

ADVERTISING IN IMMERSIVE SPACES

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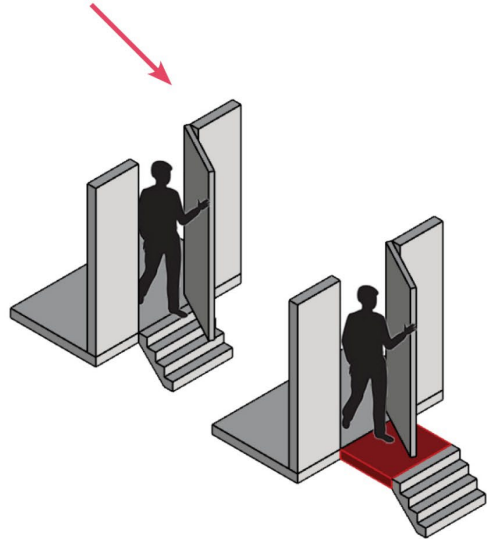
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Syracuse University School of Architecture



ADVERTISING IN IMMERSIVE SPACES

Transition spaces between social virtual worlds and immersive advertising experiences



Social and collaborative
virtual platforms



The central objective of this thesis is:

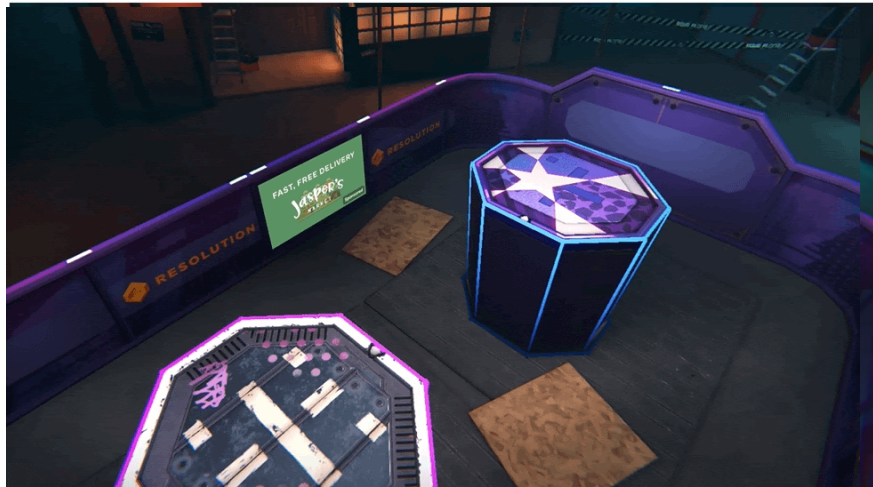
This thesis focuses on the design of immersive transitional spaces that connect a user in a social virtual reality space to an in-world advertiser-sponsored space. The goal is to explore how such spaces may build three dimensionally on conventional videographic transitions to create a smooth and welcomed transition from a user's primary objective, task, or aim.



SITUATION

The increasing accessibility to XR devices is enabling users to be able to have immersive experiences for day-to-day tasks which includes socialization, collaboration, entertainment, education, etc. **Similar to E-commerce, advertisements are going to become an integral part of the immersive experience.**

Case Study: In-game Testing Ads by Facebook Reality Labs, Meta



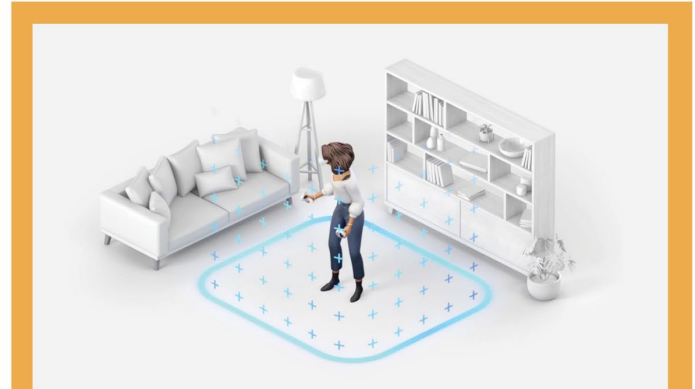
Meta, Blaston, Testing In-Headset VR Ads

MORE TO COME

This is a new innovation in the advertising industry, and it's still early days. We're currently investing in unobtrusive ads as a new way for developers to build businesses—and though we're not quite ready to test them yet, we're also exploring new ad formats that are unique to VR.

