Virtual Reality
Connecting prospective students with institutions worldwide

Presenter: Marlena Mende, Monash University
VR - Connecting prospective students with institutions worldwide.

01 Challenges
Key challenges for student recruitment. Opportunities using VR.

02 VR Research
What is VR and how has it evolved? Which sectors is it most relevant to? What happens when VR meets Education.

03 Case Studies
Marketing and Recruitment Campaigns: Case studies of US and Australian institutions.

04 Toolkit
Process of a VR Project. Integrated marketing and conversion activities. Pitfalls.

05 What's Next?
Virtual Reality vs Augmented Reality. How can education sector capitalise on new trends?

06 Questions?
Questions? Contact Details.
CHALLENGES.
Typical recruitment challenges institutions face.

01 ENGAGEMENT

PROSPECTS NOT ENGAGED

- Current marketing and recruitment collateral, imagery, videos not interactive. Not suited to convey the campus atmosphere, facilities.
- New generation of prospects highly mobile and tech savvy.
- They expect more stimulation.

02 CONVERSION

PROSPECTS NOT CONVERTING

- International students typically hold multiple offer letters from various institutions at the same time.
- Timing of offer letters.
- Better conversion activities used by other institutions.

03 REACH

MEET YOUR PROSPECTS

Limited ability to travel to meet prospects face-to-face:
- Travel risks to certain countries.
- Budget, time, staff resources.
**OPPORTUNITIES.**

“Virtual reality is a technology that empowers viewers to experience an event or location as if they are actually there.” (Source: YouVisit)

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<thead>
<tr>
<th>IMMERSIVE</th>
<th>IMPACTFUL</th>
<th>AUTHENTIC</th>
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<tr>
<td><strong>PROSPECTS NOT ENGAGED</strong></td>
<td><strong>PROSPECTS NOT CONVERTING</strong></td>
<td><strong>MEETING YOUR PROSPECTS</strong></td>
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<tr>
<td>• &quot;Virtual Reality is not a media experience. When it’s done well, it’s an actual experience.”</td>
<td>• Active participation leads to new and strong relationships with your brand.</td>
<td>• VR is about meeting students where they are.</td>
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<td>• &quot;Our findings show that VR causes more behavior change, causes more engagement, causes more influence than other types of traditional media.&quot; (Stanford).</td>
<td>• This connection can lead to increased loyalty and conversion.</td>
<td>• It lets them experience the campus as if they were actually there.</td>
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<td>• 69% of 18-60 year olds excited about experiencing VR.</td>
<td>• 36% of prospects would really like virtual tours to compare universities, 30% call it a ‘must have’ (Cappex 2016).</td>
<td>• &quot;People remember VR experiences not as a memory of something they saw but as something that happened to them.” (Kevin Kelly, Wired 2016)</td>
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People remember VR experiences not as a memory of something they saw but as something that happened to them.

**IMMERSIVE**
First person view.

**360 DEGREE VISION**
360 degree content, enabling viewers to look around, e.g. by physically moving their phone.

**SOCIALLY INTEGRATED**
Content can be accessed via Facebook, YouTube, youku, twitter.

**DIFFERENT WAYS TO EXPERIENCE VR**
Smartphone-based display (Google Cardboard, Samsung Gear VR).
Tethered headsets: Oculus Rift.
Cube or dome showing 3D projections.

**RAPIDLY ADVANCING**
Computer technology, particularly small and powerful mobile technologies, have exploded while prices are going down.

**FROM $1BN TO $80 BN**
The industry is expected to break the $1bn (£710m) barrier for the first time this year (Deloitte). Goldman Sachs predict the market could be worth $80bn (£56.8bn) by 2025.
The first fifteen years of the 21st century have seen major, rapid advancement in the development of virtual reality.

The Year of VR

Rapid Growth: industry expected to break the $1bn barrier for the first time in 2016 and estimated to be worth $80bn by 2025.

Tech & Prices

Computer technology, especially small and powerful mobile technologies, has exploded. High density displays, 3d graphics capabilities. Prices have been driven down. It’s scalable and accessible.

VR JOURNEY.

