

GATORADE VIRTUAL REALITY FEATURING BRYCE HARPER

OVERVIEW

- With a 50-year history of innovating for athletes, Gatorade is committed to being at the forefront of marketing technology by engaging consumers unlike ever before with unparalleled immersive experiences and content.
- As part of that, the leader in sports fueling, Gatorade has partnered with OMD's Zero Code and The Mill to create the first virtual reality experience that puts users in the shoes of Washington Nationals all-star, Bryce Harper as he steps into the batter's box at Nationals Park.
- Today's technological advancements allow Gatorade to provide consumers with the first virtual reality experience incorporating live action, computer-generated imagery (CGI) and binaural audio for a first-person, 360-degree experience of an MLB at-bat.



MAKING OF

- This experience gives consumers the illusion of being at the ballpark by combining footage captured from inside an MLB stadium as well as authentic in-game audio from a Nationals home game.
- For an enhanced experience that allows the user to feel like he/she is in the body (and mind) of Bryce, Gatorade captured binaural audio (which picks up and records audio in the same way it sounds when a person speaks) of his monologue at bat, to give the effect that his voice is inside the users head.
- To capture a full effect of the MLB at-bat experience, it is important that users see and feel the body, hands, arms, and legs of Bryce to create that physical sense of self, a heightened sense of athleticism and the emotional connection.
- A 14-camera rig was used to shoot all elements of the MLB batting experience, including the mound, various angles to swing, crowds, lighting, and fielders. The 360-degree action and sound provide a layer of reality that makes for a truly immersive user experience.

WHERE TO WATCH/EXPERIENCE

- Consumers will be able to view the virtual reality experience on YouTube 360 from a computer or mobile device.

