



# SRD

# Agenda

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## Who We Are

Introduce the client and brief

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Who's this for anyway?

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## Creative Brief

There are some big contenders

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## Industries to Pursue

Creatives have work to do

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## Research

The way to reach us



# Who We Are

**MEJO371:** Advertising Creative

**Lindsay Simpson:** Creative Director





**Jasmine Alexander**  
Senior



**Gabby Black**  
Senior



**Sidney Brewer**  
Junior



**Ella Cabrera**  
Junior



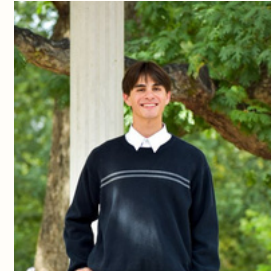
**Elijah Daniels**  
Senior



**Sadie Donnelly**  
Junior



**Makayla Elks**  
Senior



**Colin Franco**  
Junior



**Olivia Frelke**  
Junior



**Lily Hodges**  
Junior



**Riya Jayanthi**  
Senior



**Molly Longfield**  
Junior



**Isabella Makhuli**  
Junior



**Haley Marshall**  
Junior



**Lily Reader**  
Junior



**Marguerite Stanley**  
Sophomore



**Ellie Traggio**  
Junior



**Jakob Williams**  
Junior



# The Vision

The ambition was to establish Sony SRD as an extension of “where imagination becomes reality,” evolving into “see your **TEAM, BRAND, GAME, DREAMS, VISION, CARE** in a new dimension,” connecting abstraction with your senses. Capturing the brand's essence of innovation, modernity, and the outlandish the SONY SRD bridges the gap between your vision, making the intangible palatable. To capture the product's key elements, we crafted a series of stories, bringing our *own* vision into reality. Google Trends recorded the term “immersive experience” exploding over the past 5 years, highlighting the importance of sensory engagement. Drawing information from both Sony case studies and market research, the campaign centers on market penetration opportunities in architecture, luxury retail, sports, and medicine.



# Creative Brief

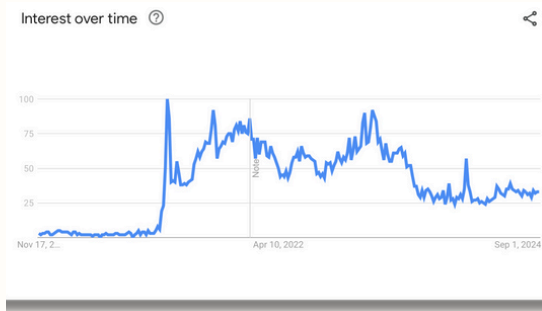


## BACKGROUND

The Sony Spatial Reality Display is a cutting-edge 3D display technology that uses eye-tracking and advanced rendering to create highly realistic, glasses-free holographic visuals. It is designed for professionals in fields like product design, visual effects, and game development, offering an immersive way to visualize 3D content in real time.

## THE HUMAN PROBLEM

The marketing and demonstration of the Sony SRD are slightly complex, and many consumers are interested in "immersive experiences" but unsure of how to implement such changes. For example, Google Trends reports an increase in the search of "immersive experience" by 44% in the past 5 years.



## THE TARGET

Our target is B2B oriented. We look to attract IT/tech managers, creative directors, coaches, engineers and designers using Unity or Unreal engines.

## DESIRED BEHAVIOR

Businesses will look to the Sony SRD as a new "immersive experience" to implement into their technology usage. We aim for our target consumers to associate the SRD success with increased stakeholder retention, building upon existing workflows through Unity and Unreal engines, and increased comprehension of business and educational processes.

## MAIN INSIGHTS

- Providing stories demonstrating the everyday human experience increases consumer understanding of the Sony SRD.
- Consumers don't understand why they need the Sony SRD given the existence of augmented reality and competing technology.

## EXECUTION

Through a series of eight stories across four selected industries, we created case studies allowing consumers to understand exactly how the SRD can be used in a B2B setting.

