



# REBEL & SOUL<sup>®</sup>

THE MEMORY MAKERS

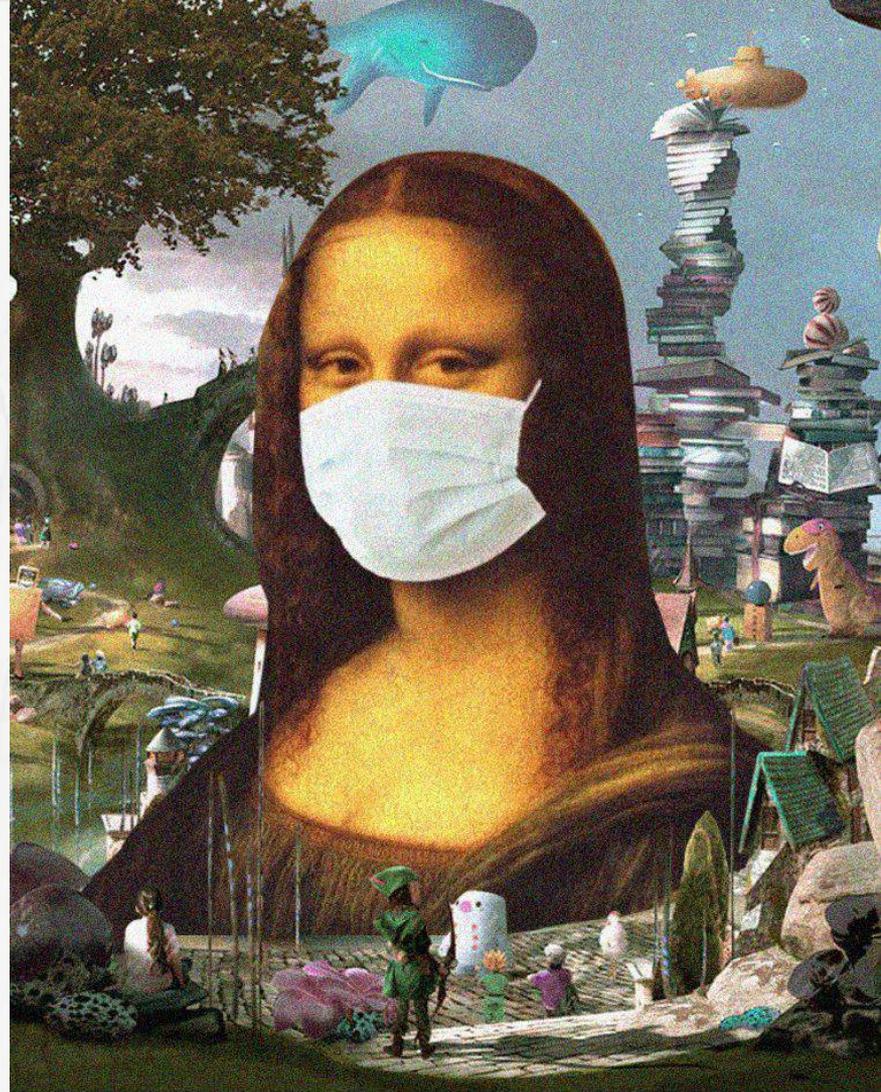
DIGITISING EVENTS FOR THE NEW FUTURE

## OUT OF THE ORDINARY

These virus infused times are unexpected, undeniably unwanted and incredibly unkind to us all in one way or another. We're all having to adjust our business and marketing strategies, cut through the noise, and figure out how to connect with our audience in a completely different way.

So when we heard that pure digital was having to make a swift resurgence due to well, brands literally not being able to connect in any other way, we thought it was a good time to rise to the challenge, delve into our virtual box of neuro-creativity and see what we could do to help our clients not only make digital dazzle, but to ensure that it also packs an impressive memory-laden punch.