While this is an early test, we're excited by the opportunity to open up new revenue streams for developers and as a result, broaden the type of apps and content on the Oculus Platform. A more profitable content ecosystem is a critical step on the path to consumer VR becoming truly mainstream. And that's something we think is worth celebrating.

Excerpt, Ad Testing In-Headset Vr Ads', Facebook Reality Labs, Meta



Meta Quest 2, setting up play area



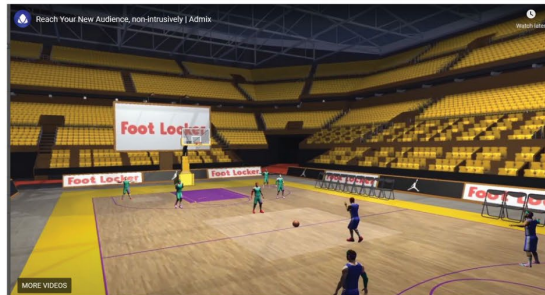
Meta Quest 2, HMD and controllers





ADMIX PLAY is an in-game advertising tool which can be used by developers to include real ads in their game. The tool use **image banners** and **video banners** in-game to create non intrusive advertising.

Below are some of the examples of the application:



In Play Banners, Admix Play

In-Play Banners

6 advertiser-loved and industry-standard formats to fit wherever you want to place them:

Aspect Ratio		
6:5	32:5	364:45
4:15	1:2	97:25

[Learn more about banners](#)

In-Play Videos

Attention-grabbing placements that advertisers pay more for.
Usually 10s-30s and in two classic sizes:

Size in pixels	Aspect Ratio
640x360	16:9
400x300	4:3

[Learn more about video placements](#)

Excerpt, Admix Play



360° Immersive Video Advertisement

The 360° video immersive advertisements can be experienced over a browser on a desktop monitor or using Google Cardboard.

THE WORLD OF FILLED CUPCAKES

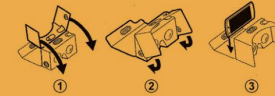
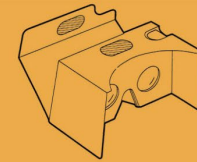


