



## Reality Redefined: AR/VR Strategies for Immersive Brand Engagement

### Workshop Description

In today's digital-first world, attention is a scarce resource—and brands that fail to captivate are easily ignored. As augmented and virtual reality (AR/VR) technologies mature, they offer marketers unprecedented opportunities to transform brand interactions into multi-sensory, emotionally resonant experiences. The result? Deeper engagement, stronger affinity, and more memorable customer journeys.

### Reality Redefined: AR/VR Strategies for Immersive Brand

**Engagement** is a hands-on training workshop designed for brand and marketing professionals who want to move beyond passive storytelling and embrace the full potential of immersive technologies. Participants will explore the evolving role of extended reality (XR) in branding, learn from breakthrough case studies across industries, and experience live demonstrations of AR/VR activations in real-time. From retail spaces and product launches to experiential campaigns and virtual environments, this workshop equips attendees with the tools and frameworks to bring immersive strategies to life.

Drawing on the latest market trends and consumer behavior insights, the session helps participants identify when and where AR/VR can amplify brand strategy—and avoid the pitfalls of “tech-for-tech’s sake.” Through interactive group exercises, attendees will ideate and prototype immersive brand experiences tailored to their unique business objectives.

### Key Take-aways

- A strategic framework for activating immersive brand experiences using AR/VR
- Inspiration from case studies across consumer goods, retail, and other verticals
- Hands-on exercises to map immersive technologies to your brand's marketing funnel
- A playbook to integrate AR/VR into customer touchpoints—both online and offline

### Who Should Attend?

Marketing, brand, CX, and innovation leaders across industries looking to differentiate through experiential storytelling and next-gen engagement.

### Format

3-4-hour workshop | Mix of expert insights, hands-on activities, peer collaboration, and real-world case examples.

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