2014 - Google Cardboard
Oculus bought by Facebook

2015 - Samsung Gear VR

2010 - Microsoft Kinect
2012 - Oculus Rift

2016 - Hololens
Magic Leap

Virtual Reality
Mixed Reality

2000 - Smartphones

1990's - Internet

1950 - 'Sensorama'
The difference between 360 video and Virtual Reality.

**360 video:** Viewable without headset via platforms such as Facebook, YouTube, twitter or youvisit. Users can look around by using their mouse or moving their phone.

**VR:** Viewed through a head-mounted display and stereoscopic view for immersion and presence in other world. Some are tethered to a computer, others are powered off a smartphone.
Virtual Reality Infiltrates Social Media with 360° Video Sharing

**Facebook (2015)**
More than 1.3 billion people view more than 3 billion videos on the service each day.
Best viewed on mobiles, runs on standard browsers. No need for headset.

**YouTube (2015)**
Watch 360 videos on YouTube either with or without headset.
Download the YouTube app to watch.
Upload content easily.

**Twitter (June 2016)**
Twitter has formed a new team focused on VR and AR development

**Snapchat (Sept 2016)**
Snapchat is experimenting with augmented reality technologies.
Speculation that SnapChat may develop an AR device. Snapchat purchased Vergence Labs in 2014, a smart eyeglass developer.

**Instagram (June 2016)**
Instamuseum takes photos in Instagram feed, uploads to Sketchfab and with one click turns those images into fully realised VR gallery that friends can tour.
“Virtual Reality will change business as we know it”.

Healthcare is one of the biggest adopters of virtual reality which encompasses surgery simulation, phobia treatment, robotic surgery and skills training.

The entertainment industry is one of the most enthusiastic advocates of virtual reality, most noticeably in games and virtual worlds.

McDonalds (Sweden) VR Happy Goggles limited edition.

happygoggles.se/en
VR MEETS EDUCATION.

ACADEMIA #01
Embedded in teaching & learning

- Health: surgery simulation, skills training locally or internationally.

MARKETING #02
Using VR for marketing purposes

- VR is immersive, novel and memorable.
- Accessible for target audiences and institutions (price and reach).
- Integrated into social media channels.

Powerful marketing tool: a recent report found that 69% of adults 18-60 are “excited about experiencing VR,” particularly to “explore places” and “experience entertainment more deeply.”
University uses virtual reality for recruitment

April 26th, 2016

Accepted students receive virtual reality headset for immersive virtual tour of campus via custom website

The University of Hartford’s Barney School of Business (the Barney School) has launched a virtual reality campaign in an effort to attract accepted students for the class of 2020 to enroll in this upcoming fall semester.

How colleges are benefiting from YouVisit Virtual Reality

- High School Visits
  - Attract and engage prospective students during high school visits and events

- College Fairs
  - Take your campus with you to college fairs and when travelling internationally

- Marketing Campaigns
  - Create a lasting impression by giving prospective students and parents affordable branded virtual reality headsets

6 Innovative Colleges and Universities Using Virtual Reality Tours to Enhance Recruitment

Step into a new world of university and college tours. Virtual reality is here.

With a virtual reality tour, you can bring your prospective students onto your
CASE STUDY.

SCAD #01
Integrated campaign

- Branded virtual reality headsets for students who were accepted into the school, but had not yet enrolled.
- To explore its campuses and picture what it would be like to attend the College.

Platform: YouVisit and Website
CASE STUDY.

STANFORD #02
Columbia, Princeton.

- Available in multiple languages (English, Korean, Mandarin, Spanish).
- Admissions’ initiative to reach audiences in the digital space.
- Different versions of virtual tours, including student speakers, maps.

Platform: YouVisit
CASE STUDY.

SWINBURNE #03

'Seeing is Knowing' Campaign

- VR Seeing is Knowing campaign and cardboards.
- App available on iTunes.
- Distributed to prospects at Open Day and course advice nights.
Deakin University decided to take the concept of the campus tour to new heights, capturing incredible footage throughout all four of its campuses with a 360 degree camera rigged to a custom built drone. Rather than playing the footage through individual virtual reality headsets, the team has built an incredible immersive virtual reality space that incorporates projections on all surfaces. The result is an amazing experience that emulates the sensation of flying through each of the campuses.