07

# Spatial Reality Design

## Brand Kit

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### Logos and Symbols

**VISION**

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### Color Palette



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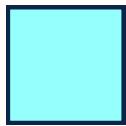
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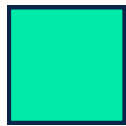
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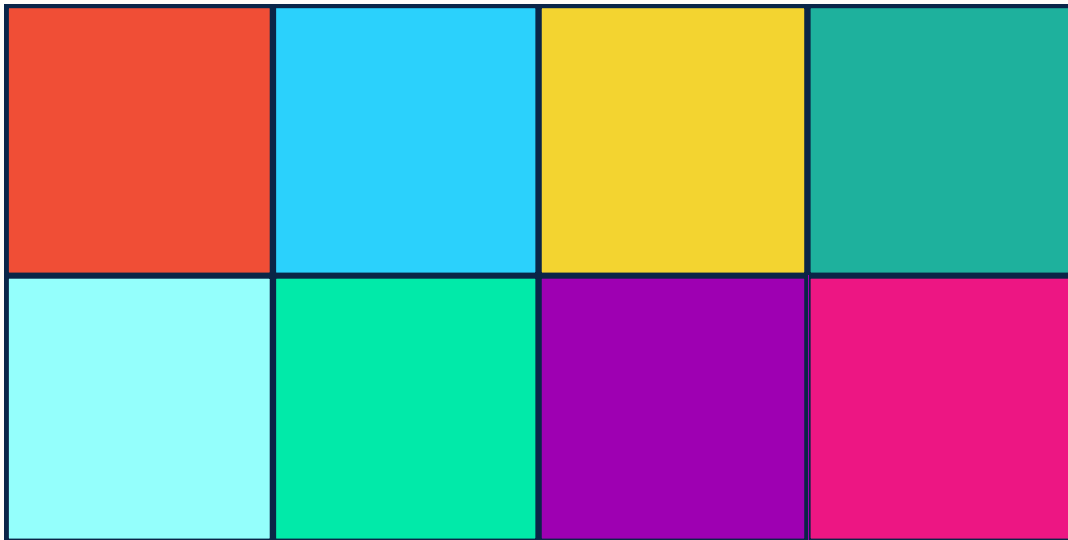
### Typography

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

ITC Avant Garde Gothic

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Nostalgia plays a crucial role in fostering engagement. This color palette is thoughtfully designed to evoke the essence of the 1980s, creating a sense of nostalgic connection. By incorporating these colors, the Spatial Reality Display bridges the past and the future, enabling consumers to form a meaningful and emotive bond with the product. Lastly, this color palette is unlike any other seen before at Sony, making it truly unique and innovative.



# Marketing in Retail

Lucy has been waiting for her wedding for what feels like forever. She has always dreamed of what this moment would be like and has the perfect image of herself in her mind. The custom Luminaras necklace that her father gifted her is definitely the final piece that will bring everything together. She only wished that her mother could be with her on her special day, but she passed away several years prior having Lucy yearn for her mother. However, soon she will get to see her fathers gift, the beautiful necklace with diamond centerpiece, the jewel from her mothers engagement ring, allowing Lucy to have a piece of her mom with her forever. The necklace is waiting for her in Italy, where she is to be married, but she is eager to see how it will look on her, fully complete with her wedding attire.

