



3 D R E D S H I F T L T D .

THE PARADIGM SHIFT IN MARKETING

3D Redshift plan to be at the forefront of the VR, AR and AI marketing revolution.

Utilising a blended marketing approach of Virtual Reality, Augmented Reality and Artificial Intelligence, combined with more traditional digital marketing platforms and strategies, 3D Redshift ensures that their clients not only reach all customers, but also fully immerse them in their brand.

According to many predictions including those made by representatives of Google, Facebook and Samsung, VR will witness a meteoric jump in users in 2017. From around 200,000 users in 2014 to a projected 90 million in 2017, this represents a 450-fold increase. Given the emergence of such an interactive and populated market, 3D Redshift takes great pride in introducing clients to their customer base like never before, in a truly immersive and engaging environment.

3D Redshift, in collaboration with their partners, offer over forty years of business agenda focused marketing. Combining both traditional and digital methods with modern and exciting VR and AR technologies, 3D Redshift create immersive strategies that are proven to increase their clients ROI, customer engagement and lead generation.

HOW DO WE DIFFER FROM OTHER MARKETING AND ADVERTISING AGENCIES?

In many ways, we offer services that you will already be familiar with. The main difference? The ace up our sleeve! That ace is Virtual and Augmented Reality.

We can help you with -

- . Web design
- . Video and animation
- . Digital and social marketing
- . Email marketing
- . Graphics and creative
- . Content marketing
- . And much more

But what you really REALLY want to know is..



**HOW CAN WE
HELP YOU MAKE
MONEY WITH
VR AND AR
ADVERTISING AND
MARKETING?**

”

LET'S SHIFT YOUR MARKETING

The way that our customers like to be sold to has changed. We live in a society where our customers will fast forward through the TV adverts, ignore the pop-up banners and click 'skip' on the YouTube adverts as quickly as possible.

When did you last hear a business in any sector say in an advert that they are 'OK' or 'average' or even that there is 'probably better out there'? Never! Everyone is the best market leader and the best possible choice for the customer. So how can we set your company apart? By using experiences to advertise to your customers.







WHAT DOES THE FUTURE HOLD FOR VR ADVERTISING AND MARKETING?

In 2016, the VR market was worth approximately \$1.6 Billion. Interestingly, Superdata research recently said that by 2020, the VR market will be worth a staggering \$38 billion. That's 20x what it was in 2016! Combine that with Goldman Sachs claiming that by 2025 VR is set to be an \$85 billion a year industry, outpacing the TV market by way of revenue.

The question you should be asking is this: Can my business afford NOT to be utilising Virtual and Augmented Reality advertising?

SELL THROUGH EXPERIENCES.

Review site Trip Advisor had 300 million users in January 2017. Why are sites like these so popular? Because it allows customers the opportunity to maximise the potential of having a great experience by seeing who else has experienced somewhere fantastic.

But what if you could take this one step further? Imagine being able to read the reviews, and

then walk around the hotel or resort in VR, to view the rooms and see the hotel prior to visiting. Then, with Augmented Reality, you have the ability to book your room and customise your booking from within the 360 content.

