



CASE STUDY MARKETING SPORTS THROUGH VIRTUAL REALITY



Mississippi State University athletics department increased sales and fan engagement using the XOS ThunderVR virtual reality platform

THE CHALLENGE FOR MISSISSIPPI STATE

As a member of the highly competitive Southeastern Conference, the athletics department at Mississippi State University is no stranger to competing against some of the other premier collegiate programs in the country.

In 2016, they had the reigning NACMA Marketing Department of the Year, but the group was looking to do something different. They'd developed one of the most passionate fan bases in college sports, but wanted to continue innovating how they connected with their fans.

Their objective was to incorporate cutting-edge technology that would grab attention and drive sales of their Maroon Memories fan experience packages.

"We wanted to do something
CUTTING-EDGE that would not only
WOW OUR FANS but also
DRIVE SALES."

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SOLUTION

Mississippi State identified several core requirements the new system must have:

- A portable solution that can easily be brought on-site
- The flexibility to develop VR content for all sports
- The ability to edit VR footage in-house
- Easy workflow to quickly post to social media
- Cost effective to provide the department a clear ROI

After extensive research, Mississippi State selected the XOS ThunderVR virtual reality platform for marketing.

In just a few short months, it has enabled them to not only film dynamic behind-the-scenes and on-the-field content, but also showcase the pageantry of game day in Starkville like never before.

RESULTS

While they have only scratched the surface of what's in store for their virtual reality marketing potential, Mississippi State has already begun to see results.



Increased sales of Maroon Memories fan experience game day packages

15k

Average 15,000 views per virtual reality video posted on Facebook



Positive feedback from fans and excitement for future videos

Based on what they've experienced to date, they have identified a wealth of other opportunities to further monetize their virtual reality investment in the future.



"We were looking to continue differentiating our brand and engaging with our fans; an innovative and enhanced fan experience is extremely important to us. We wanted to be on the forefront. ThunderVR was the perfect solution for us and XOS Digital the perfect partner. From sales to support, they have been completely invested in our success."

Leah Beasley

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