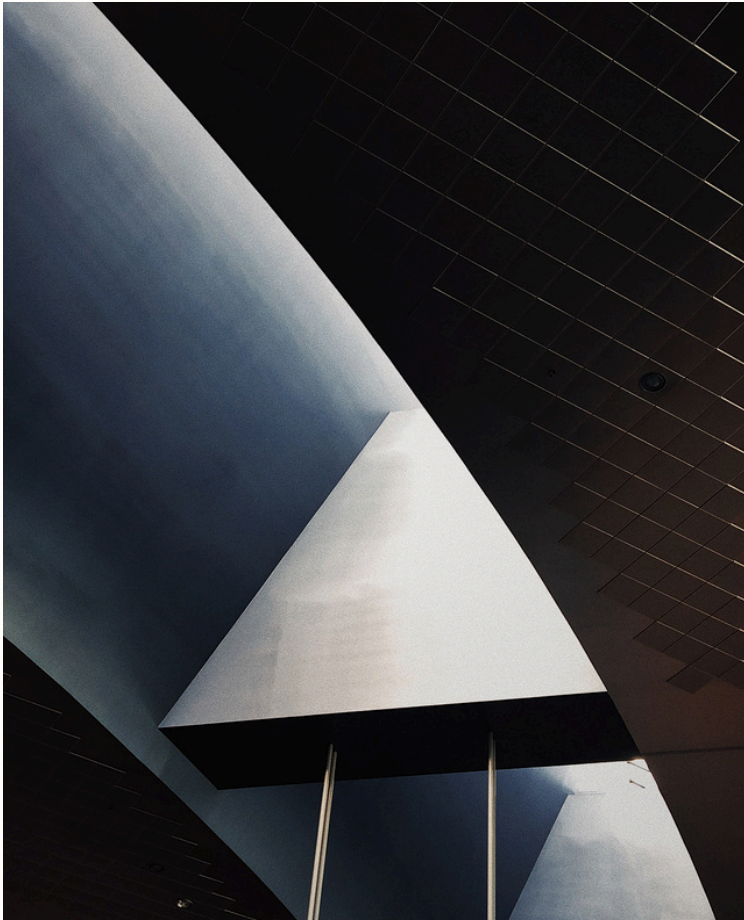


Luminaras offered to show her a preview of the jewelry at a store near her today. As she walks in, she is led to a Sony SRD. As she looks at it, she sees the beautiful necklace on what she knows is herself! On her neck is the beautiful necklace, with her mothers engagement diamond shining brightly at the center. She admires the image, moving her head around, getting more and more excited for her wedding. She reaches down to feel the cool metal of the necklace, only to realize that it isn't actually there—it's just a preview of her future reality. \*Transition:\* She looks up and is suddenly at the wedding, and this time, the necklace is really on her, as she smiles.

“See your **BRAND** in a new dimension”



# Architecture



Nate is sitting in the conference room thinking about the huge hospital that is going to be created he considers all the good it will do for his architectural firm. As he sits there with his blueprints printed and digital, he is wary of the success of the pitch. He sets up the Sony SRD and the client enters. As the client, Mr. Harvey, listens to the original pitch and looks at the 2D blueprints, he seems unimpressed and looks irritated that it may not be exactly what his vision is. Nate asks Mr. Harvey to then sit in front of the SRD, the client is intrigued as this has been sitting on the table the whole time. As Mr. Harvey approaches he is confused as the screen looks like nothing at all. Nate tells him "Just sit down and you can see it all." Mr. Harvey sits and all of a sudden the hospital comes to life in front of him. He reaches out to touch the building but his finger collides with the screen instead. He marvels how amazing it is, but complains that its not even the walls aren't the correct color.

Nate tells him, "oh we can change that right now, and we can use this display at all our future meeting to make sure everything is matching the vision you have for this hospital". Mr. Harvey is amazed at how easy it is to edit the plan instead of sending files back and forth. Mr. Harvey wants to continue floating through the hallways of this possible hospital layout, continuing to make small changes. At the end of the meeting he turns to Nate and tells him "I expect to have this display at all our future meetings, this has completely changed the efficiency of this planning process and I'm looking forward to working with you in the future". Nate packs up his gear and leaves the building being so happy that he took a risk with trying a new pitch style, one that he will be using for the foreseeable future.

"See your **VISION** in a new dimension"



# Architecture

Sergeant Ryan is doing reconnaissance for a secret mission in the desert. He is using drone photos to do terrain analysis and is struggling to see the depth on the ground in order to plan his ground mission properly. Even after three years in this specialty, there are still missions he gets stuck on with such little media to look at.

After staring at photos for 20 mins, Lieutenant Connelly says “Hey come over here and look at the new tech we got”. SGT Ryan hesitantly walks over and doesn’t understand what he is looking at when LT Connelly is sitting behind this display. “Just come sit down behind it and it’ll all make sense”, so SGT Ryan sits down and the screen shifts from black to a 3D visual of the terrain he was just analyzing in the photos.



He is amazed by the fact that he can travel through the hills and valleys that he was only able to see from above. He shifts around the display to see the terrain from the different angles and is inspired to map out a new, better plan of action for the mission. He gathers his entire team and has them all walk through the 3D visual of the plan, and now they all completely understand the route and all obstacles they may encounter.

