

CROWS NEST

The virtual reality agency
and content studio





Agenda

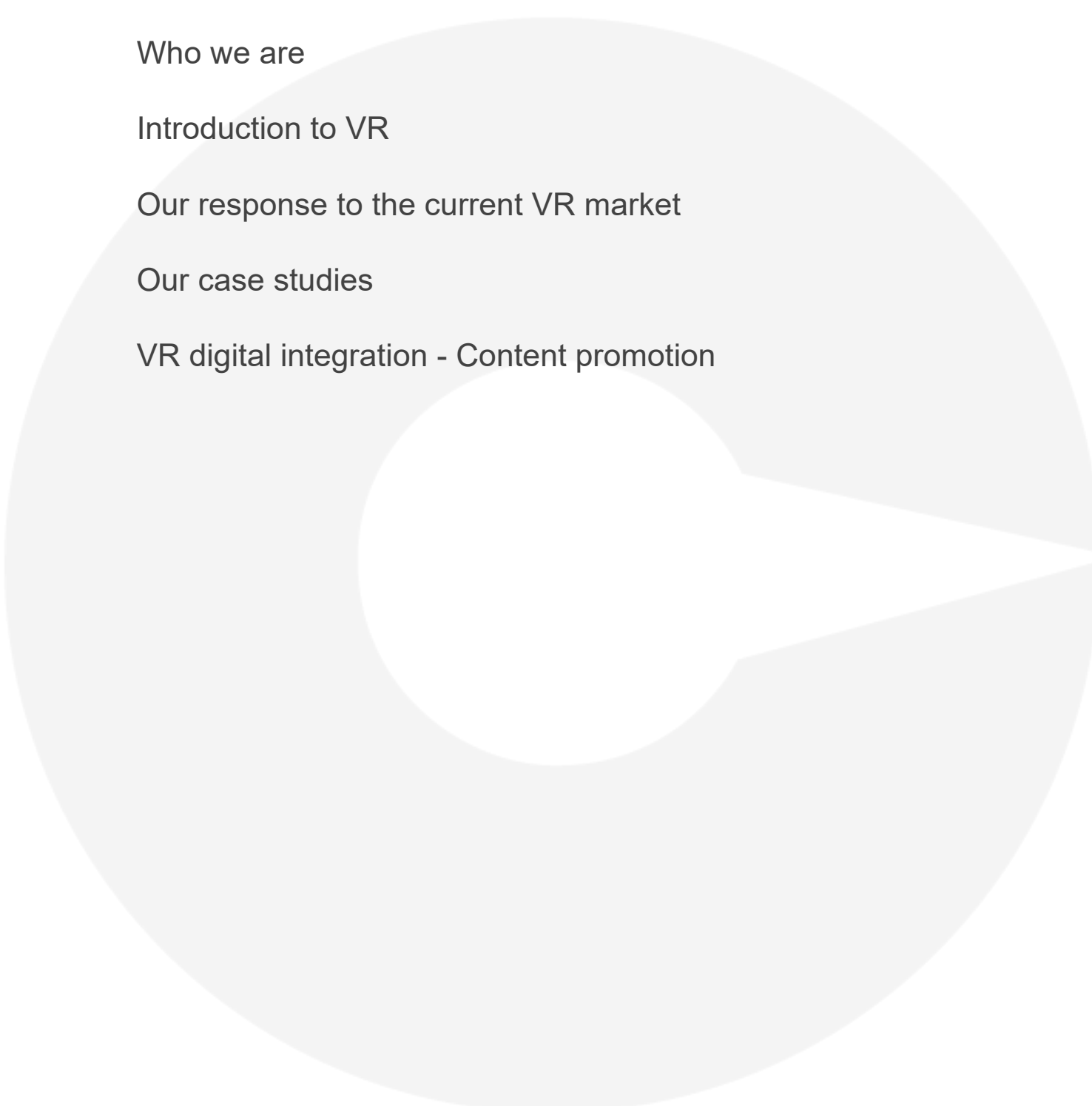
Who we are

Introduction to VR

Our response to the current VR market

Our case studies

VR digital integration - Content promotion



WHO WE ARE

VR STRATEGY



- Roadmap
- VR campaign design
- VR content design
- VR concept development
- VR scriptwriting/copywriting

CONTENT STUDIO



- Production services
- Live action shooting
- Green screen shooting
- Animation
- Motion design
- 3D modeling
- Stereoscopic
- Live streaming
- Post-production

CAMPAIGN MANAGEMENT



- Content strategy
- Content distribution
- Channels management
- VR event management (cardboards /HMD)
- In-store installations
- Mobile-site / VR APP
- WeChat campaigns
- Youku VR / Youtube / Facebook 360 / Specialised VR media
- VR analytics (soon)

OUR CLIENTS



Thomas Cook

Club Med



Founded in 2015 by Eloi Gerard (CEO) and Rob Ellis (ECD)

After a strong consulting career at Deloitte, Eloi has been working as a film producer in Belgium. He arrived in China 4 years ago to work in management position in advertising, production and post production.