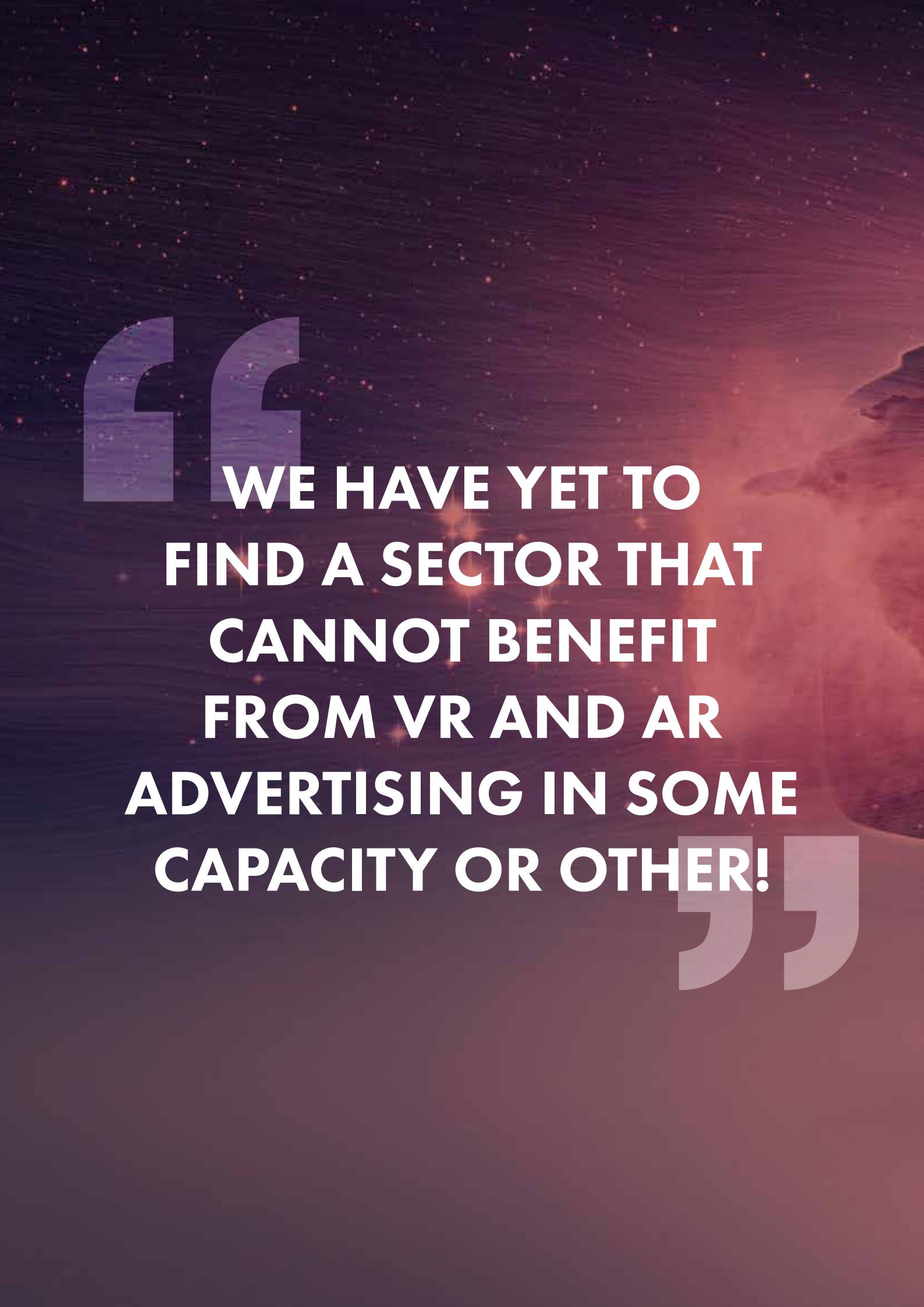
IS THIS BETTER THAN TV ADVERTISING?

It's far more targeted than the 'spray and pray' TV advertising method, which produces fantastic results. VR and AR advertising and marketing is far more cost effective than advertising on TV, and the return on investment is achieved much quicker than the majority of TV campaigns.

As discussed earlier, most people either ignore or skip TV adverts. By creating engaging VR and AR advertising, your customer not only wants to watch your content, but also engage, share and explore it time and again!

WHAT SIZE AUDIENCE CAN I REACH?

Given that all you need to view 360 content is a smartphone, your audience is huge. In fact, the latest Mobility Report from Ericson said that the number of smartphone users by 2020 would top 6.1 billion people!



**“ WE HAVE YET TO
FIND A SECTOR THAT
CANNOT BENEFIT
FROM VR AND AR
ADVERTISING IN SOME
CAPACITY OR OTHER! ”**



HOW VR COULD HELP YOUR BUSINESS.

