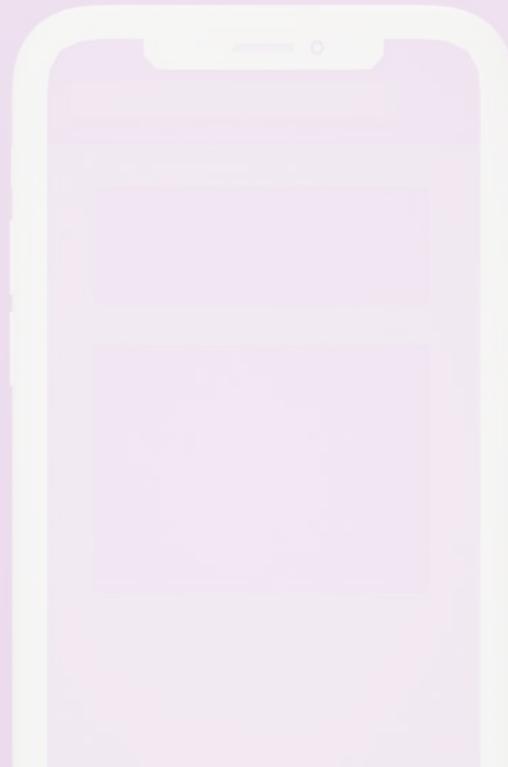




Contactless experiential marketing with IFB

Pocket guide for the new normal

IFB appliances is a leading name in consumer durables in India. With a wide portfolio of products, constant innovation and frequent product launches is a norm for them. So, how does one continuously engage their audience and educate them about the upcoming products for consistent sales?



Challenge

In 2020, despite having a high market share in most categories, IFB was suffering from the pandemic sales blues. Consumer durables sales were in a dichotomy for the months of March to August.

On one hand, the demand had sustained as the consumers were seeking more convenience and automation of household chores. While on the other hand, consumers were wary of stepping out to visit the store and in-store sales dipped.

Opportunity for IFB

While the lockdown following the pandemic had its varied challenges, it also came with a new opportunity. It became the catalysis for a digital transformation in most facets of consumers' lives.

From searching to buying, the entire journey had shifted to online. To keep up, most modern brands ramped up their digital efforts to be with their consumers.



What did we do?

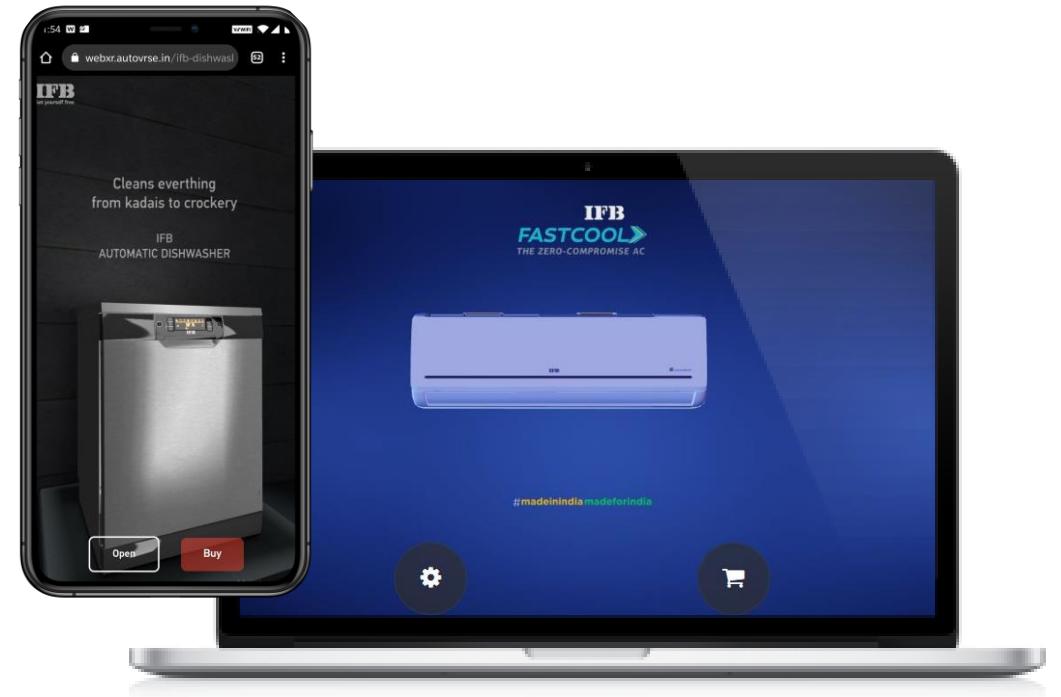
Every brand being online lead to a lot of clutter. How does one stand out in the endless scroll? IFB needed to innovate; solution was to **think beyond 2D**.

With AutoVRse, IFB created interactive 3D experiences of their products on the web. Now a consumer could easily access and interact with the product from the safety of their homes.

For scale, the experiences were made to load fast even with low internet speed and be **accessible through any device without any external component or app download**.

Each virtual experience contained a 3D replica of the product that could be rotated, customised and explored by clicking on different features. On top of it, there was a rich overlay of product information to educate the user and guide them. Additional buttons on screen led to either the website for more information or straight to the buying page for check out.

An end-to-end contactless sales process within 10 Mb!



Results

The response from the consumers was exemplary.

Being a novel and engaging interaction, the 3D experiences beat their 2D counterparts by **10X higher engagement!**

0.6%

Bounce rate

2m 30s

Avg. session duration

52%

CTR to website

41%

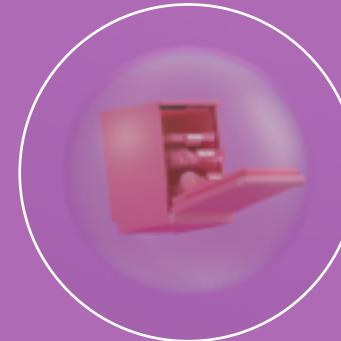
CTR to buy page



With AutoVRse, we created a 3D experience for one of our category– ACs. The product carried the guarantee of being zero-compromise and so did AutoVRse. We saw a lift on all brand metrics from users who engaged with the experience.

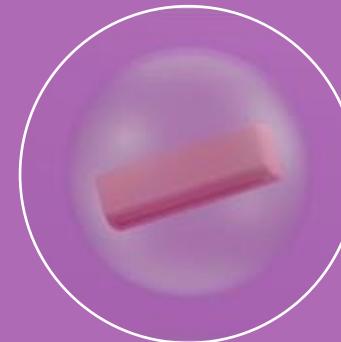


Siddharth Mishra,
Marketing, IFB Appliances



Click to try

Dishwasher Experience



Click to try

Air-Conditioner Experience

About AutoVRse

AutoVRse is proud to be a TECH30 company and was voted as the audience's favourite start-up amongst the top 30 most innovative Indian start-ups at TechSparks 2016.

CIO India's DEMO picked AutoVRse as one of India's brightest enterprise start-ups for 2016.

Interested to explore?

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