“See your **VISION** in a new dimension”



# Medicine



Jordan is a surgeon about to do a new kind of valve replacement on his patient, Smith. Smith has never gotten a surgery before and is extremely distraught at the thought of having to be the guinea pig for a new kind of replacement, even though all of the physicians in the hospital have been providing assurances that the procedure is standard and he shouldn't worry. Jordan is trying to find a way to show the patient what the surgery would look like to help make Smith feel more comfortable and assure him that it is not a procedure the doctors can't handle.

He creates a comprehensive image of what the procedure and replacement looks like in the heart and on the body. Jordan's nurse wheels the SRD into the patient's room and explains to him what is going to happen to his heart and how it's going to fix the blockage in his valve. The patient nods, smiling at the display, and says, "thanks for helping me see the whole picture." Jordan walks in and asks the patient if he's ready, and with a smile, he says, "as much as I could ever be." Jordan is then shown handing his patient his discharge papers as he is wheeled out of the hospital with a smile.

“See your **CARE** in a new dimension”



# Sports

Two NBA teams, the Rivers and the Gallics, are playing each other. It's the last quarter, three minutes left. You can see the sweat dripping down the players foreheads, arms, and shins. The ball is getting passed down the court by the Rivers. Lebomb ends up with the ball on the edge of the three point line. He fakes a pass and shoots. The ball is in the air. Freeze. "He should have passed that, you see how two guys are open on the left side?" says one of the assistant coaches.



"Oh yea, I totally didn't see that during the game." The Rivers coaches are analyzing their film from the big game yesterday. They're sitting around a Sony Spatial Reality Display in their offices, taking turns looking at the game from all different angles, allowing them to see the game as if they were the one playing it. "Lebomb, get in here," they yell down the hall.

"See your **TEAM** in a new dimension"



# Sports



Ben is a 10 year old boy with dreams of playing in the NFL. He watches every game on TV, and loves to throw the football around in his backyard with his father. He aspires to be doing that in front of thousands of fans someday. Ben is now 15, but he is really small and scrawny, so he hasn't made any team he has tried out for.

Everyone tells Ben to stop trying with football because it just won't work out due to his size. He has always had a thing for engineering and design, so he decides to put in more time into that passion, and put the football down. Ben is now 24 and a designer for Nike. He is just starting at this job after recently graduating from college and is excited to put his work ethic and talent to use. One of the first projects assigned to him is to go to a New England Patriots game to get a better feel of the team, how they play, and ways in which to enhance current Nike products being used or how to incorporate new ones. He is invited to a big game against the Kansas City Chiefs, and he cannot be more excited because his love for football never went away.

Nike has a box at Gillette Stadium, and luckily for Ben, he is the only one going to the game today and gets the whole box to himself. By the time he gets to the box, the game is already a few minutes in, but Ben is distracted by a Sony Spatial Reality Display on one of the tables. Very intrigued by this device, he hurriedly sits in front of it. Immediately, his eyes are locked in the screen as he is transported onto the field. He can see all the players from eye level moving around him. For the first time in his life, he feels what it would be like if his 10 year old dreams of playing in the NFL had come true. Starstruck by the abilities of this device, Ben has to remind himself why he is at the game: for Nike. He starts watching peoples feet and how they move in their shoes, and the intricacies of players helmets and pads in motion. The next year Ben stands in front of his colleagues as they flood him with applause. Ben's new equipment design for NFL teams has proven to be extremely effective and successful, and will soon be launched.

“See your **BRAND** in a new dimension”



# Sports

Chase is an 8-year-old boy who has Leukemia and is receiving treatment at the Children's Hospital. He threw a football with his dad in the backyard after school. That is his favorite activity. However, he has no energy to throw football since he is undergoing treatment. Recently, he has started to feel down and no longer wants to build Legos, draw, or even watch NFL football on the TV. His favorite quarterback jersey from the Miami Dolphins NFL Football team hangs on the wall. He sits in bed and stares out the window. A sense of gloom hangs in the air. It's cloudy outside, and the room seems dull. His parents are worried because Chase no longer smiles, laughs, or talks about football.



