

# Leveraging a 3D Virtual Tour for Post-Show Engagement

CASE STUDY

legrand | AV

## Problem:

Legrand | AV encountered challenges engaging potential customers unable to attend the trade shows, limiting product showcase of their latest product releases and lead generation. They were looking to boost post-event follow-up materials and provide easy access to product details to support purchasing decisions and sales efforts.

## Solution:

To tackle these challenges, Legrand | AV utilized the Ova-Nee Productions 3D Virtual Tour platform, offering an innovative solution to engagement issues. Leveraging this platform, they provided an interactive and immersive tradeshow booth experience transcending physical boundaries. Visitors could walk through the booth, and by using features like hot spots and clickable product links, they gained a comprehensive understanding of Legrand's products and services, fostering deeper engagement and interest post-event.

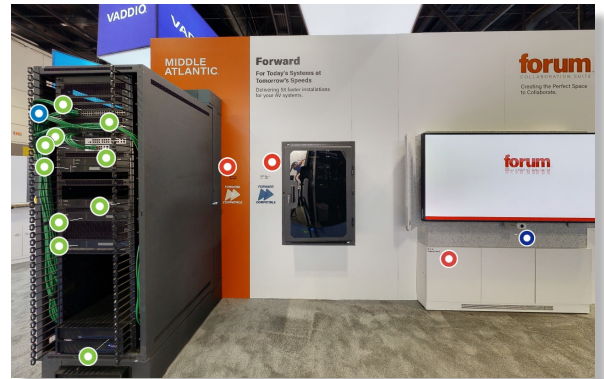
## Top value propositions

- **Flexibility and Relevance:**  
The ability to continuously update content ensures that the 3D Virtual Tour remain current and relevant, even months after the event's conclusion, maximizing their long-term impact.
- **Global Reach:**  
The 3D Virtual Tour platform enables them to share the tradeshow experience with a global audience, amplifying the reach of their marketing efforts and expanding the customer base.
- **Enhanced Engagement:**  
By offering an immersive and interactive experience, the 3D Virtual Tour platform facilitates deeper engagement with products, leading to increased interest and interaction from their audience.
- **Seamless Integration and Ease of Use:** Working with Phil and the Ova-Nee team has been smooth, thanks to their professionalism, expertise, and prompt support. The platform's user-friendly interface simplifies navigation, eliminating workflow complexities.

*"The integration of Ova-Nee's 3D Virtual Tour into our marketing strategy yielded impressive results. Click-through rates for our post-tradeshow messaging increased significantly, indicating heightened engagement and interest from our audience."*

## Results:

Integrating the 3D Virtual Tour boosted Legrand AV's marketing strategy. The higher click-through rates seen in the virtual tour analytics and the post-tradeshow message were indicators of increased engagement. Its global accessibility expanded reach, connecting with potential customers worldwide. Continuous content updates kept tours relevant, maximizing their long-term impact.



*"Seeing the reach of the 3D virtual tours being accessed across the world is quite impressive - it's great to know that our marketing efforts are reaching a global audience... Working with Phil is a seamless experience due to his professionalism, knowledge, and passion for his work."*

## Conclusion:

Using Ova-Nee Productions' 3D Virtual Tour platform has revolutionized Legrand AV's post-show engagement, transforming customer connections. Seamlessly integrated into their marketing and overcomes physical event limitations, expanding brand reach globally. Legrand | AV believes this innovative solution will continue drive engagement and foster connections worldwide.