From [haptic technology](#) through to [binaural beats](#) and [music and tech experiments](#); there are so many ways to bring your brand story to life through digital. We've put our pyjama wearing team to work to bring you our best of the best digital experience compilation.



## ADAPTING TO A NEW CLIMATE

At the time of writing this feast of a deck read, around one third of the world is currently on some form of a virus infused lockdown, Zoom has seen a 2,900% increase in daily users and we are now inundated with webinars - so much so that there's a new buzz phrase about town... 'zoom fatigue'.

So, it's important, now more than ever, to create a virtual experience that truly stands out.

We know that up to 99.9% of consumer buying behaviour is subconscious, so how exactly are we going to hone in on this insight and continue to create all these morish, shareable, sensory moments through digital channels?

This document aims to educate and inspire on exactly this. We've highlighted some solid online platforms and the sensory innovations to be experienced across them, to ensure your next virtual experience will go with a va va zoom (sorry, couldn't resist).



## A VIRTUAL SNAPSHOT



STREAMING



THE VIRTUAL  
WORLD



HOLOGRAPHICS



DIFFERENT REALITIES



DIGITAL CONTENT

## QUESTIONS FOR YOU TO CONSIDER AS YOU READ ON...

- Who is your audience?
- What is the most relevant platform for them?
- What is the best messaging for that platform?
- How will your audience interact and engage with your brand?



THE VIRTUAL  
LANDSCAPE

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## STREAMING



The penetration of streaming has increased dramatically during the pandemic, with SouthEast Asia seeing a 60% increase since mid-January. On top of this, 52% of global marketing professionals see live video providing the highest performing ROI in terms of content.

Whilst there are a number of enterprise software solutions and social platforms to host your stream, there are effectively two types of streaming methods - pre-recorded and live:

1. Pre-recorded

*The pros: Cost and time effective. Evergreen content. Scalable.*

*The cons: Not bespoke. Lack of audience engagement. Less emotional resonance.*

2. Live streaming

*The pros: Real-time. Live audience engagement. Custom.*

*The cons: No editing. Unpredictable. Need a host/co-host.*

**WHO IS THIS FOR?** Live-streaming is for those brands who wish to create raw, authentic, transparent, pre-polished content. 80% of customers now say that they'd rather watch a live video rather than read a company's blog, so streaming can be considered for anything - from an inspirational online seminar, to a virtual musical event.

