

# Leading OTC Manufacturer Captivates Major Retailer Using VR Presentations



## THE CHALLENGES

- Reliance on standard decks and videos that fail to differentiate pitches or engage retailers.
- Limited ability to clearly communicate product features, benefits, and applications.
- Perceived as "just another vendor", no competitive edge as an innovative strategic partner.
- No compelling future-focused brand story to prove sales potential and retailer confidence.

## THE SOLUTION

### Studio: Design with Confidence in 3D, Engage Partners through VR Presentations

**Planogram Creation:** The over-the-counter (OTC) product manufacturer used Studio's 3D product library to quickly build category planograms tailored to their retail partner's needs, which could then be deployed as 3D interactive experiences.

**Interactive Presentations:** Interactive aisles were embedded directly into the presentation. This allowed the presenters to seamlessly switch between slides and a live virtual shopping experience, which navigated stores and products in real-time.

**Interactive Experience Links:** The manufacturer shared links to interactive store shelves, so remote teams and stakeholders could independently explore healthcare assortments in an immersive, self-guided experience.



## THE RESULTS

By utilizing Studio for 3D planogramming and interactive presentations, the manufacturer:

- ✓ **Increased retailer engagement** using interactive presentations that captivated and fostered a high level of interest in the OTC manufacturer's product idea.
- ✓ **Deepened product understanding** by helping the retailer explore products, compare options, and visualize use cases to make better-informed decisions.
- ✓ **Strengthened brand perception** as an innovative industry leader and a fast adopter of cutting-edge technology.
- ✓ **Increased sales potential** by delivering a lasting impression that strengthened the path toward future business and long-term partnership.
- ✓ **Gained competitive advantage** with immersive VR-powered product pitches that differentiated them from competing brands.



## LOOKING AHEAD

By leveraging **Studio** VR presentations, the OTC manufacturer redefined its product pitching strategy and set a new standard for retailer engagement. This immersive, data-driven approach will continue to support sales growth, strengthen retailer relationships, and reinforce their position as an industry leader in innovation.

## TURN YOUR STATIC SLIDES INTO LIVE EXPERIENCES

Ready to move beyond static decks and videos? [Book a demo](#) to see how Studio uses VR to bring your products and displays to life, helping you stand out and win stakeholder buy-in.