



CASE STUDY

Hindustan Aeronautics Ltd

Accelerating Sales & Marketing through New Age Immersive Experiences

Brief

To be projected as the flagship stakeholder for the growth of Indian Aerospace Industry.

Ideation:

Creative and client servicing team brainstormed & devised the theme of Self Reliance perceived through its product range by categorizing them as Conceive, Indigenise, Collaborate.

Adaptation:

The creative team comes together to formulate synergy across the project. Be it the theme mnemonic, design, static and moving content. Technical architect ensures feasibility, accessibility, and smooth workflow of tech integrations.

- Interactive Product Showcase
- Eye-Catchy Creatives
- Audio Visual Production
- Thematic Design
- Product oriented laser show
- Gesture based timeline



Commissioning and Delivery:

Planning & Operations teams spearheaded the activity of executing the idea on ground.

- 30 days of procurement & planning
- 15 days of in-house production
- 15 days of onsite setup
- 2 days of dry run
- 3 LIVE DAYS

Project Feedback:

Applied Nutrition as of date caters to the world's elite athletes and is one of the most trusted sports nutrition brands around with a reach to over 65 nations globally.



Introduction

The Covid-19 pandemic brought forth an accelerated change in work culture and approach to things. Previously exemplified events and trade shows saw a drastic decrease in terms of engagements and interactions. As the advent of pandemic decreased and the business world started opening up, new avenues opened up. It presented a great window for empowering the business through technology.



Pandemic Highlights the Need for Technological Adaptation

AeroIndia 2021 was one of the first live shows to be held post the pandemic. The challenge was to leverage technology to provide a complete touchless experience to attendees visiting the HAL booth at AeroIndia.

This event marked the beginning of companionship of breakthroughs between XS Worldwide and its tech-offshoot Expoodle - the two came together to provide a complete XR (Extended Reality) experience.

The key highlight of the show was the concept of operation between the mothership and UAV. To execute this concept uniquely and immersively on the showfloor, we created experiences that were backed by AR, VR and MR. HAL needed the right technology to immerse its audience in a cognitive experience & showcase the concept of operation to its audience.

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Addressing Events Organization through Immersive Tech

We created a seamless and touchless experience for Hindustan Aeronautics Limited Booth at AeroIndia. We designed and implemented the concept of a 4-scene AR experience to showcase the operation between the mothership and UAV. The entire operation was focused on targeting the cognitive experience to develop digital product understanding via immersive experience. XS Worldwide in coordination with its tech-offshoot



Our Approach

We focused on bringing a new age of creative experiences with delightful engagement on the event floor driven by immersive tech. The same saw incremental growth in traction via the use of various game-changing omnichannel interaction points.

Enact Immersive Interaction

AR-interaction proved to be a gamechanger for HAL-event and a likely upgrade on traditional interactions, mediums, and moodboard. The use of AR-based mediums provided immersive interaction points and caught the attention of the visitors leading to deeper engagement levels.

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Gamify Experience

The use of AR created a unique, competition-beating experience that delivered immense value to the audience. HAL was able to leverage brand meaning with a gripping storyline to enhance immersive gamified experience via AR.

02

Generate Leads

HAL Event was designed to generate top-of-the-funnel leads. AR-based interactive experiences generated higher leads than the traditional approach of sales representative conversion.

03

XS Worldwide as an Immersive Tech Enabler

With our core industry experience and the backing of tech-expertise from Expoodle, we were able to tap into the immense untapped potential of immersive tech, to provide an immersive booth to HAL at AeroIndia 2021. HAL is the perfect example to showcase the inter-company coordination and innovation between XS Worldwide & Expoodle. We worked in sync with HAL's expectations and challenges by leveraging technology while boosting efficiency and experience.

XS Worldwide helped conceptualize & align the exhibit with the digital ecosystem created by Expoodle to complete the project life cycle to deliver an experiential booth to HAL at AeroIndia.

