

360° / Virtual Reality Tourism Marketing



Next Media Group creates **Captivating Marketing Experiences** that **Connect Audiences and Brands** through the use of the latest video technologies

Ideation Production Distribution Amplification

Challenges of Digital Video

- ✓ 45-55 % of Digital Video is non viewable or fraudulent.
- ✓ Standard 2D video is passive and limited in its ability to engage and immerse a potential visitor to your destination.
- ✓ Standard Video is a common ad format and does not give you the opportunity to differentiate your viewer experience from the competition's.

360 / VR Video Solutions

- ✓ 360 Interactive Video brings the traveler to you. Allowing you to showcase your destination within a very unique, compelling and immersive environment.
- ✓ 360 Video engages a person in the viewing experience, creating a more attentive and interested traveler.
- ✓ By combining the benefits of storytelling, great production and interactivity within a 360 video, the viewer is more attentive and informed about the destination.

TRAVEL WEEKLY Virtual reality (VR) is fast-tracking its way to possibly reinventing the way travel is marketed and sold.
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The highly engaging, interactive VR environments that are already taking the tech and gaming industries by storm offer the travel industry an entirely new platform for selling travel as the technology is rapidly becoming more accessible to the masses.

Captivating Marketing Experiences that **Connect Travelers to Destinations**