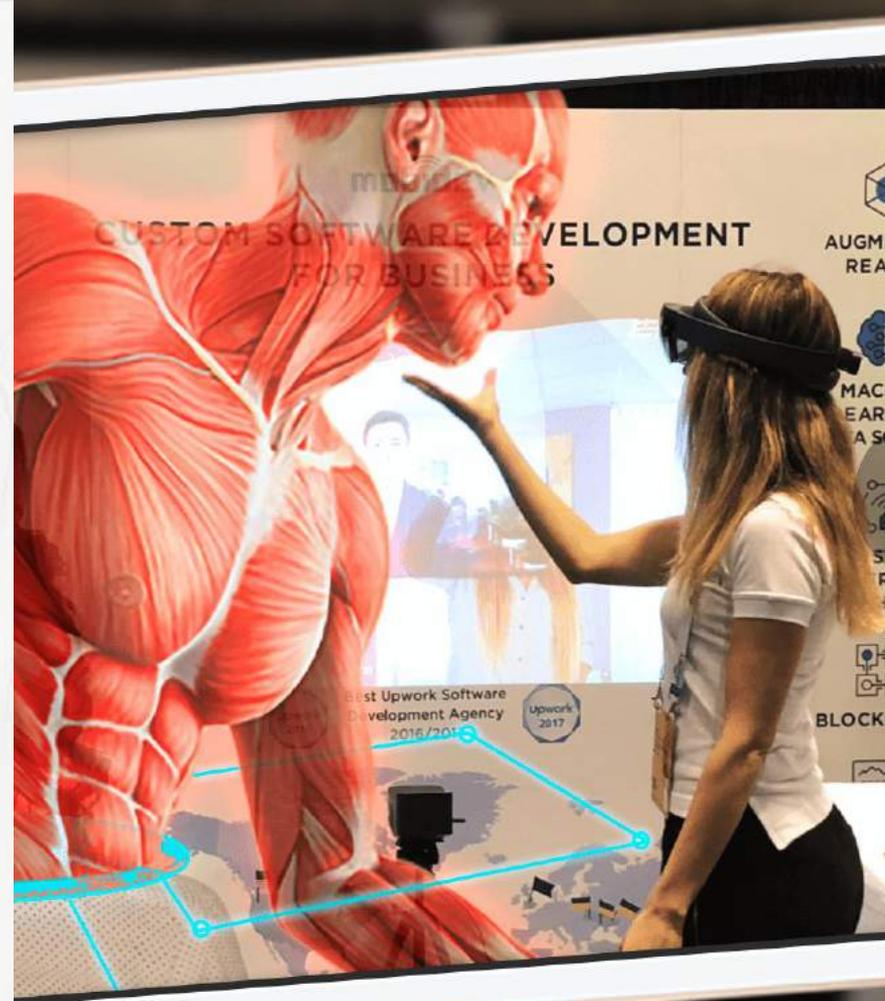


## DIFFERENT REALITIES



The consumer virtual reality software and hardware market is anticipated to reach US\$16.3bn by 2022 (the 2020 figures are US\$9.6bn). With so many types of 'realities', we thought we'd spell them all out:

1. Virtual reality (VR): a complete immersive experience that shuts out the physical world and transports your audience into a number of real-world or imagined environments, using a VR device.  
*The pros: Completely custom. Real-time audience engagement. Emotional resonance peaks.*  
*The cons: Audience need a bulky VR device. Expensive. Technology is still quite new/limited.*
2. Augmented reality (AR): overlays digital objects on to the real world - often by using the camera on a smartphone - allowing the audience to experience the relationship between the digital and physical worlds.  
*The pros: Widely adopted by all audience types. Audience are in control on their experience. Immersive communication.*  
*The cons: Audience need a smartphone. Technical limitations with smartphone variations. Can be expensive.*



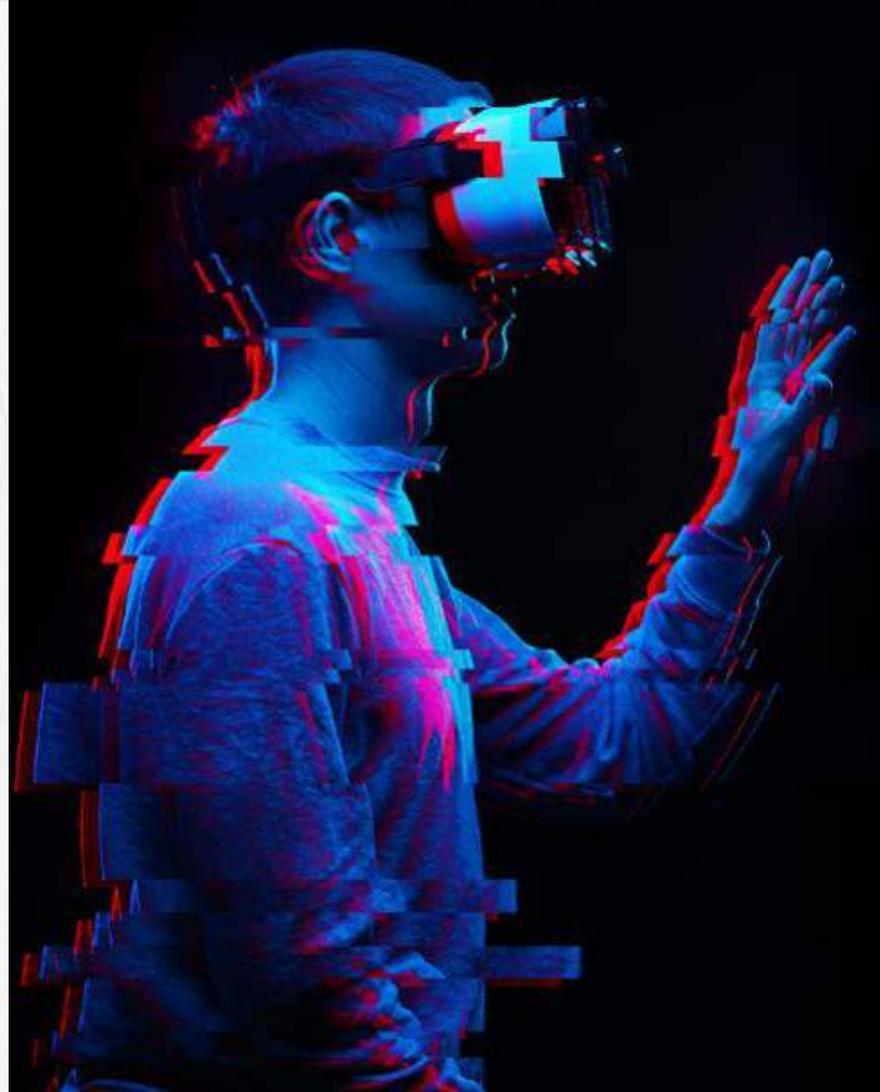
## DIFFERENT REALITIES CONTINUED...



