



# Pre-Launch Event Innovates Retail Products Sale Through Immersive VR

Virtual Pre-Launch Event 2020

## Client

Leading Medical Device Company

## Target Audience

Company's marketing community

## Services

- VR Experience Development
- Product Launch Strategy
- Branding & Communication Development
- Marketing Execution
- Speaker Management

## MCI Expertise



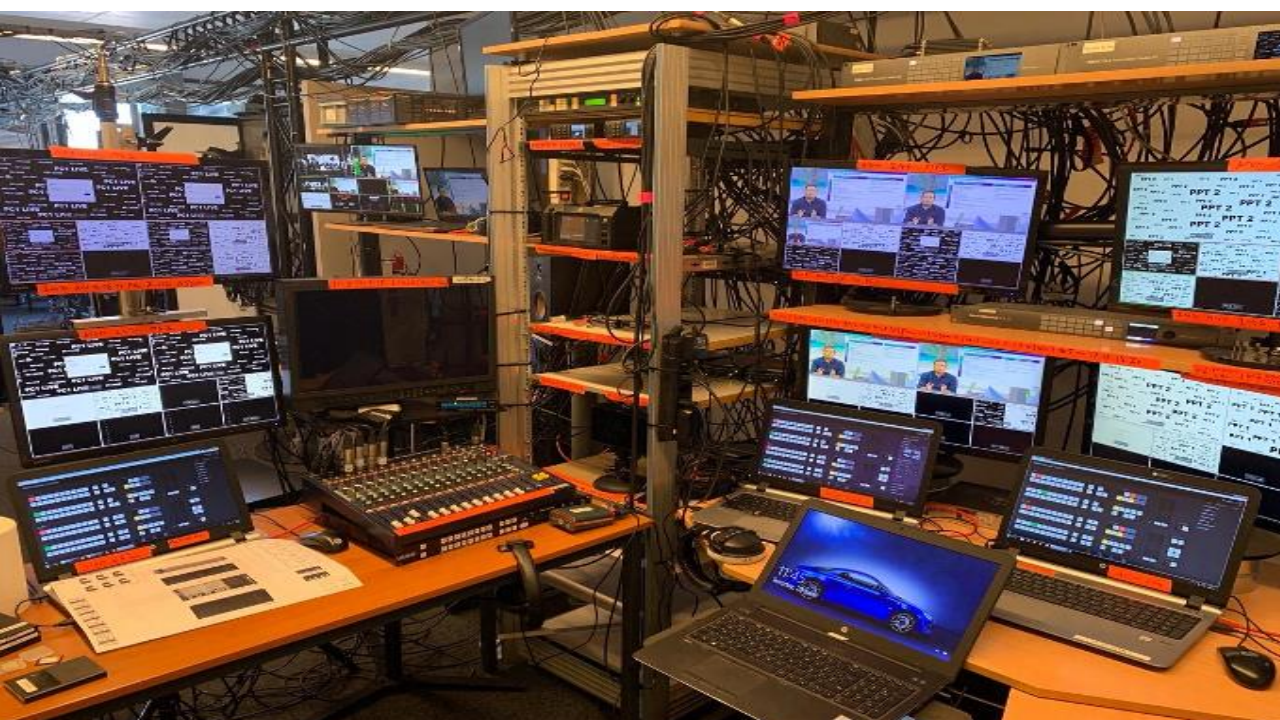
Digital & Virtual



Experience Design



Marketing & Communication



## Results



45  
Countries



2  
VR scenarios



600  
Attendees

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## Challenge

This Medical Device Company, leader in their sector, was preparing to launch two new products. They were working intensely on a face-to-face pre-launch event in Barcelona organised for their marketing community. Due to the pandemic and subsequent travel restrictions, they decided to partner with MCI Geneva to explore digital solutions that would allow them to continue with the launch rollout plan.

## Solution

The client and the MCI team envisioned an alternative to the face-to-face event that could create a memorable experience for their audience beyond a webcast or live streaming. The answer was an immersive VR experience based on the new products. Through a headset, the VR technology transported attendees to two incredible seaside journeys where they could understand the target consumer and feel the benefits of using the company's latest products – without leaving their homes. To guarantee the success of the event, MCI Geneva created a bespoke VR Box to be received by each country equipped with a VR headset and all the material necessary for the product launch deployment. The results offered a glimpse into a new reality for brands, retailers and consumers.