Excerpt, OREO Cookie

BOURSION SENSORIUM



Excerpt, Boursin Sensorium



CASE STUDY ANALYSIS

Virtual Reality (VR) Advertisements

INTEL 5G



PORSCHE: HALL OF FAME

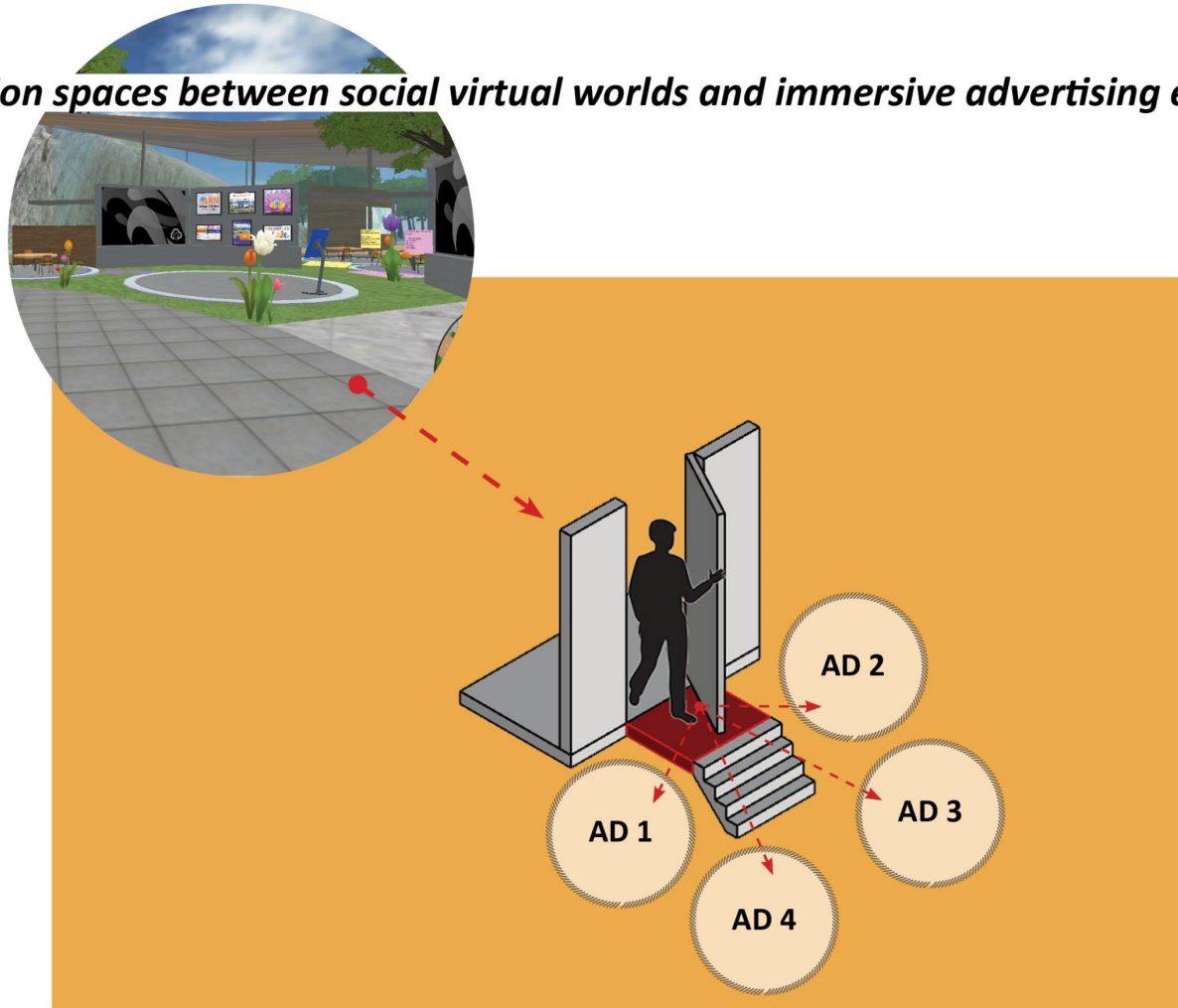




