

Сінілкіна Анна Валеріївна

Київський національний університет технологій та дизайну

(м. Київ)

Науковий керівник – Ренська І. І.

IMPLEMENTATION, IMPACT AND USING OF VR TECHNOLOGY IN TODAY'S MARKETING

Nowadays, with the irresistible development of technology, customers became more demanding and seeking increasingly for new, individualized brand experiences. Which means marketers need to use all the possible techniques and tools to increase customer attention to advertised brand. So today it makes sense to pair the latest and most cutting edge technologies in the industry with marketing. Looking at most popular tools, virtual reality, or VR, is the next logical step for this industry.

Virtual reality – the computer-generated simulation of a three-dimensional image or environment that can be interacted with in a seemingly real or physical way by a person using special electronic equipment, such as a helmet with a screen or gloves fitted with sensors. [3]

Application of such an advanced system, like VR, in the marketing is fascinating for consumers, because it's unlocks memorable, unique experience to interact with promotional brand.

Characteristic features of virtual reality are:

- real time simulation;
- highly realistic imitation of the environment;
- ability to influence on the environment and have same time feedback.

This technology brings a lot of advantages in the context of modern marketing. The main pros are that brands unlock the unlimited space of creativity when it comes to VR. In this way brands can transport customers anywhere they want and show whatever they want.

“The technology can be an excellent tool for brands that are struggling to appear relevant and modern compared to their competitors. Additionally, VR can be an invaluable asset when it comes to integrating an immersive brand experiences. What’s more, VR offers the ability to take the experience one step further by adding environmental and control elements such as motion seats or effects that simulate wind, water, quake, etc. These advertisement improvements help brands to sell to first an experience and further product or service to their audience.”[4]

Despite living in digital era most customers usually make a purchase after a complete vision, and VR allows viewers to engage with a complete sense of presence. It allows customers to make quick decisions and create strong brand connections.

However, as well as any innovation, the application of virtual reality has its barriers, which makes hard for small companies to implement this technology.

VR is trending among brands, but, in general, when users put on a VR headset, it isolates them in the experience. This pose a challenge for brands, to make virtual reality experience more groups accommodated.

In 2018 year total VR revenue is expected to hit about \$5 billion. The only problem is that most of that revenue is going to the gaming industry and the manufactures of the devices. Brands can certainly make their own app, but cost is a barrier for most companies.

Of course the potential of VR will be more effective in certain industries than others, but once it is affordable and cost-effective for most companies to use, VR will explode and offer a truly interactive experience that will be more exciting and interesting to consumers compared to current media channels.

On this basis, we can form key benefits of using VR in marketing:

1. Ability to immerse customers in a virtual environment. Potential consumers equipped with a headset, completely immersed in the content. They are less distracted and pay more attention to the company's commercial message.

2. Effective. The depth of the experience gained is greater than the one from mass media, which cause the audience a strong emotional response.

3. Unforgettable. Experience, gained in extraordinary way, leaves a deeper impression in the memory of users.

4. Freshness and originality. The interest of the public and the media to virtual reality is constantly growing. Consequently, innovators will be able to take advantage of the opportunity to get wide coverage in the press of innovative methods used by the company.

It's easily combined with digital marketing and can be the future of marketing as a whole. Almost every brand can introduce the virtual reality into the market of goods and services for consumers in one way or another.

Ways VR complements the marketing tools:

1. Make product modelling, designing and prototyping accessible;
2. Provide fresh view on media experiences;
3. Make product trials and demonstrations exiting;
4. Improve customer experience and immerse;
5. Show qualities, benefits, technical capabilities of the goods;
6. Help consumers make an informed choice, so that the purchase brings more satisfaction;
7. Reduce space borders;
8. Make the client base expandable and easily accessible';
9. Demonstrate the brand's ability to fit into the desired lifestyle.

According to International Data Corporation famous companies are already successfully experiment with the virtual reality and launch various marketing companies. So do the following brands: "Coca-Cola", "McDonald's", "Volvo", "Merrel", "Oreo", "L'Oreal", "Marriott" and others.

So, as we see, the application of virtual reality in brand's marketing program is more than just a trend, it's an opportunity for unique interaction and gamification on a new level of customer engagement.

REFERENCES

1. Guy Sheerit “5 Ways Virtual Reality Will Impact Business in 2018”. [Electronic resource]: [Web site]. – Electronic data. – Access mode: <https://www.business.com/articles/5-ways-virtual-reality-will-impact-business-2018/> – Title of the screen
2. Karan Sharma “Five Reasons Why Virtual Reality Is Becoming Mainstream for Marketers via Forbes”. [Electronic resource]: [Web site]. – Electronic data. – Access mode: <https://www.forbes.com/sites/forbesagencycouncil/2017/11/29/five-reasons-why-virtual-reality-is-becoming-mainstream-for-marketers/4/#4bcbf9933326> – Title of the screen
3. English Oxford Living Dictionaries : OxfordWords. [Electronic resource]: [Web site]. – Electronic data. – Access mode: https://en.oxforddictionaries.com/definition/virtual_reality – Title of the screen
4. Steve Alexander “AR and VR 101: What marketers need to know today”. [Electronic resource]: [Web site]. – Electronic data. – Access mode: <http://www.marketingtechnews.net/news/2017/aug/18/ar-and-vr-101-what-marketers-need-know-today/> – Title of the screen

Слюсар Анна Костянтинівна

Київський національний університет технологій та дизайну

(м. Київ)

Науковий керівник – Ренська І. І.

ECONOMIC EFFICIENCY FOR TRAVELLING STUDENTS IN CENTRAL EUROPE & CANADA

The purpose of the work: to make a selection of interesting facts about Ukrainian student card, which gives discounts abroad for transport, food, air tickets and others.