



*Use Those Solutions to Access the  
Huge China Market or Boost Sales  
in ALL Your Markets*



China imports a phenomenal value of food & beverage every year – in 2015 approximately \$125 Billion USD, but why do so many food and beverage companies struggle in a climate that is increasing in sales every single year?

Marketing is a major part of the problem, but it is also an integral part of the solution.

As China's market grows (and grows and grows) and as more and more people buy more consumer goods, the time to enter the China market and put your product into the hands of the huge customer is now.

### EG China Wine Consumption

Bottled wine imports to China

	Volume million litres	change	Average value USD/litre	change	Value million USD	Change
France	152.9	28%	\$4.77	-7%	729.2	19%
Australia	48.7	37%	\$7.52	19%	366.2	63%
Chile	42.6	27%	\$3.60	0%	153.6	27%
Italy	21.1	13%	\$3.93	-15%	83.2	-4%
Spain	48.2	58%	\$2.18	-27%	105.3	15%
United States	11.9	-12%	\$4.85	-8%	57.7	-19%
South Africa	8.2	96%	\$4.24	3%	34.6	101%
New Zealand	1.9	0%	\$11.25	0%	21.4	0%
Germany	3.9	8%	\$4.61	-15%	17.8	-8%
Argentina	5.3	36%	\$4.01	-10%	21.1	23%
Total	359.3	30%	\$4.58	-6%	1,647.2	23%

Getting a share of this huge market means being at the forefront of getting your message out and that means being at the forefront of technology – especially when that technology can bring the prospective purchaser of your own technology or products right into their view.

VR – or Virtual Reality - was almost made for the manufacturing industry.

It offers the chance to show all the little extras you have built into the product.

A chance to explain why your product is the best.

A chance to explain why your prospect should buy your product.



## Crack open the China Market in ways you have only Dreamed About.

**Digital Frontier** will consolidate your existing marketing collateral and enhance it using a combination of state-of-the-art CGI and 360° film footage or other types of dynamic media.

A targeted presentation will be storyboarded by local Chinese directors, produced using Chinese language content, and portrayed with China-centric 'look and feel', all while adhering to your brands authentic identity.

Delivery is through the end-user's smartphone using a branded Mobile VR Viewer (e.g. Google Cardboard).

Due to China's unique and fragmented market for mobile apps, we will guide your decision on which OS to program for, and on which China-native mobile app stores are best to make the experience available.

Mobile VR Viewers will be fully customized with your company's branding and shipped to your target clients and customers. The target audience (database) to which the

Viewers are sent can be augmented or fully compiled by Digital Frontier's market research team

Once the VR Experience is deployed, **Digital Frontier** can provide a bilingual concierge in our office. This concierge will receive inbound traffic generated by the VR Experience, and funnel it to the appropriate offices/individuals within your company. Be prepared to turn your inbound traffic volume up to 11!

The Food & Beverage industry presents a ripe opportunity and natural fit for the Virtual Reality Marketing approach. Think walking through the vineyard, picking virtual fruit in an orchard, or mixing it with the beef on the hoof without getting your feet dirty, think watching happy people eating your produce – laughing and smiling, and think walking through your state-of-the-art food processing factory without ever leaving home.

VR Marketing will give your target market the most immersive and enticing exposure to your product. Given just a taste in VR, they will be clamoring for the real thing.







## Solutions and VR Experiences

While Digital Frontier has a long and extensive history in China the VR Solutions and Experiences are applicable in any market to raise visibility and increase public exposure.

It goes without saying that when entering a new market, you will encounter new challenges and norms. Entering the China market is no different, but it is unique. The depth of the country's history and the dynamism of its recent development has created a business environment that is exciting, but often problematic for the uninitiated.

With the Virtual Reality Marketing solution, Digital Frontier offers not just a tool, but the means to best navigate the China market and accomplish your organizations goals:

- Enhance visibility
- Generate exposure for your brand,
- Reach new customers, and
- Drive revenue

After consolidating, augmenting, and refining your marketing collateral specifically for China, Digital Frontier will identify the key channels for you to reach your audience.

