

WINNER
International Telly Awards
Immersive & Mixed Reality
2020

OFFICIAL SELECTION
BEA
Business Excellence Award
2020

WINNER
EDCO
Award of Excellence
2020

WINNER
Design Rush Award
Best VR/AR Agency
2019



winged whale
media

VR/AR

Media Kit

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we create *dynamic content*
and *smart digital strategies* for global travel brands

Since 2007, Internationally Award Winning Winged Whale Media has been helping brands grow through dynamic video production, virtual reality, augmented reality and innovative digital strategies. We have produced digital content for some of the biggest brands in the world, generating Online engagement in the millions. We are storytellers, imagineers, innovators and problem solvers. As a rule, we always think outside of the box and utilize the most up-to-date technologies to drive results for our clients in video production, digital marketing strategy and content creation.



what we do

Dynamic Video

From concept development and creation to storyboarding and editing, we offer clients a full-service experience to create dynamic and impactful video content. We work with clients to develop content that aligns with their brands and enhances their marketing and communications campaigns.

Augmented Reality

AR is an emerging technology we leverage to connect with consumer travelers with an abundance of destination and travel information. It enhances user experience while simultaneously capturing vital travel data and user metrics to help travel brands create more impactful travel experiences.

Experiential

We build dynamic experiences that effectively engage audiences in the real world. Whether it's tradeshow experiences or VR booths — we leverage the power of face to face interactions to grow brand awareness, provide meaningful interactions with a product, and build connections with consumer travelers.

Virtual Reality

For an even more immersive experience we leverage virtual reality technology to create videos that allow users to explore destinations, resorts and attractions, anytime, anywhere. VR takes campaigns to the next level by bridging the gap with audiences, delivering an even greater return on investment.

Digital Solutions

From social media management and digital marketing to public relations and advertising — we develop and implement well-rounded digital communications campaigns for clients that achieve their overarching business goals.

Distribution & Training Solutions

We provide Distribution Strategies & Training Solutions where your Virtual Reality content can really make a powerful impact. Social Media & MICE events are certainly one way for VR distribution; but we offer various platform solutions where experiencing and training can have a much more lasting impact.

JUST A FEW OF OUR CLIENTS



“Working with Winged Whale Media has been an amazing experience! They love what they do and it shows in the results and delivery of the projects. Working on a VR format has enhanced my professional life, opening at my eyes to a new way of successfully communicating with our clients.”

- Gabriella Bennedetto,
Marketing Manager for Fiesta Americana Resorts

“I recommend using Winged Whale Media for any future projects you may have in mind whether for training purposes, learning and development, they are truly the solution you are looking for! Any company really needs to see the benefits of the future and potential of virtual reality. This is it!”

- Judy Makala,
Marketing Manager for Barcelo Resorts

“I’m very impressed with Winged Whale Media’s level of expertise in the Virtual Reality & digital media space. We worked together in 2018 where the team filmed and produced virtual reality content for the Caribbean Tourism Organization’s (CTO) State of the Tourism Industry Conference (SOTIC) as well as destination coverage for the Bahamas Tourism Authority. I have no hesitation in recommending Winged Whale Media for other Virtual Reality & Digital Media Projects!”

- Kristy Morris,
Marketing Manager for the Bahamas Tourism Authority



case studies

Australia Tourism Authority

Tourism Australia launched a Virtual Reality Campaign of all of their major attractions & regions. Since launching the 360 Videos; they have garnered over 10.5 millions views across Facebook, Youtube & their main landing page, Australia.com.

The Results

The Campaign helped drive a 9% increase in visitation, a 64% rise in engagement and an 85% increase in leads from their www.australia.com site. Engaged users on the site exceeded more than 8min.

[View The Campaign](#)