ILRN Virtual Campus

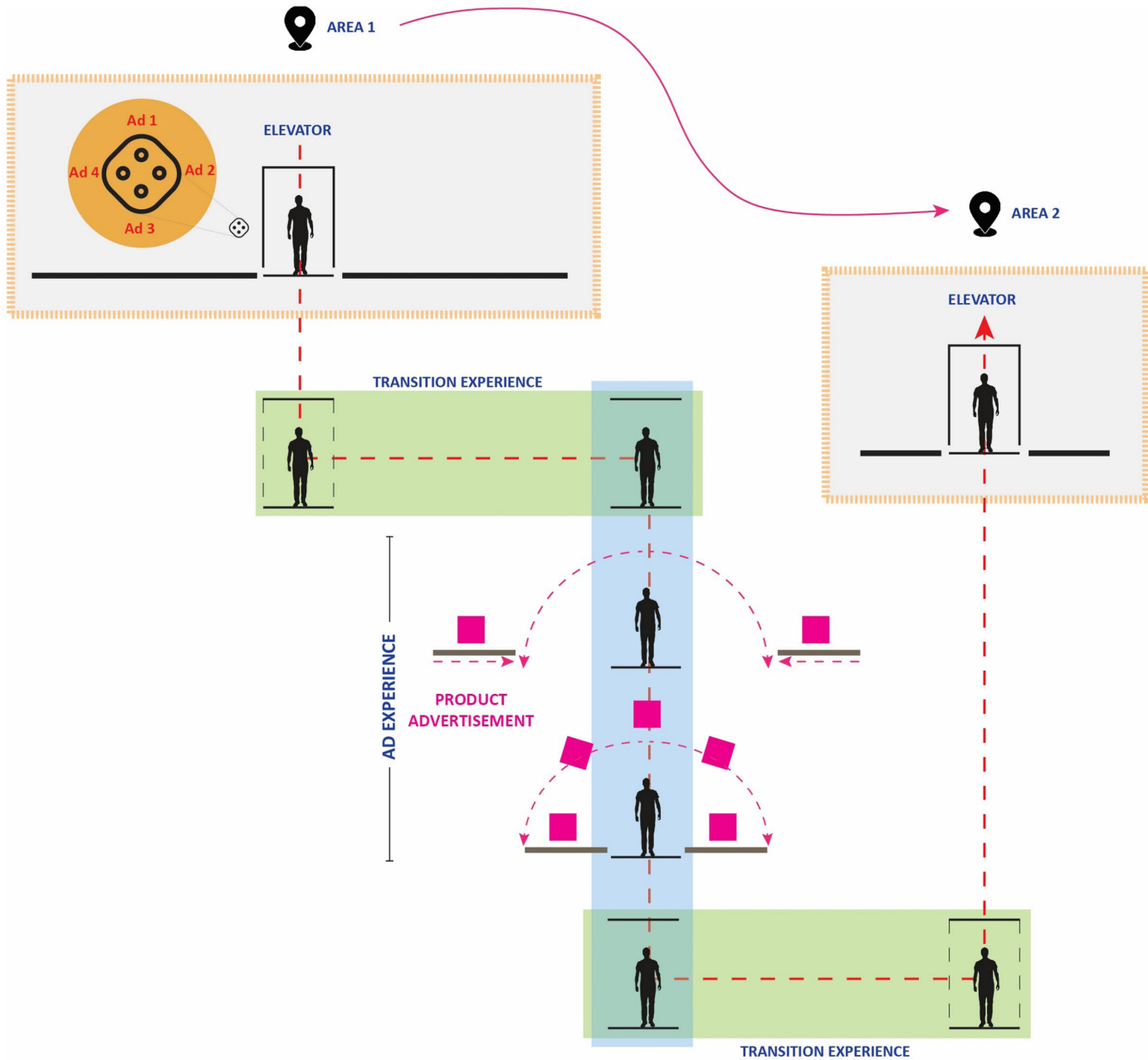


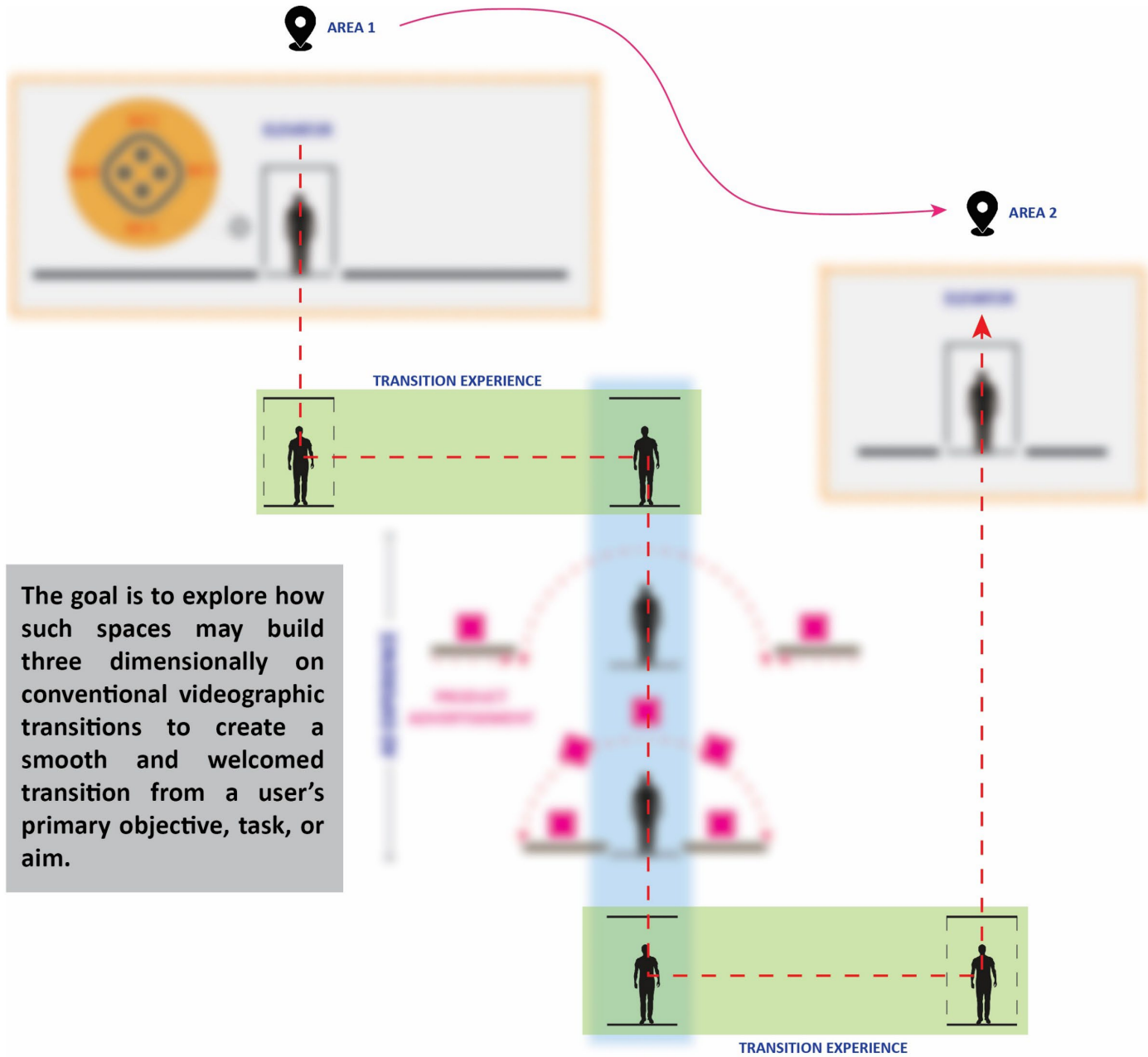
Transition spaces between social virtual worlds and immersive advertising experiences