These channels may be social media platforms (e.g. WeChat), prospective customer contact details, or distribution networks.

The team will physically collate the details for these channels, in effect building a strong up-to-date database, which will belong to your company.

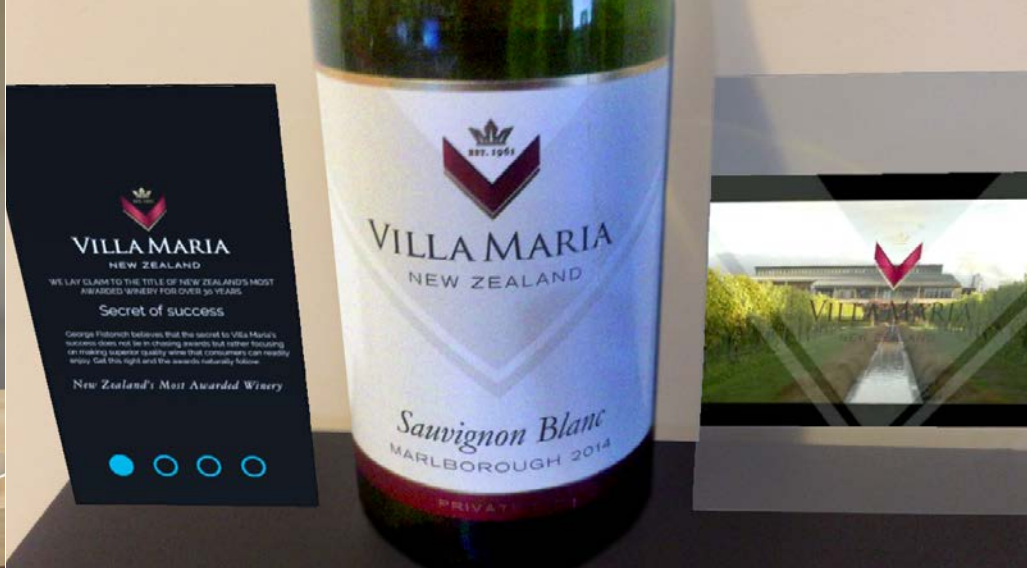
Our team will then utilize traditional and digital marketing strategies to deploy your content: SEM, content marketing, influencer marketing, social media, direct e-mail, etc.

**Unless or until your in-house team is equipped to receive the volume of interest generated from the Virtual Reality Marketing package, Digital Frontier will establish a concierge to manage and curate the newly generated, inbound traffic.**

**Bring the magic of VR and AR to your food and beverage product now.**

**Just a few examples of what we have created:**

- **Wine**  
Created Augmented Reality App to showcase information on selected brands of wine.
- **Wine**  
Created a journey through the vineyard using 360° drone footage and sending out to 10,000 wine distributors.
- **Fruit**  
Created full VR game for Asia Logistica exhibitor.
- **Fine Cognac**  
Full 3D presentation for one of the world's leading cognac producers.
- **Noodles**  
Chinese food promotion through VR to enter overseas market.
- **Restaurants**  
Promoting high-end restaurants in VR to build High-Net-Worth Chinese tourist clientele.



## Digital Frontier

**Digital Frontier** is a world leader in marketing and creative concept visualizations.

Combining a strong focus on innovation in the VR/AR and technology fields with more than 20 years experience in the burgeoning China market, Digital Frontier has the knowledge and insight to boost your visibility in any market.

Its Chengdu base and mix of local and international talent which combines global knowledge with local expertise, enable Digital Frontier to deliver design innovation and responsive service combined with marketing capability.

**Digital Frontier** utilizes cutting edge technology to bring complex designs to life through 3D, 360° footage and VR imagery. Digital Frontier's suite of products will help the client evaluate and sell designs before they are built, with rapid iterations, accurate lighting analysis, and high-impact visuals and animations.

**Digital Frontier** has connections and established relationships around the world. Over 30,000+ completed projects have been in a diverse and eclectic array of industries.

Augment your current target audience by using Digital Frontier's own market research team.

Whether you need 1,000 targets or 100,000 targets we can provide the information.