Rob, executive creative director, studied illustration and animation in Manchester and worked in film and advertising for more than 5 years in China.

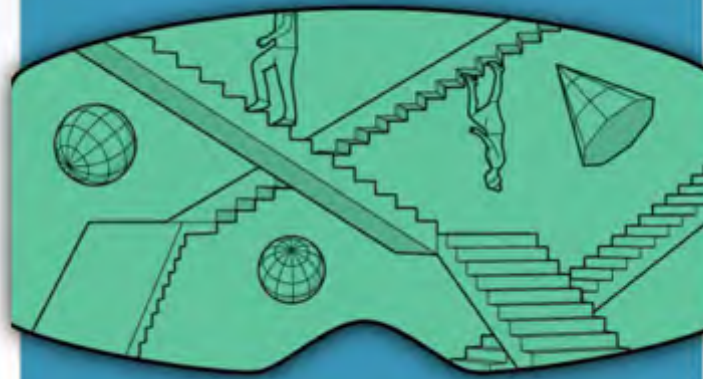


INTRODUCTION TO VR

Augmented Reality



Virtual Reality



Mixed Reality



OUR FOCUS



OUR RESPONSE TO THE CURRENT VR MARKET

2016 - THE VR RACE IS ON

How could VR enhance brands and shopping experience ?
How could brands trigger emotions in virtual reality ?
How is Crow's Nest helping brands running ahead ?



In-store devices



Cardboards distribution



VR experience during events





CASE STUDIES - AUTOMOTIVE



Challenge

Promoting among developers a platform called Car Easy APP, focused on the internet of things.

Solution

Peugeot Citroën distributed customised cardboards at TechCrunch event. Through an immersive VR experience, developers understood the high stakes of these new technologies.

What we did



Concept development



Production of a corporate VR experience: creative direction, live action shooting, post-production



Integration on WeChat
Customised cardboards production





CASE STUDIES - RETAIL



Challenge

20th anniversary of Metro in China
On this occasion, Metro wants to promote stores and membership cards.

Solution

Metro distributes customised cardboards in strategic points to attract customers through an immersive VR video presentation.

What we did



Production of a corporate VR experience: creative support, live action shooting, animation, post-production





CASE STUDIES - TRAVEL & LEISURE



Challenge

- Increasing sales with VR by enhancing the customer experience and let them “Try it before you buy it”
- Building Thomas Cook brand in VR

Solution

Thanks to our meaningful VR strategy, Thomas Cook has in mind that the whole customer interaction will be in VR in the future. The first step is to build VR brand awareness, build a VR content library and the first VR APP (VR mobile-site integrated in WeChat).

What we did



VR strategy for China, VR concept development, VR script writing



Production of VR experiences (destination film, brand experience)
Creative direction, live action shooting, post-production (animation & motion design)



Customised cardboards production
Content strategy and distribution
WeChat integration
Youku VR





VR DIGITAL INTEGRATION - CONTENT PROMOTION

PAID MEDIA

VR advertising campaigns

- Pre-roll advertising system implemented on content platforms such as Youku VR, Baofeng, CNTraveller
- High-quality content
- Targeting HMD/cardboards users and brands TA
- Possibility of being redirected to VR commerce platforms (in the near future)

Paid influencers

- Participating in the content creation and being part of the production as actors

EARNED MEDIA

Viral - Word of Mouth

- UGC on social media platforms
- VR, as a new media, has a high viral potential among people

OWNED MEDIA

Branded VR mobile site

- Linked to official brands social media platforms such as WeChat
- Ideal platform to spread VR content and easily sharable

CO-BRANDING

By working on a co-branded campaign, brands will all benefit from each others owned media and earned media



Thanks for your attention

Crow's Nest is a leading virtual reality cinematic studio in China, specialising in virtual content creation. Combining storytelling and filming expertise with 360 VR technologies, we build new worlds and amazing immersive experiences, from concept to production, and deliver content-driven campaigns online and offline. Thomas Cook, Club Med, Metro and PSA trust us to tell their brand stories and explore with us endless possibilities in VR.

For more information, contact Eloi Gerard:

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