Digital technology is evolving rapidly, allowing businesses to continually explore and reinvent themselves. Extended Reality is one of these technologies, and is forecasted to have a staggering CAGR of 65% during up until 2024.

3. Mixed Reality (MR): an experience that can combine elements of VR, AR, real-world and digital objects.  
*The pros: Rich experience. Customised view/build. Widely accepted and used by enterprise brands.*  
*The cons: Technology is still quite new/limited. Audience need hardware. Potential real-time processing and calibration issues.*
4. Extended Reality (XR): including AR, VR and MR, XR is an umbrella term that covers all of the various technologies that enhance our senses and blurs the line between the real and simulated world.  
*The pros: Widely used in employee training & development. Audience visualization and participation. Accessible.*  
*The cons: Audience need a specific MR device. Can be expensive. Potential data and security issues.*

**WHO IS THIS FOR?** Brands that have more budget to spend, and are looking to create immersive, transformative content and brand experiences. The virtual world is your oyster with different realities - whatever you visualise for your audience, you can create through different realities, bringing them on the virtual ride.



## VIRTUAL WORLD



Whilst the virtual world concept has been around since the 1980's, today these worlds are purpose-built for entertainment, social, educational and training.

Also known as 'digital worlds' or 'metaverse', virtual worlds have become popular in recent years with the growth of online entertainment platforms and online games.

From [Fortnite's Marshmallo Concert](#) to [SecondLife's Event Solutions](#) and the recent [NASCAR simulated racing](#), [HTC's 2020 Annual \(Virtual\) Conference](#) to [Wave's recent "One Wave"](#) featuring John Legend, Galantis and Tinashe.

Brands are getting creative and exploring with new technologies and platforms to stand out from their competitors and connect with their audience in a completely different way.

*The pros: Bespoke. Real-time audience engagement. Completely immersive environment resulting in emotional resonance peaks.*

*The cons: Expensive. Technology is still quite new/limited. Potential real-time processing and calibration issues.*

**WHO IS THIS FOR?** Brands that truly want to stand out and create something different. To connect with their audience on a new, deeper and emotional level.



## HOLOGRAPHICS



The holographic imaging market size was valued at US\$331m in 2017, with an anticipated CAGR of 34%, expecting to reach US\$2.5bn by 2024. It is predicted that holographic technology in the display industry alone will earn a staggering US\$3.57bn this year.