- . Improvement of employee engagement and interaction with all employees, bringing international colleagues together with ease.
- . To provide an insight into the working environment of a business to aid an “employer of choice” culture.
- . Conduct VR board and management meetings, ensuring that business can take place anytime, anywhere.
- . The ability to recruit the best personnel internationally, as the world becomes your office.

SPORT

- . Increased brand image.
- . Fan engagement and community outreach.
- . Selling match tickets or VR streaming.
- . VR training sessions.
- . E-commerce and built in web store, built right into the content.

FASHION

- . Virtual Reality fashion shows.
- . Augmented Reality e-commerce and Virtual Reality stores.
- . Access worldwide to the best apparel and brands as if they were there!



EDUCATION

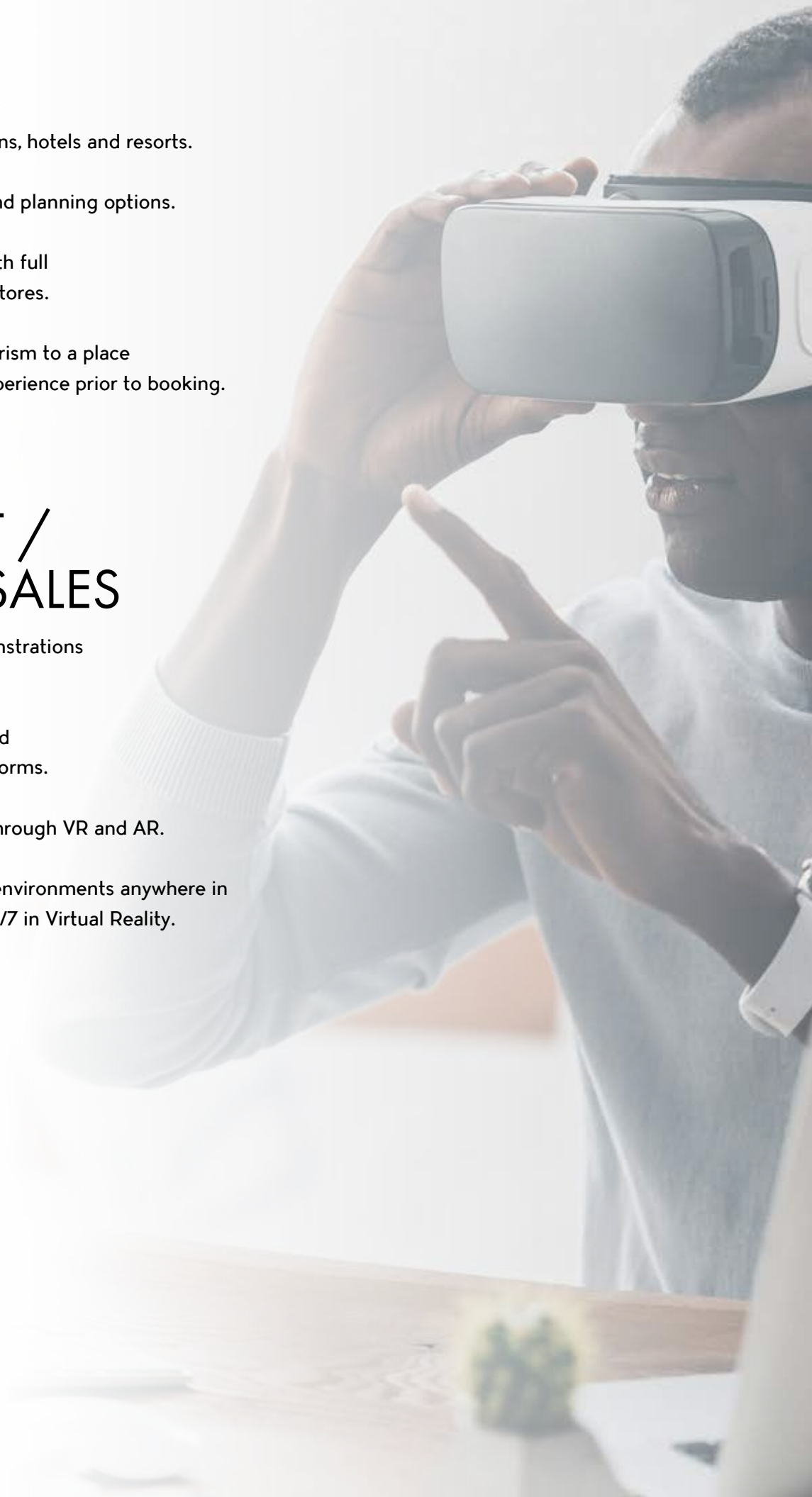
- . Providing tours / experiences of international landmarks.
- . The ability to pick the best tutor or teacher anywhere in the world!
- . Sharing of knowledge and experiences for the benefit of all.
- . The ability to study at any level, anywhere in the world at anytime!

