



CUSTOMER SPOTLIGHT

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.