A 3D virtual object that isn't actually "there" but looks as if it were, holograms generally float in the air and are typically displayed through an smartphone or AR headset.

Whilst [holoporting](#) and [holographic telepresence](#) typically requires a live environment or bespoke set-up, there are also off-the-shelf solutions such as [hologram pyramids for smartphones](#) or [holographic displays](#) that are catching the eye of tech-savvy businesses.

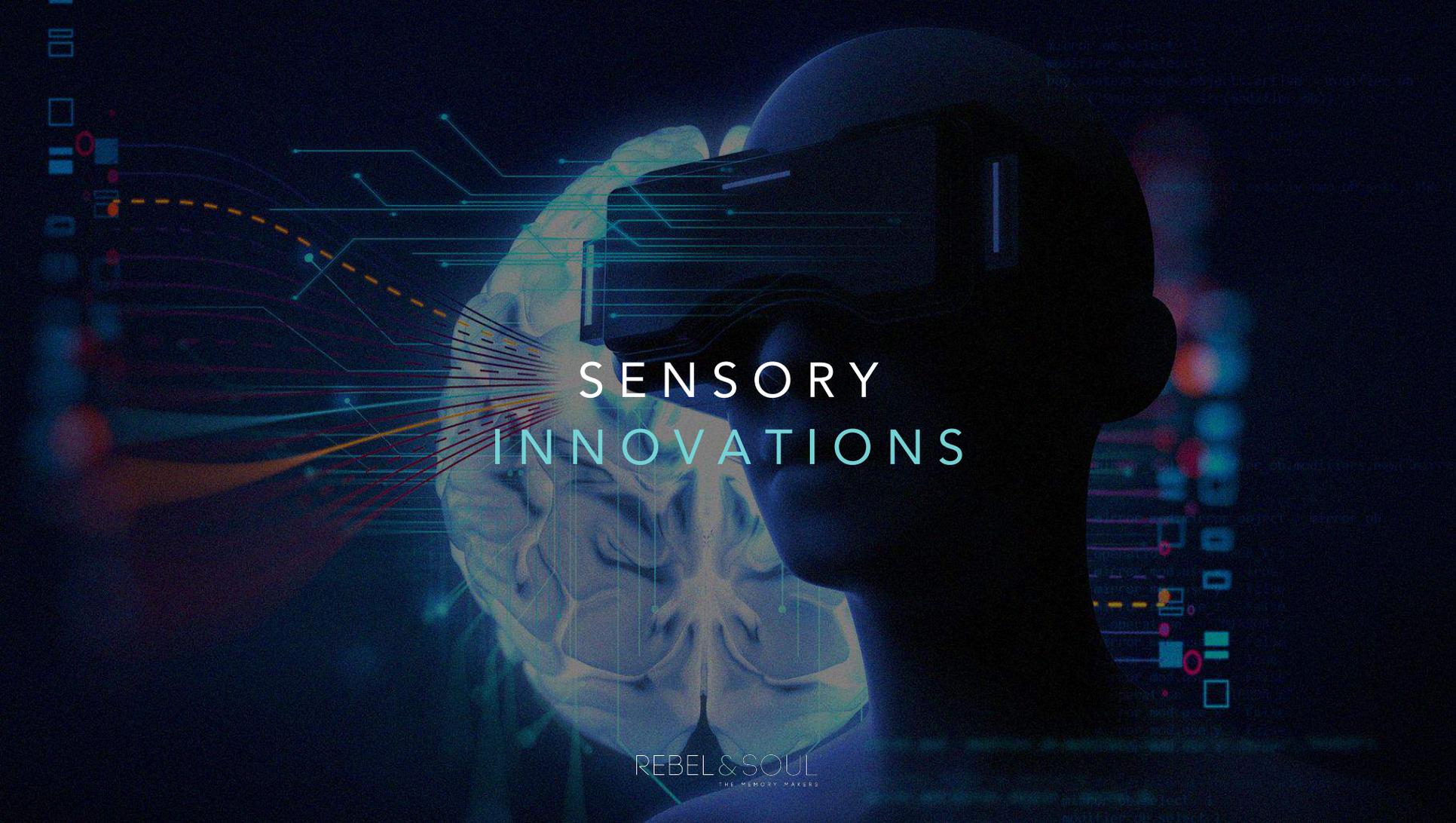
*The pros: Bespoke. Immersive environment. Widely adopted by B2C brands.*