The parents talk with doctors about his depression. They mentioned to his parents that there is a new product called the Sony Spatial Reality Display, which the hospital has on hand. They brought the SRD into his hospital room and set it up for Chase to use in his bed. At first, Chase is skeptical. But then the doctor turns on the footage of the football game, and the view Chase sees is from the perspective of the quarterback running down the field. He gasps in awe, "No way!" A smile spreads across his face, and he looks up at his parents, who are hugging and crying tears of joy. The room seems lighter, and the sun begins to shine. He becomes enthralled in the game. From down the hall, you can hear him cheering with his dad. A tall figure in football gear walks around the corner and down the hall. He steps into Chase's hospital room. It's the Dolphins quarterback Tua Tagovailoa "Got any pointers?"

"Am I dreaming!" Chase exclaims.

"See your **GAME** in a new dimension"



## Sports

Rex is a little boy who lives in rural Arizona. He's short for his age and wears big-framed glasses. Rex dreams of the snow and mountains. He wears an oversized puffer jacket, a toboggan, and boots to class. His classmates pick on him for wearing a winter coat in the heat. "You freak" and "you weirdo," they exclaim. Each afternoon, he walks out to the junkyard near his house and stacks scrap metal and boxes into a mountain of metal.

Rex is 23 and stands on the peak of a Swedish mountain. The wind is whipping, and the cold is bitter. He is wearing a ski suit with the US flag on his back. It is the 2026 Winter Olympics. He adjusts his glasses and races down the mountains. He shifts his body between the moguls and hills. As he moves swiftly down the mountain, he also experiences flashbacks of using the Sony SRD as a boy. He makes the fastest time. They place a gold medal around his neck. He pumps his arms triumphantly, like when he made it down the scrap ramp without falling as a boy. The crowd chants, "Racing Rex! Racing Rex! Racing Rex!"

"See your **DREAMS** in a new dimension"

# APPENDIX





# Marketing in Retail

Luxury retail is experiencing a digital revolution, with major brands like Nike, Neiman Marcus, and Gucci adopting advanced technologies such as Magic Mirrors and virtual try-ons to enhance both online and in-store experiences. After implementing virtual try-on features, Gucci saw a remarkable 300% boost in engagement, demonstrating the significant potential of these technologies. By 2025, digital sales are expected to represent 25% of all luxury purchases, showing the industry's rapid shift toward digital solutions. Industry leaders like LVMH (Louis Vuitton's parent company), Gucci, and Dior are pioneering innovative solutions, including AI integration for personalized shopping, AR dressing rooms, and immersive 3D catalogs to enhance customer experience while maintaining their exclusive appeal. This comprehensive digital transformation across the luxury retail sector presents an ideal opportunity to introduce the Sony SRD technology, which could seamlessly integrate with and enhance these existing digital initiatives.

The luxury retail space presents significant opportunities for the SRD technology, building on proven successes like Gucci's 300% engagement boost from AR features. The technology aligns perfectly with luxury brands' digital transformation initiatives, particularly those of industry leaders LVMH, Gucci, and Dior, who are already investing heavily in AI and AR solutions. With luxury e-commerce projected to reach 25% of total sales by 2025 and a tech-savvy target demographic of Gen Z and Millennials, the timing is optimal for technological innovation. The SRD could enhance premium shopping experiences through advanced virtual try-ons, AI-driven personalization, and improved store layout visualization via AR planograms. High-profile showcases at major fashion weeks in New York, Paris, Milan, and London could provide valuable exposure and partnership opportunities with leading luxury brands while helping revolutionize both online and in-store retail experiences beyond current magic mirror capabilities.



# Architecture, Engineering, Construction

The Architecture, Engineering, and Construction sector, also known as AEC, stands at a pivotal intersection of traditional practice and technological innovation. Key industry leaders such as Gensler, Nikken Sekkei, and HDR have been the driving forces behind human-centric design approaches. The fundamental shift toward immersive experiences has seen exponential growth, as shown by Google Trends data highlighting the surge in mixed reality and experiential installations over the past five years.

The industry faces multifaceted challenges, such as a critical shortage of skilled labor, housing demands, and historically deficient productivity metrics. These challenges are further complicated by the need to address carbon reduction and climate resilience.

A transition of the AEC workflow is essential, demanding the integration of innovative tools, processes, and fabrication methodologies. While conventional visualization methods, such as static renderings, maintain their utility, they fail to deliver comprehensive experiential insights. Virtual and Augmented Reality technologies have been used as transformative solutions, offering unprecedented capabilities for design exploration and stakeholder engagement.