The Travel Texas Tourism Authority

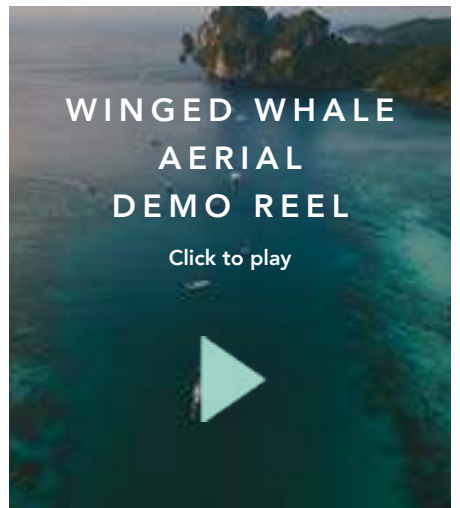
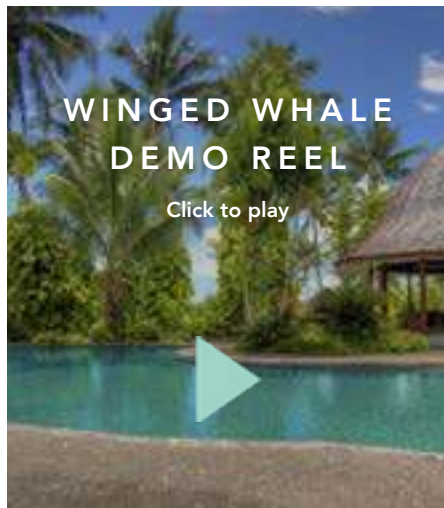
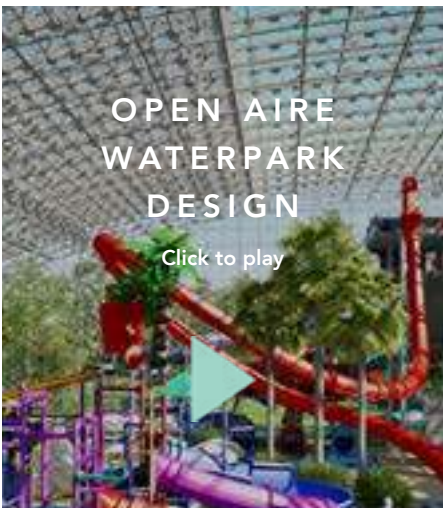
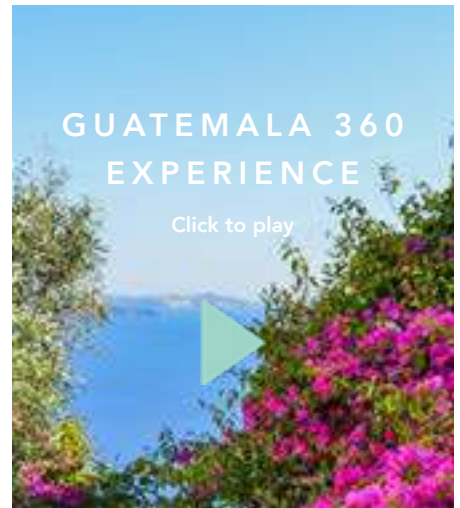
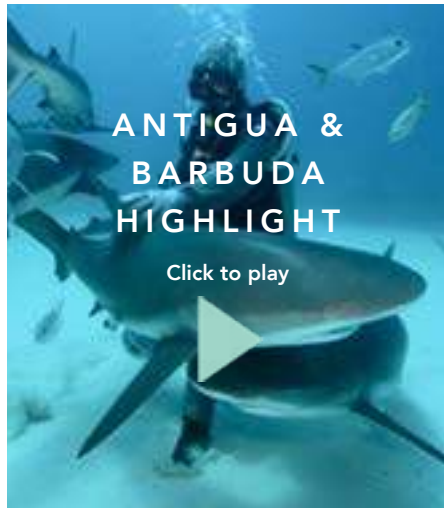
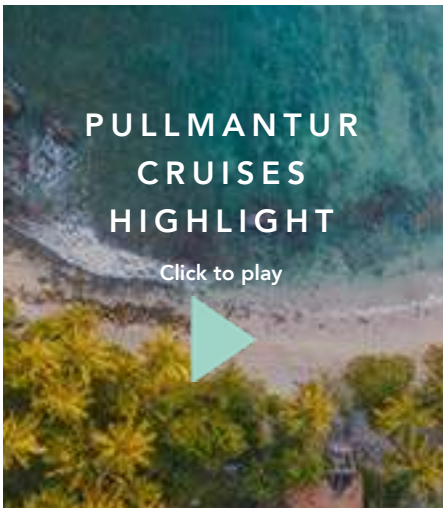
The Travel Texas Tourism Authority launched a Virtual Reality 360-Degree Mobile Ad Campaign. Since the launch of the campaign; Tourist visits have boosted 25% with their 360-Degree Mobile Ad's.

The Results

The campaign generated a two-to-one return on ad spend based on tracked hotel revenue. In addition, the promotion saw a 38% conversion rate for visits to key pages of TravelTexas.com. The mobile ads had an engagement rate of 22% - 4.5 times the average for mobile interstitial - while average time spent with the ad was 67% higher than the industry average.

[View The Campaign](#)