*The cons: Can be expensive. Technology is still quite new/limited. Limitations for at-home experiences.*

WHO IS THIS FOR? Although most of the global population picture a Hologram of Tupac at Coachella in 2012, Holographic technology has also been used in industries as diverse as medicine, architecture, and automotives. The technology is improving daily, so there's a huge opportunity to stand out







SENSORY  
INNOVATIONS

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## SIGHT

90% of information transmitted to the brain is visual. We retain 80% of what we see. There is no doubt that sight is a highly seductive and potent branding tool. It has the power to overrule our other senses and persuade us against logic and reason - seeing, really is believing.

From a digital perspective this is the easiest sense to emphasize, as the main way of 'interacting' digitally is by seeing what is on your screen. The key for brands is how to heighten this sense and give your audience the unexpected.

From VR to AR, to smart glasses, animation and playing with perspectives - here are our favourite examples and innovations for playing with sight in the digital world:

- [Fortnite x Star Wars](#)
- [AR contact lenses](#)
- [Pinterest now lets you try on your Pins](#)
- [Samsung Launches 4D Lunar Gravity VR Experience](#)
- [National Geographic - 360° Climbing Giants](#)



## SOUND

From Isochronic tones to binaural beats, ASMR and 8D technology, the power that auditory illusions has on the brain is still rarely explored in marketing - in fact, we can't find any examples, creating an incredible opportunity for marketers!

Recent studies have shown 'dramatic improvements' in visual retention, auditory memory, reading and arithmetic when using auditory illusions. There are five common types of brain waves states - Gamma, Beta, Alpha, Theta and Delta - each with an associated mental state.

There are multiple techniques that marketers can use to activate different brain wave states and enhance long-term memories. Here are some of our favourites (earphones in!):

- [Binaural beats - for stress](#)
- [Binaural beats - for concentration](#)
- [8D technology - Pentatonix](#)
- [Isochronic tones - for concentration](#)
- [ASMR - keyboard sounds](#)

## BRAINWAVE *States*

### DELTA

0.1 Hz | 4 Hz

Deep sleep | Pain relief | Anti-aging | Healing

### THETA

4 Hz | 8 Hz

REM sleep | Deep relaxation | Meditation | Creativity

### ALPHA

8 Hz | 13 Hz

Relaxed focus | Stress reduction | Positive thinking | Fast learning

### BETA

13 Hz | 30 Hz

Focused attention | Cognitive thinking | Problem solving | Active

### GAMMA

30 Hz & above

High-level cognition | Memory call | Peak awareness



## SMELL

The sense of smell is often cited as the most “emotional” sense of all. This is because rather than analyzing the information received from a particular scent, scent bypasses the rational part of our brain and heads straight to our limbic system. As a result, we are more prone to experiencing a “feeling” upon smelling something.

In order to incorporate smell into your experience - for the meantime anyway - there has to be a physical product provided, a diffuser, a card, a capsule; anything that allows you to transmit the smell you want. The alternative is to use nostalgia to evoke a sense of smell... it's a powerful idea for universally loved scents and something KFC activated really well with their scented fire log campaign.

