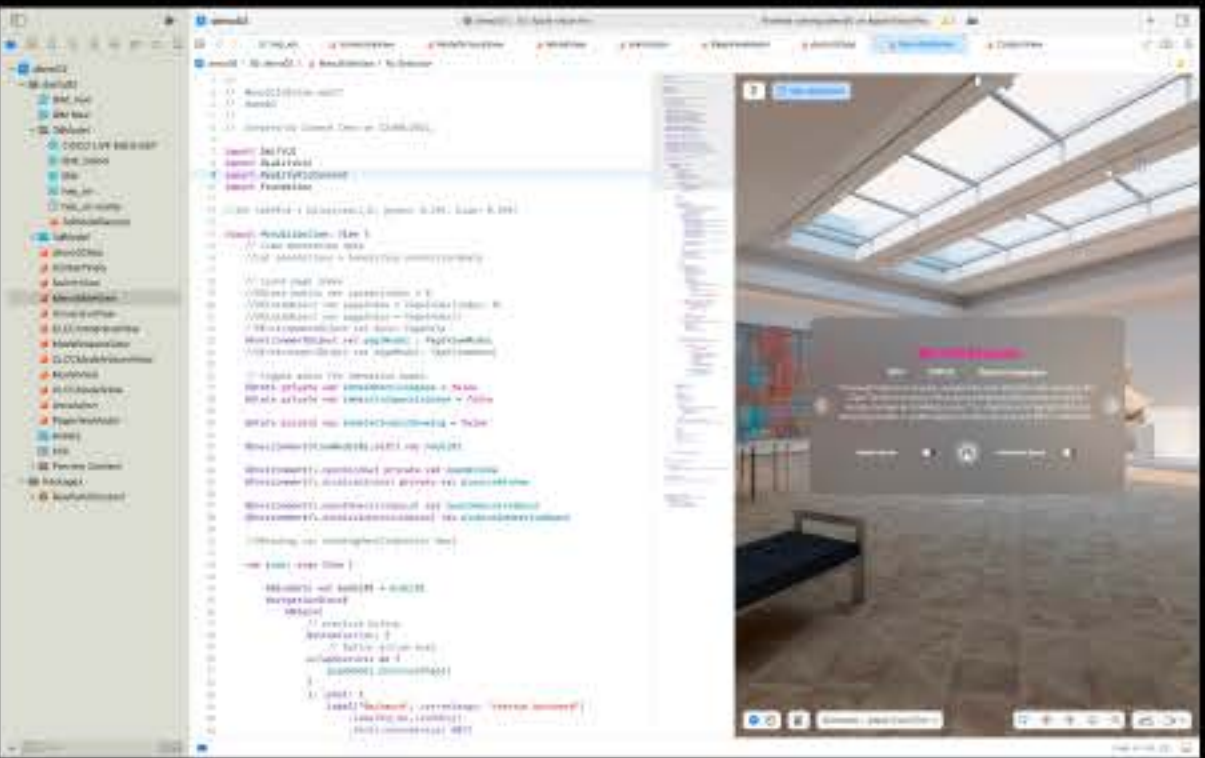Stores and organises all data—accounts, names, and design specifics—supplying structured information to other views.

Interactive 3D Model Controls
Renders the 3D activation model and enables user interactions like rotation and zoom.
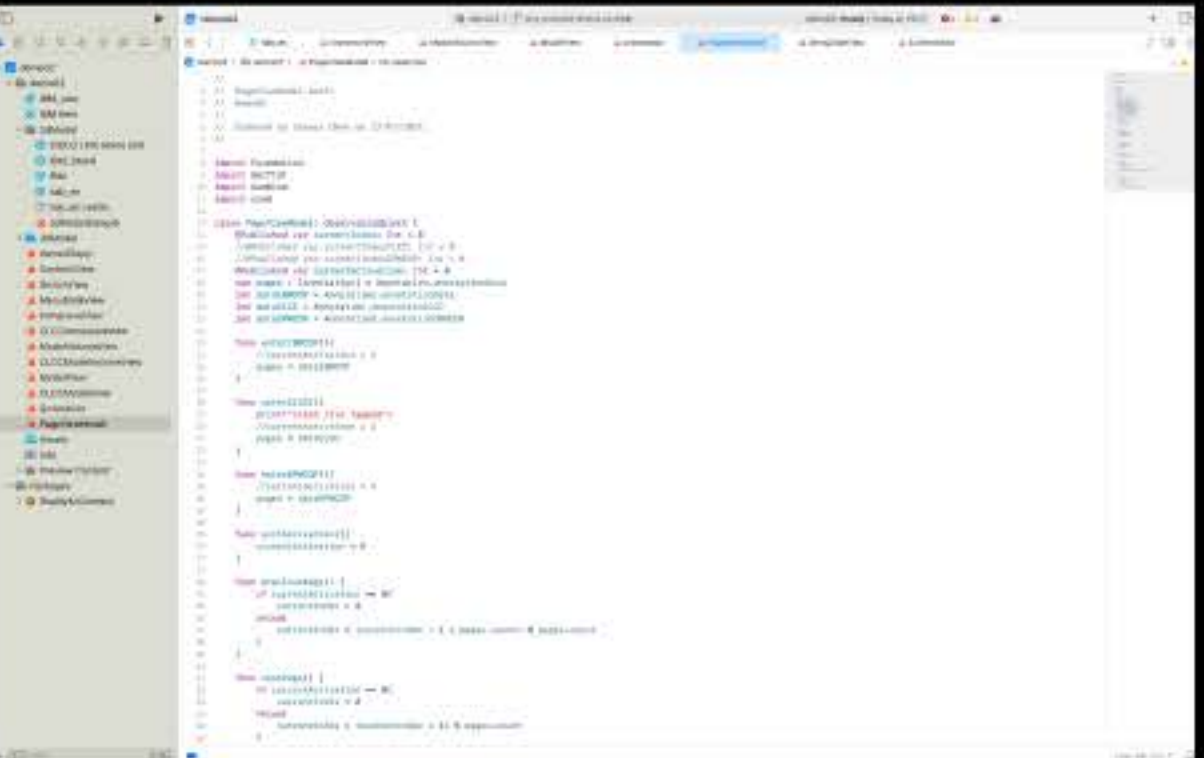
Miniature Model Display
Shows the interactive 3D miniature model with its name, connecting to underlying 3D controls for detailed inspection.

Life-Size Virtual Environment
Creates the fully immersive, room-scale VR experience, enabling users to navigate a true-to-scale activation space.

Content for the Panel
Presents activation details, provides toggles to switch for AR model and immersive space, and a button to home.

Dynamic Navigation and Layout
Manages navigation logic, displaying chosen content while maintaining a consistency in page structure and flow.

Result Showcase