WORK SAMPLES



return on investment

Relevant Statistics

1. "The Virtual Travel program has garnered over one billion media and social media impressions, worth tens of millions of ad dollars – landing the "Travel Brilliantly" message and positioning Marriott as the innovation pioneer of the industry. – Marriott Hotels
2. "Educators in VR" hosted a VR International Summit on Feb, 2020; which featured over 170 speakers in 150+ events across virtual platforms over 6 days. The ground-record and record-breaking event was the largest immersive virtual conference of it's kind. An estimated 6,000 people attended the free and open-to-the-public presentations and workshops."
3. Google hired an independent firm to study the effectiveness of virtual tours. They discovered that Virtual Tours Helps Double the Interest in Business'. Those who view a listing with a virtual tour are twice as likely to be interested in booking a reservation there. And among 18-34-year-olds in particular, prospects are 130% more likely to book based on a tour. In this study among people surveyed, 67% wanted more businesses to have virtual tours.
4. "HTC Vive hosted their 1st Online Virtual Reality Conference with various speakers & over 2,000 attendees from around the world. The event also garnered over 1 million views on their youtube Channel; which was viewed live."
5. The United Nations first VR film "CloudoverSidra" tells the story of a girl in a refugee camp in Jordan. The VR video raised 3.8 billion dollars, 70% more than expected. They doubled the number of views donating and the average donation increased by 18%.
6. "Walmart has used VR since 2017 to train employees at 200 Walmart Academies and has sent thousands of VR headsets to stores across the country for employees to use, according to the company. The company claims that VR training improves employee confidence and has boosted test scores 10 to 15 percent — even for trainees who simply watched others experience the training. Virtual scenarios include managing a produce section or preparing for the chaos of Black Friday by watching actual footage from the annual shopping spree."
7. The average views that traditional video has brought to Dominica's Tourism Authority's Youtube channel has averaged at 2079.68 total views an average of 25.32 comments and an average of 1.48 total vote. Comparatively; the VR Video produced by Winged Whale Media has done 301.8% better in terms of views and 373% better for comments.
8. G-Adventures has always been innovation forward so they developed virtual reality out of the gate in order to bring users closer to the product in an immersive environment. They launched a campaign on Explor VR and were able to garner 121 hours of full VR immersion and over 7 million trade impressions.
9. The British army captured a VR experience of climbing, tank driving and even combat training for the army. The army recruitment drive used this all over the UK and found they received 66% more recruits.

meet
the
team



Ed Limon

CEO & Creative Director



Jason Palmer

Project Manager
& Creative Director



Brock Hodgkinson

Cinematographer



Claudia Limon

Director of Post Production



Lance Knowles

Aerial Drone Pilot



Nikita Brown

Director, Digital Strategy & PR



The Engage Platform

Winged Whale Media has partnered with “Immersive VR Education” which offers key strategic approaches for training & learning, Fam Trips, Conferences & MICE events. With thousands of attendees that participate within the platform, users get to explore & network through their respective ‘Avatar’s’ via their VR Headsets, Computers & portable mobile/tablet devices. Participants can experience both 3D rendered VR rooms as well as VR 360 Video rooms. Photogrammetry images via Lidar technology can also be a resource through which participants can continue learning and exploring through the Engage Platform.

Case Study

During the March 2020 HTC Conference, attendance went over 2000 users that participated on the Engage Platform with over 1 Million views that were garnered while being broadcasted through their official youtube channel.

(Highlight Video of the VR Conference)

[View sample](#)

Web Based Publishing & Distribution Platform

Virtual Reality Tours have become quite the effective norm over the last 10 years for real estate, tourism & many other markets who wish to have their sites available for exploration. Winged Whale Media can also offer a “Web Based” VR 360 Video Tour with an interactive feature for users to choose their own adventure. The platform allows users to explore one 360 video and from there; active icons will appear for them to move on and explore another 360 video. This makes the VR Tours much more robust & effective



augmented reality strategy

“Folks... frankly we are very exposed to tourism... and if we don't refresh our product & make it more creative & more innovative then we are the ones that stand to lose the most”

- Kerrie D. Symmonds

Barbados Minister of Tourism (2019 WTM CTO Travel Media Awards)

Augmented Reality (AR) is the overlay of digital content on top of your current view of the real world environment surrounding you. This can be experienced through wearable 'smart glasses', or mobile-devices such as smartphones and tablets. The following are a few strategic concepts:

a) Interactive Guided Tour. Very similar to Pokemon Go, but as a guided tour that could embed 3D objects, 360 Videos, voice over narrations, traditional videos and other pop ups that could bring to life the AR experience.

b) Bringing a Blueprint or Map to life. This concept can become extremely powerful. The trigger activation could be anything: eg. a blueprint, map and or even a logo. The phone can bring to life a 3D model which can have information text, voice over narration and other digital assets.

Users can explore the map at their own leisure that would give informative descriptions and information about the locations being tapped on.

c) Interactive Scavenger Hunt. This can be a powerful tool for user engagement. This can be applied for both local and international markets for users to have fun while exploring. The AR functionalities can bring to life anything that the developer would want them to experience. They can even have 3D objects to interact with the user, take photos and share their fun experiences. This concept garnered great success across tourism municipalities in Europe.





by the numbers

80%

Attention rate of users who are immersed in VR vrs. 20% whom use traditional digital solutions

71%

Of consumers say VR makes a brand seem "forward thinking" and modern

91%

Of non-users reported having positive feelings after watching an Informational VR video

53%

Of consumers say they'd be more likely to purchase from a brand that uses VR than one that doesn't

62%

Of consumers agree they feel more engaged with a brand that sponsors a VR experience

67%

Of consumers say they are interested in VR for live events