With modern technology people and brands are easily able to customise their own signature scents and employ them in ways to heighten experiences. Here are our favourites:

- [Olorama - Digital Scent Technology](#)
- [Digital smell technology evokes virtual odours](#)
- [Diageo transports consumers via scented journey](#)
- [KFC scented firelogs](#)
- [Liberty Mutual test car-scented ads to sell insurance](#)



## TASTE

Taste, as you can imagine, is a little difficult to synthesize digitally and it is inherently linked to smell. Flavour enhancers are big business and have been around for a while. They can be added to items such as sugar pills, candy or even edible paper to give an added sensory experience.

The world is not quite there yet but controlling taste sensations through electricity, color, heat and scent is being explored. Envisage a future where simulated tastes could be part of virtual or augmented reality experiences, another step toward a comprehensive faux reality.

Here are some mind-blowing examples of how the sense of taste has been used to market products digitally:

- [VR meets experimental fine dining](#)
- [Project Nourished: A Gastronomical VR Experience](#)
- [3D printed food, from the comfort of your home](#)
- [Pringles debuts chip-dispensing gaming headset](#)
- [Taste simulation technology via utensils](#)



## TOUCH

The haptic touch market is predicted to reach \$4.8bn by 2030. We know that physical proximity to products has a significant bearing on shaping purchase decisions which is one of the reasons that brick and mortar retail stores are still in existence.

From a neuroscience standpoint, touch can give us a sense of connection with a product or brand, and has the power to shift the brain into deeper levels of engagement, it's a sense that can have more impact than sight or sound alone.

Marketers are only just starting to scratch the surface of touch technology - here are our top picks:

- [What the future of haptic technology feels like](#)
- [Sony patents tactile device for Gamers](#)
- [Skin-integrated wireless haptic interfaces for VR and AR](#)
- [Miller Lite's Cantroller](#)
- [Stoli Vodka Cocktail Shaker](#)





OUR NEUROEXPERIENCE  
CASE STUDIES

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## DENTSU, NEUROMANCE

Creative folk from all over the world attended this event to network and connect, the event concept revolved around convergence between the various network brands, its people and clients. So as one big ice-breaker and to heighten guests experiences, we created a bespoke tech installation that gamified and tracked social interactions.

MEMORIES MADE: 2,978

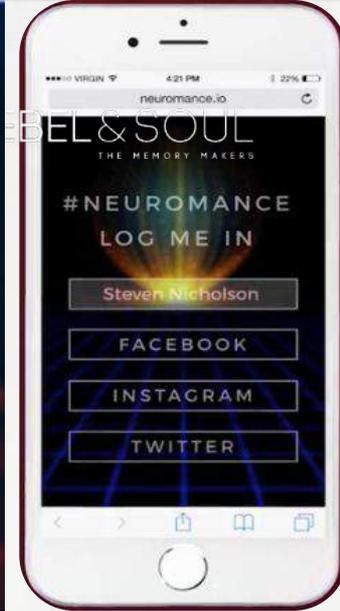
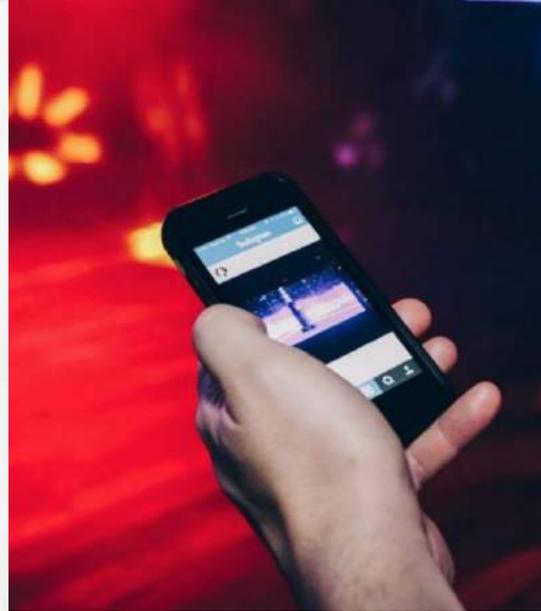
### EXPERIENCE SNAPSHOT:

