

**СИМОНОВА Яна, 3 к. ФРиСО**

## **Introduction**

In my essay, I would like to talk about the advertising aspect of our virtual quest. To be more exact, to tell you about the target audience, logo, design, and the project's advertising itself.

## **Target audience**

The target audience of our project are: women and men aged 18 and over.

Their sphere of activity is not actually important in this aspect.

The major factors concerning our target audience are: an authentic interest in the (war/military) theme and a true passion for virtual reality technologies.

## **Logo**

# **The Great Patriotic war**



Presenting the logo of our project, I would like to refer to the main object – the symbol “victory Star”. A red star and St. George's ribbon are primarily associated with the great Patriotic war, which allows us to clearly and quickly provide the necessary information about the quest to the audience. The text and the background of the logo are made in the classic version. Black letters and a white background is a perfect combination for such a serious topic.

## **Design of the quest**

The quest will be as close to the reality as possible. With the help of virtual reality technologies, even the characters themselves will look like real people. Players

have the option to choose the main battles: for example, the battle of Stalingrad or Berlin. The character of a soldier makes it possible to use unique military developments. Special glasses allow you to reinforce the image of virtual reality, adding to it the parameters of the power plant as well as the warfare equipment with the sight and navigation which engages thermal and infrared vision.

### **Advertising of the project**

For our project, we consider suitable advertising options such as: exclusive presentation, product placement and celebrity endorsement, TV advertising, as well as advertising on the Internet resources (Eye-catching visual content).

### **Exclusive Preview**

I would like to present you an exclusive preview of our quest. Everybody knows that the weather is beautiful in May, so it would be great to hold a presentation of the project in the open air, exactly, in several parks of Moscow (Sokolniki Park and Gorky Park) simultaneously. In the parks we intend to arrange special indoor sites with virtual reality equipment. There the pioneers of the quest, those who possess the invitation acquired beforehand, will be able to try it exclusively (at a very attractive price, of course).

### **Product endorsement**

As a representative in this segment of advertising, I would like to suggest Valentin Petukhov, the founder and host of Wylsacom Media, the largest project on modern technology in Russia and Europe. Wylsacom has 6.65 million subscribers on its youtube channel and it would be great if Wylsacom presented our project to them. Such an offer will be very interesting to a large audience, because the quest is completely fulfilled in virtual reality, which is considered extremely relevant nowadays.

### **Conclusion**

In conclusion, I would like to say that I find our project rather interesting and original. I regard it as an alternative way to bring the attention of different generations to the war agenda. In my part of the essay, I have revealed all the necessary aspects of the project's advertising block. Thank you for your attention!