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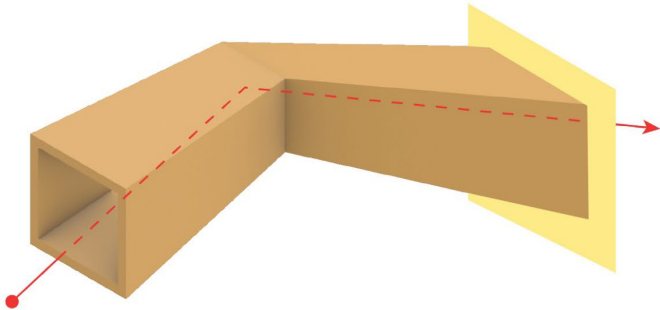
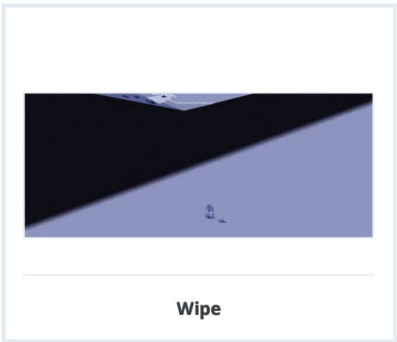
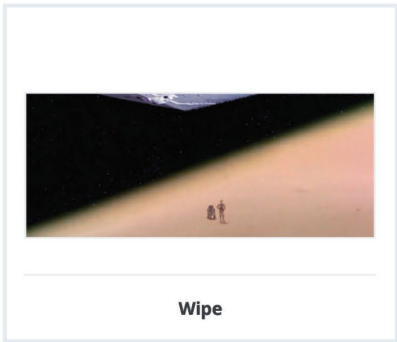




