

Abstract

This thesis deals with the use of marketing communication for virtual reality devices from Oculus VR, which includes the Oculus Rift, Samsung Gear VR and Oculus Go. Main attention is drawn towards the Oculus Rift, which was the first commercially available VR device to render a fully 3D environment. The thesis analyzes various tools of marketing communication used in promoting the Rift and other Oculus products. The first part is devoted to theoretical concepts of virtual reality and the long history of this phenomenon, from the first stereoscope to modern head-mounted displays we know today. The following chapter examines the theories of marketing and public relations, as well as related concepts of digital marketing, event marketing and crisis communication. The second part presents the reader with an analysis of several forms of commercial communication used for promoting the Oculus Rift, including the crowdfunding campaign on Kickstarter, interacting with target audiences on social media and showcasing the Rift on various gaming and technology events. The closing part of the analysis provides the reader with an overview of the PR crisis the company faced in 2016 in relation to a political lobbying scandal of Oculus' founder Palmer Luckey.