

Virtual reality quest: The main battles of the Great Patriotic war

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Introduction

Vladimir Putin: “It is extremely sad and very disturbing if today's young people do not know who to look up to, do not see heroes, are not even aware of the fact that the Second world war ever occurred.”

Since technology is now moving forward, the current generation will be more interested than ever to plunge into the world of virtual reality and go deep down into the difficult times of the war.



Our product - Virtual reality quest: The main battles of the Great Patriotic War

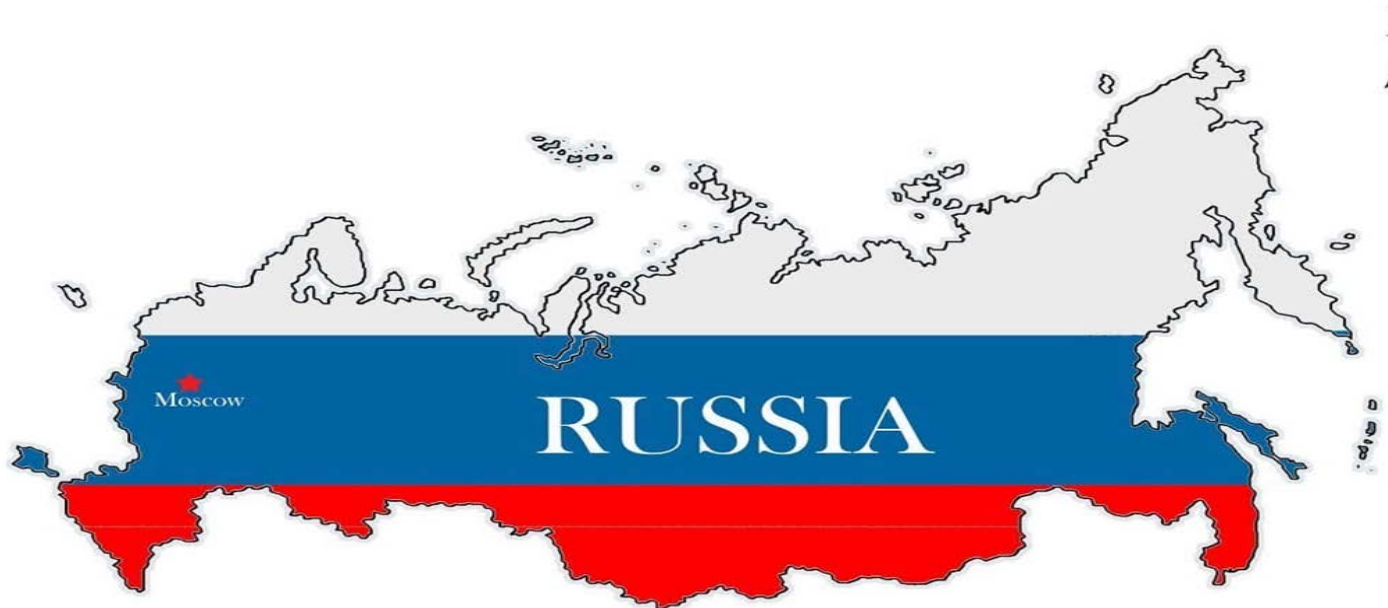


Our quest is designed to dive into the battles of the great Patriotic War with the help of virtual glasses that will help you to immerse yourself in the events of that time with more reliability.

- Virtual glasses are linked;
- You feel the physics of weapons, soldiers, tanks as in reality;
- The participant can choose any role from a nurse to a scout, from a Marshal to an ordinary private.

What For?

The government should make the application of this product on the territory of Russia obligatory, because with this quest, people can study the Great Patriotic War more intensely.



The approximate budget of launching the product

Quest price	20\$
Advertising	3000\$
Software developing	1500\$
Total price	4520\$

Pros and Cons of the project

Advantages	Disadvantages
Smart technology	Can be harmful for impressive people
This product is very important for our country's history	This type of activity is not for everyone
Helps people discover the real horrors of war.	
Interesting activity	

PEST ANALYSIS:

Political: This product is very important for our country as for the heiress of the USSR.

Economic: Our product will help large corporations remember the history of our country and encourage investing in similar ideas.

Social: The product will help the population of our country to become more familiar with the culture.

Technological: Nowadays VR technologies are progressing more and more, that is why we have to move along with these developments.

Target audience

- Women and men aged 18 and over.

The major factors concerning our target audience are:

- an authentic interest in the military theme
- a true passion for virtual reality technologies



Logo

- The red victory star and St. George's ribbon are primarily associated with the great Patriotic war, which allows us to clearly and quickly provide the necessary information about the quest to the audience.
- The text and the background of the logo are made in the classic version. Black letters and a white background is a perfect combination for such a serious topic.

The Great Patriotic war



VR quest

Design of the quest

- The quest will be as close to the reality as possible
- Players have the option to choose the main battles
- The character of a soldier makes it possible to use unique military developments (special glasses)



Advertising and promotion

- Exclusive presentation
- Celebrity endorsement
- TV advertising
- Advertising on the Internet resources



Exclusive preview

- In the parks we intend to arrange special indoor sites with virtual reality equipment.
- There the pioneers of the quest, those who possess the invitation acquired beforehand, will be able to try it exclusively.

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Celebrity endorsement

- Valentin Petukhov, the founder and host of Wylsacom Media
- Wylsacom has 6.65 million subscribers on its youtube channel



Conclusion

In our presentation we told you about the idea of our project and its economic and advertising aspects. We regard it as an alternative way to bring the attention of different generations to the war agenda.

