10 Tips on 360 VR Advertising for Beginners

1. Make sure to keep things interesting
   Don’t just plop a 360 camera in the middle of a location and just expect magic to happen. 360 cameras capture a wide space around you. Therefore, make sure that as viewers take in the whole sphere, there’s always something interesting to see.

2. Avoid too many quick cuts & transitions
   While quick cuts and transitions from scene to scene are desirable in traditional video, this just doesn’t work for 360 video as it takes away the immersiveness aspect. If transitions are necessary, make sure they are smooth and slow to avoid nausea or disorientation and also to encourage users to explore the content more.

3. Look beyond just 360 video.
   Depending on what your goal is, sometimes 360 video isn’t the best option. Sometimes, 360 images can give the user more time to explore an environment. You can even use 2D assets and place them inside a 360 sphere, allowing you to use assets you already have. Or use a 360 image with hotspots that lead to 2D videos.

4. Add a reorient button
   When trying out 360 content, you can sometimes get lost and forget where you're originally supposed to look. This button helps your users “regain their senses” and bring them back to the focal point.

5. Don’t just measure success with CTAs
   360 VR ads come with new data capture points that will change the way brands measure campaign success. These data points help measure engagement and can also help marketers gain insight into what users engage with, what interests them, and more.

6. Set a focal point
   This may seem obvious but we’ve seen far too many 360 videos where we have no idea where to look. This can be disorienting to the user and doesn’t help sustain user engagement. Because 360VR ads can have virtually endless interactivity, you need to pay attention to multiple focal points and help guide users where to look.

7. Add hotspots
   Hotspots enable you to offer levels of interactivity in ads that were never before possible. They can facilitate the presence of more consumer touch points causing 360VR ads to act more like microsites than just single ad units.

8. Leverage CTAs
   Because 550KVR ads have a much larger ad canvas, you have the ability to feature many more touch points that can reward the user and lead to something outside of the ad, but also can lead to a plethora of consumer touch points.

9. Be mindful of the time!
   Don’t fall into the 6 second ad trap. 360 videos shouldn’t be too short that viewers don’t have time to explore what’s around, but shouldn’t be so long that people lose interest.

10. Add Easter eggs
    In 360 VR advertising, Easter eggs are hidden surprises that can be found in the ad. They’re ultimately a way to encourage exploration of branded experiences as they reward the consumer. They can be humorous, lead to special deals... wherever your imagination takes you.