TOURISM

- . VR tours of new locations, hotels and resorts.
- . AR booking, upgrade and planning options.
- . Increased local sales with full VR and AR interactive stores.
- . Increased sales and tourism to a place due to sampling the experience prior to booking.

PRODUCT / SERVICE SALES

- . Product/services demonstrations and presentations.
- . Opportunities to sell and upsell via VR sales platforms.
- . Full sales automation through VR and AR.
- . Creative sales friendly environments anywhere in the world, accessible 24/7 in Virtual Reality.





REAL ESTATE

- . Tours of newly built properties of benefit to both local and international investors.
- . Reduced hours required for staffed tours of properties, also decreasing cost of travel to and from viewings.
- . Augmented Reality offer systems for both rental and sales.
- . Book rental or holiday property from right within the 360 content.

MEDICAL/BIOMED

- . Sharing of specialist skills via VR theatres, surgeries or clinics.
- . Online conferences to share knowledge and discuss options to improve patient care.
- . Online patient clinics to ensure support for patients anywhere in the world.

AUTOMOTIVE

- . VR test drives of new vehicles
- . Ability to control the entire sales process from within the content.
- . AR makes it possible to upsell – changing the interior, exterior, model and colour all at a touch.
- . To book rental or hire vehicles as well as sales of vehicles all with VR and AR.

OUR PROCESS

Before they begin any story-boarding or strategizing, 3D Redshift must first understand your brand and your objectives.

3D Redshift prides themselves on getting to know what makes your brand unique. By starting with a 'creative thinking' workshop, they begin to create a visual narrative around your brand and allow you to tell your story. This is also their platform to profile your audience so they can establish how best to communicate with them.

- . They will then look to develop a script containing descriptive text and visual references as well as text for the voice-over artist or actors.
- . Once the first stage is signed off they would proceed to create a storyboard of what they intend to create; this stage is important to lock down all visual aspects of the content.
- . The next stage is the production of the video, followed by post production where the magic happens.
- . Finally, they utilise proven digital lead generation and customer profiles to deliver your content.