**AGENCY:** Hardhat Digital

**DATE:** Open Day 2015
CASE STUDY.

UTAS #05

Virtual Reality campaign.

- In collaboration with HECG developed an international marketing strategy.
- Brief: to use innovative tools to increase marketing impact while also reducing costs.
MONASH #06
Marketing and Conversion VR Campaign

- Distribution to international prospects for conversion.
- Distribution to agents and counsellors for training.
- Recruitment expos, school visits, conferences.
- Key alumni events and reunions.
- Digital marketing campaign.

Production studio: Pixelcase, WA
DATE: September, 2016

#aiec2016
360/VR EXAMPLE.
Take your university to your audience’s doorstep.

**AUDIENCES.**

**PROSPECTS**
Target prospects and influencers with immersion.

- Extend reach of Open Day.
- Opportunity to roadtest campus and city.
- Showcase placements, fieldtrips.

**PARTNERS**
Industry, clinical, research or government partners.

- Showcase facilities, e.g. research platforms.
- Demonstrate strong collaboration between faculty, university and partners.

**AGENTS**
Clear picture of campus life and a selling tool.

- Familiarise themselves with campus.
- Can use as differentiating marketing tool.
- Enhance agent training workshops.

**ALUMNI**
Engagement tool for advancement and development.

- Showcase what’s new.
- Experience events from anywhere.
- Create empathy: potential development tool (donations, mentoring).

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Key steps of a VR project journey.

**DISCUSS**
- Develop business case and budget.
- Identify and engage key stakeholders.
- Clear purpose and desired outcome.

**BRIEF**
- Film.
- Decide on platform – provider or website?
- Design and order branded cardboards.

**SHOOT**
- Film.
- Finalise script.

**EDIT**
- Edit video.
- Ensure website is live.
- Tracking mechanisms to measure ROI.
- Increase conversion and awareness!

**DELIVER!**
- Develop business case and budget.
- Identify and engage key stakeholders.
- Clear purpose and desired outcome.

**TRACK!**
- Map out integrated marketing and recruitment campaign.
- Map out distribution channels (e.g. direct mail, face-to-face).

#process #aiecrv #aiecrv2016
PITFALLS

Pitfalls to be aware of when implementing your VR project.

**BUDGET**
- Annual platform fees.
- Costs when creating your own VR site or app.
- Additional surprise costs (e.g. customs tax).

**TIMING**
- From inception to implementation.
- Key timings of events, offer cycles.
- Filming weather.

**ACCESSIBILITY**
- Chosen social media channels and internet quality.
- Does platform have enough reach?

**OTHER FACTORS**
- Permits.
- Consent forms.
Implement as part of an omni-channel marketing and recruitment strategy.

Although it is in itself a powerful tool, virtual reality is a means, not the final purpose. So it should be always implemented as part of an omni-channel digital marketing strategy. (Neosperience, July 2015)
What's next? AR and MR superimpose images, creating new experiences within your current environment.

Pokemon Go can be considered an augmented reality game; it enhances reality rather than replacing it with a completely fabricated environment.

Mixed Reality doesn’t take you out of this world. Instead it adds elements to our real world.

Uses AR to let customers project their new sofa, armchair, or entire kitchen onto their current home. An early adopter, IKEA has been offering this option since 2013.
Microsoft HOLOLENS

- Brand new.
- No phone involved.
- $3,000 for developer version of headset.
- Augmented reality projected into a normal environment.

CONCEPT: HOLOLENS
DATE: 2016
COST: $3,000 (headset)

EDUCATION: Opportunities?
TAKE-AWAYS.

RESEARCH

INNOVATE

EXECUTE
I am running for IEAA role of Deputy Convener (Marketing and Recruitment).

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Web: virtualreality.monash.edu (Coming soon)

VOTE FOR ME!
I am running for IEAA role of Deputy Convener (Marketing and Recruitment).

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CASE STUDIES

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VR NEWS ARTICLES


VR for higher ed:
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