This technological trajectory can be predicted based on industry expectations. CGArchitect's survey indicates that approximately 70% of architects either currently employ or plan to implement virtualization technology in their production workflow, while 77% are engaged in or planning technological experimentation. The International Data Corporation's projection of the VR market reaching \$162 billion in 2020 reflects escalating client expectations for immersive architectural experiences.



# Medical

Medical professionals now have an expanding opportunity to alleviate patient stress and enhance understanding by integrating advanced tools like Sony's SRD. This is demonstrated by studies involving stereoscopic imaging and 3D printing in preoperative education. These studies reveal that stereoscopic displays, which provide spatial information, significantly improve learning compared to monoscopic alternatives. By using 3D models to explain conditions, medical professionals can help patients develop a clear mental representation of their health issues, making medical explanations more accessible. The SRD brings these same strengths to the tables through its use of interactive 3D imaging. Patients have reported greater satisfaction and understanding when these models are used, as opposed to traditional methods like CT scan analysis. This hands-on, visual approach also enables medical professionals to foster a stronger sense of trust and communication—noted as the most critical elements patients value in feeling safe before surgery.

Perioperative care is critical in reducing patient anxiety, especially during the wait periods before surgery, which are often the most stressful. Effective communication and the transfer of information during this time have been strongly associated with patient satisfaction and reduced anxiety. By leveraging their expertise in the medical field to analyze and explain 3D imaging from the SRD, medical professionals can position themselves as vital sources of comfort and education. This is an especially valuable opportunity for nurses, who can use this to strengthen their professional identity. Their efforts can not only address patients' informational needs but also emphasize their value in the clinical team, reshaping perceptions and strengthening their professional standing in the healthcare field.



# Sports

The Spatial Reality Display (SRD) revolutionizes how coaches analyze and review game footage with their teams. By seamlessly integrating with existing stadium technology, coaches can instantly access and convert both practice and game footage into high-quality SRD format. The system's 4K technology enhances traditional HD content, providing crystal-clear playback that reveals crucial details often missed in standard definition – from subtle defensive rotations to precise footwork patterns. During film sessions, coaches can leverage this superior clarity to conduct more effective team reviews, using the enhanced visual fidelity to break down complex plays and highlight teaching moments. Whether you're reviewing last night's game or preparing for an upcoming opponent, Sony's stadium-wide existing technology will be able to easily provide film to be displayed on the SRD to ensure that your entire coaching staff has immediate access to the footage they need, enabling more efficient game preparation and player development sessions.

The Spatial Reality Display (SRD) offers Sony an exceptional opportunity to redefine the premium sports entertainment experience by delivering immersive, high-definition visuals in luxury box suites without the need for wearable equipment. Positioned to captivate high-net-worth individuals and corporate clients, SRD bridges a critical gap in fan engagement, providing exclusive, interactive viewing that enriches live sports. With a first-mover advantage in this niche market, SRD's standalone, compact design offers a seamless integration into box suite settings, creating a unique value proposition for Sony. We recommend focusing on premium seating partnerships and VIP demonstrations to drive initial awareness and adoption, while leveraging influencer marketing to build demand across broader markets.



# View the Site

## SEE YOUR VISION IN A NEW DIMENSION

Nate sat in the conference room, surrounded by blueprints for the new hospital project. As Mr. Harvey entered, Nate began his pitch, but the client's frown deepened while reviewing the 2D plans. Hoping to salvage the meeting, Nate gestured to the Sony SRD sitting on the table.

"Just sit down and you can see it all," Nate said to the puzzled Mr. Harvey, who was staring at what appeared to be a blank screen.

Suddenly, the hospital materialized before him. Mr. Harvey reached out, his hand meeting the screen as he tried to touch the virtual building. "The walls aren't the right color," he noted.

"We can change that right now," Nate replied, demonstrating how easily they could modify the design in real-time.

Mr. Harvey spent the next hour exploring the virtual hospital, suggesting adjustments as they went. As the meeting concluded, he turned to Nate. "I expect to have this display at all our future meetings. This has completely changed the efficiency of the planning process."

Leaving the building, Nate smiled, knowing his risk of trying a new pitch style had paid off—one he'd definitely use again.