- Strategy, creation and build of a bespoke mobile app and interactive installation that tracked connections
- Convergence of digital and physical lives through groundbreaking innovation
- Attendees RSVP'd via social media, and received a 'virtual tower' on arrival that grew with each connection they made
- Gamification element to compete for the highest tower and trigger virtual fireworks

### RESULTS:

- 78% of guests became active users
- Over 1,750 interactions over the course of the evening
- A crowd who forced the party to keep going
- The digital experts in the crowd tried to hack the system on the night to grow their digital towers the biggest

*"Awesome event. Really loved the social overlay that was coordinated at the event." Dan Neary, President, Facebook APAC*



## RED BULL, F1 SOCIAL MEDIA ASSETS

To launch the 2019 Formula 1 x Red Bull partnership, we created a range of social assets to introduce the nationwide pitstop challenge, drive participation to the physical activation, introduce and drive participation to the mobile game, introduce the Red Bull Singapore F1 Can and invoke national pride.

MEMORIES MADE: 30,959

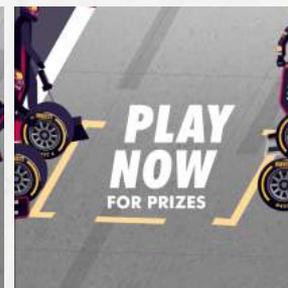
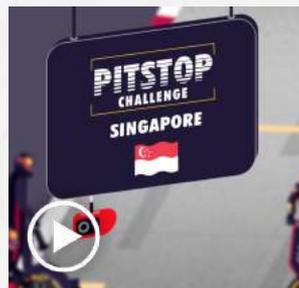
### EXPERIENCE SNAPSHOT:

- Concept development, design and development
- Asset creation for the 3D, animated Red Bull Singapore F1 Can
- Social assets created for Facebook and Instagram
- 3 x 15s animated banners

### RESULTS:

- All assets created and provided within two weeks
- Instagram engagement rates between 8.3 - 14.1% (Red Bull average advertising engagement rate is 1.3%)
- Facebook posts viewed by over 6.2m people

*"Despite many challenges and constraints, the Rebel & Soul team was able to achieve our vision for the campaign. Their keen attention to detail and a genuine understanding of our brand objectives greatly reduced turnaround time, resulting in timely output that is exactly what we wanted, and more. Thank you for going above and beyond in your work." Danil Palma, Field Marketing Specialist*



## HEINEKEN, GREEN ROOM

The Heineken Green Room immerses party-goers in a sensory musical experiment driven by technology. Our first 'Original Sound Experiment' saw us testing the hypothesis 'Can You See Music'. Alongside the experience, we also created a mobile app that measured how an individual's energy correlated to 6 hours of bespoke visual stimulus projected onto a huge 360° surface. The data was tracked in real time, and attendees received a stunning 'data selfie' post event relevant to their dance moves, stimulus, photos and location.

MEMORIES MADE: 115,118

### EXPERIENCE SNAPSHOT:

- Over 25k data experiments across 37 events, 17 cities and 8 countries
- Strategy, creation and build of a bespoke mobile app
- Created 6hrs of original design graphics
- Selfies - with 12 filters - were beamed onto the 360° screen
- Creation of individual data selfies and personalised soundwave
- Triggered countdown to the Heineken 'Moment' in the app
- Creation of a high tempo music track created for the Heineken Moment

### RESULTS:

- 27k 'saw music' live; 12.5m people 'saw music' through shared content
- Tokyo generated enough kinetic energy to jump over 381,029 bottles
- Indonesia powered the Heineken Green Room Orb 2,491 hours
- China danced enough to climb the Great Wall 841 times

*"The logistics of crafting and activating a creative sound experiment in 12 APAC markets with unique cultural and language needs are beyond complex. A huge thank you for helping us craft and coordinate all the fine details to turn this idea into a high impact campaign"* Lizi Hamer, Creative Director, Arcade



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