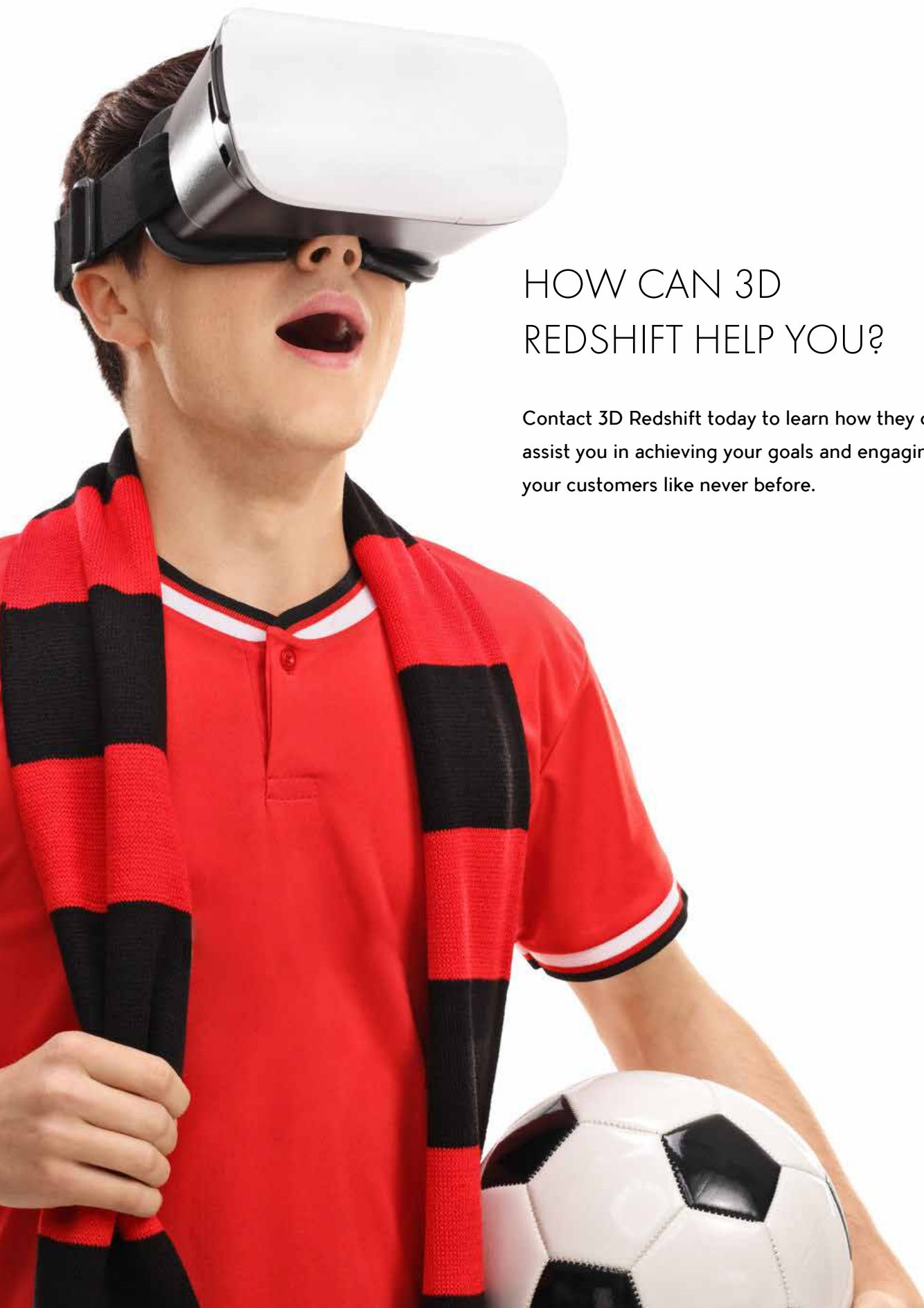
HOW DO WE GET STARTED?

Great question! Contact us today to explore the options available and find out how 3DRedshift can help you to make money from VR/AR advertising and marketing.

The main advantage of VR, AR and 360 marketing remains the immersive, inclusive and engaging environment in which to capture your audience and share your brand in a fun, engaging and unrivalled way.

Since the beginning of time, the world has been blessed with technological advancements like radio, TV, electricity, films, and more recently wireless, HD, Ultra HD, 360 and VR. We look forward to guiding you through the future of marketing and advertising.





HOW CAN 3D REDSHIFT HELP YOU?

Contact 3D Redshift today to learn how they can assist you in achieving your goals and engaging your customers like never before.



3 D R E D S H I F T L T D .





3 D R E D S H I F T L T D .

ADDRESS: THE PORTAL BRIDGEWATER CLOSE,

BENTLEY WOOD BB11 5TT

PHONE: 0330 001 1041

EMAIL: INFO@3DREDSHIFT.CO.UK

WEB: 3DREDSHIFT.CO.UK