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## **Dentsu Group Inc. Proposes “Brand Immersive Time,” an Index for Measuring the Marketing Effectiveness of 3D Spatial Media**

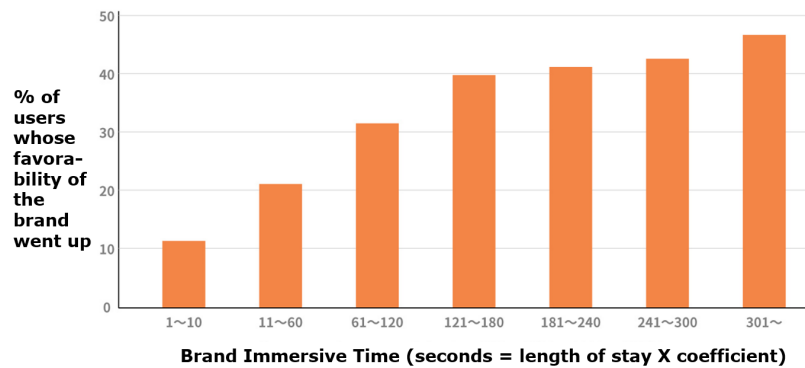
Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & Global CEO: Hiroshi Igarashi; Head Office: Minato-ku, Tokyo, hereinafter referred to as “the Company,” the Company and its Group companies are collectively referred to as “dentsu”), together with Dentsu Inc. (President & CEO: Takeshi Sano, Head Office: Minato-ku, Tokyo) and Dentsu Digital Inc. (Representative Director, and President: Koh Takimoto, Headquarters: Minato-ku, Tokyo), have been analyzing the psychological impact on consumers of 3D spatial and immersive media, including the Metaverse, and their marketing effectiveness. As the first step of this analysis, they have proposed the “Brand Immersive Time” index, and they will now verify its usability in the marketing planning of client companies.

Since the user experience and behavior of 3D spatial media are more complex than those of traditional media, companies have had no concrete basis for deciding what initiatives to implement in the metaverse space. Using “Brand Immersive Time” as a single criterion will allow for more effective experience design and marketing planning.

One of the components of the “Brand Immersive Time” evaluation index is the result of a sophisticated research and analysis by integrating actual behavior data in the metaverse space and survey data from the Tokyo Game Show VR 2023 held by Dentsu Inc. last year, for which the Company provided the infrastructure. This analysis was conducted on the “xambr” metaverse platform provided by ambr, in which the Company has invested, by building an environment that allows for per-user data comparison.

The results showed that when product/brand exhibition booths are set up in the metaverse space<sup>\*1</sup>, the length of time spent in the booth is the factor that contributes most to improving “favorability” and “willingness to buy” of the product/brand, among 10 items including “use of chat function,” “avatar fitting,” and “use of stamps.” The “Brand Immersive Time” index was thus defined as the time spent in the booth (seconds) multiplied by the coefficient<sup>\*2</sup> for each device (1.0 for VR, 0.7 for PC, 0.4 for smartphone, etc.), which determines the degree of immersion. Dentsu will conduct verification tests using various 3D spatial media in the future to measure its effectiveness.

## Correlation between “Brand Immersive Time” and “Brand Favorability”



The measurement of the marketing effectiveness of 3D spatial media is being promoted jointly with the companies of dentsu Japan (Dentsu Inc. and Dentsu Digital Inc.) and ambr, Inc.

Dentsu will continue to work closely with its clients and partners to refine this index and demonstrate the marketing effectiveness of 3D spatial media, thereby contributing to the further creation and expansion of the 3D media market, including the metaverse and gaming.

- \*1 Since most companies advertising in the metaverse space have booths displaying their products and brands, user behavior in the metaverse booth was targeted.
- \*2 Set based on the screen size of each device in the effective viewing angle (assumed to be 30 degrees horizontally and 20 degrees vertically) and the distance from the screen; VR covers everything, so 100% (factor 1.0); PC 70% (factor 0.7); smartphone 40% (factor 0.4). Example: A 20-second booth experience in VR and a 50-second booth experience on a smartphone are equivalent “Brand Immersive Time.” Since other factors such as actual content, interactivity, and sound are also involved, these coefficients will be continuously refined in the future.

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