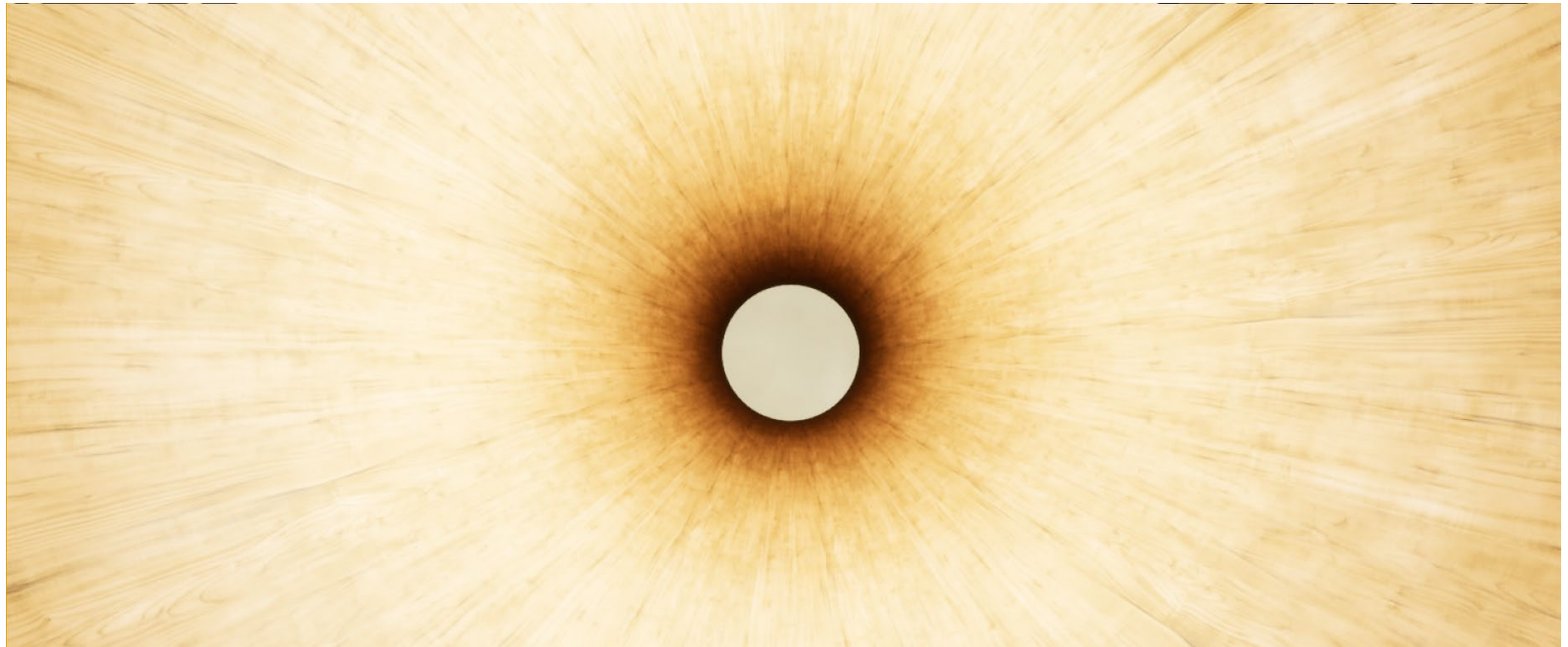
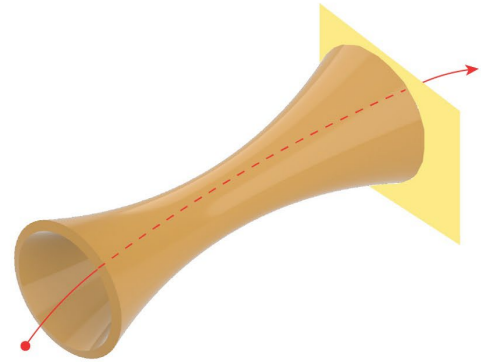
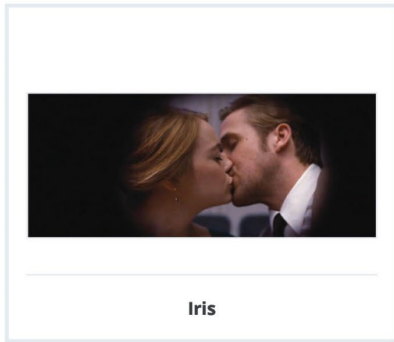
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WIPE



IRIS



PASSING

