

# How to compare VR-based branded experiences in the Metaverse with social media display ads based on emotional attachment in marketing?

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## ABSTRACT,

*As brands explore new ways of getting users to convert and buy their products, the metaverse presents a promising space for new marketing strategies beyond traditional social media display ads. This thesis aims to compare branded experiences in the metaverse with social media display ads in video format by analyzing emotional attachment through the framework of Thomson et al. (2005), which defines emotional attachment by three dimensions: affection, passion and connection. Through a qualitative method two participants were shown both a Hyundai social media ad and the Hyundai Mobility Adventure experience in Roblox via VR. The outcomes of the interviews have been analyzed in a detailed and structured manner. The findings suggest branded experiences to be fostering emotional attachment more than the social media display ads along with expanding the current knowledge about the differences between two digital marketing strategies. Moreover, suggestions for future research in the same field were made based on the analysis of the research instrument that was developed for the interviews*

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*“During the preparation of this work, the author used ChatGPT models in order to check grammar mistakes and generate ideas for writing points about chapters. After using this tool, the author reviewed and edited the content as needed and takes full responsibility for the content of the work.”*

## Keywords

Metaverse, digital marketing, branded experience, social media display ads, emotional attachment

# 1. INTRODUCTION

In October 2021, Meta's CEO Mark Zuckerberg announced an ambitious vision to create the metaverse to transform digital interactions (Meta, 2021). Zuckerberg proposed a concept of 3D environments where users can seamlessly do everyday activities like socializing, entertainment and shopping (Meta, 2022). This shift in digital interactions provides a completely new medium for businesses to communicate with their customers and develop new marketing practices. Although still in development, Meta aims to make this technology accessible to everyone in the future (Meta Connect, 2023). In 2021, along with the announcement of the metaverse, Meta also announced their rebranding from Facebook, calling itself a "social technology company" (Meta, 2021) and has ever since spent USD 46 billion (Nasdaq, 2024) on the development of the metaverse. A quote from Meta describing their direction for the future:

*"Now, Meta is moving beyond 2D screens toward immersive experiences like augmented and virtual reality to help build the next evolution in social technology."* (Meta, 2021)

Today, metaverse can be explained as interconnected social and networked immersive environments on multiple platforms such as virtual reality (VR) and augmented reality (AR) (Mystakidis, 2022). Well-known platforms like Horizon Worlds, Decentraland, and Roblox have already begun to show how such digital environments might shape consumer interactions in the future as some campaigns have already been introduced. Roblox has stood out from the rest. For example, Roblox has gained significant attention with millions of monthly active users engaging in virtual experiences and digital commerce (Roblox, 2022). Moreover, Roblox generated a revenue of USD 988.2 million in 2024 (Roblox, 2025) which goes on to show that it is not just the hype that surrounds digital spaces, but new emerging business and marketing opportunities.

However, an universal metaverse is yet to be developed in the future. Alongside Meta there are contenders like Nvidia, who have also started developing their Omniverse platform focusing on collaboration and simulation (Kerris, 2021)

The marketing teams that have grasped this new medium have already started exploring virtual branded experiences. Brands like Nike, Gucci, and Coca-Cola are the early adopters in these digital environments, as they have already created interactive and immersive brand experiences aimed at deeper consumer engagement compared to traditional advertising mediums (McKinsey & Company, 2022).

Although some marketing teams have implemented this emerging strategy, social media is still flooded with all kinds of different ads in the form of photos and videos with text, often referred to as "display ads". *"Display ads are made up of text, animations, videos, photographs, or other graphics and are displayed on websites and platforms"* (AdRoll, 2025). However, social media ads might feel intrusive, since they are pushed to people's social media feeds, unlike branded experiences which attract people with the content. Nevertheless, social media advertising are still striving due to the highly performing algorithms and social media advertising does not seem to go anywhere with the general shift towards digitalization across the globe.

## 1.1 Research Question

However, even with numerous examples of companies and brands creating and implementing branded experiences in their marketing campaigns, empirical evidence about how to compare branded experiences in the metaverse with social media display ads is limited. Ali and Khan (2023) point out that while the metaverse is quickly emerging, it is still underdeveloped and

"lacks a clear understanding of how different it will be from digital marketing". Consequently, marketing specialists may not possess the information about how to compare the two mediums of marketing when making strategic decisions. Addressing this gap, this research aims to deliver findings for future research about how to compare these two mediums of marketing.

In the light of this direction from Meta, the emerging marketing opportunities and the knowledge gap, this research aims to answer the following research question:

*"How to compare VR-based branded experiences in the Metaverse with social media display ads based on emotional attachment in marketing?"*

As mentioned, this study aims to deliver findings for future research by developing a research instrument in the form of a qualitative interview and evaluating it based on the interview process. The qualitative interviews will be based on the emotional brand attachment model by Thomson et al. (2005) and will aim to compare branded experiences with social media display ads.

## 1.2 Practical and Academic Relevance

The practical value from this research is connected to marketing specialists, who have to make strategic choices whether to spend their budgets in already established or new emerging platforms. This study gives early insights into how people emotionally connect to branded content in both environments, which can help with strategic choices in the field.

While interest and investments in the metaverse are growing, academic literature remains limited for comparing these two digital marketing mediums. By applying the framework developed by Thomson et al. (2005), this research contributes to the understanding of emotional attachment in these environments. This study holds academic relevance by offering relevant findings for future research in the field.

# 2. THEORETICAL BACKGROUND

## 2.1 Technological Background of the Metaverse

The Metaverse could be understood multiple ways, one of the possibilities is as aforementioned in the *Introduction*. According to Song et al., (2023) Metaverse could be defined as a network of immersive and persistent virtual worlds where users can interact with each other and with digital content through avatars. In the metaverse, users can socialize, attend different events such as talk shows and concerts, explore branded spaces and engage in commerce. Unlike interacting with static social media ads, users are not limited to scrolling or clicking, meaning that users can walk in these 3D environments and interact with others. Metaverse has continuous identity and data across different experiences, which means that users can have avatars that represent them across worlds and activities (Meta Connect, 2022). This continuous presence may allow brands to build more tailored campaigns and possibly develop even longer lasting relationships.

The metaverse is accessible through technologies such as virtual reality (VR), augmented reality (AR) or mixed reality (MR) which typically require a specific headset. These technologies allow people to interact with digital environments in real time, having a more engaging experience (Dwivedi et al., 2022).

Virtual reality (VR) fully immerses the user in the 3D environment. This degree of immersion enhances the user's presence and psychological engagement, which can be used to improve attention and emotional involvement (Kaplan et al.,

2020). For branded experiences, VR gives customers the chance to move around virtual stores, participate in interactive product launches or engage with gamified brand content. An example of gamified brand content is Hyundai's Future Adventure world in Roblox, which has six different maps all representing a type of product or technology that Hyundai is working on (Hyundai, 2024).

Augmented reality (AR) overlays digital elements onto the physical world, typically through smartphones, tablets, or AR headsets and is being used in numerous fields including medicine, education, manufacturing and entertainment (Ha & Hong, 2016). In the field of branded experiences and retail in the digital worlds, AR can produce meaningful experiences for online shoppers by enabling them to evaluate the targeted products and make more informed decisions (Poushneh & Vasquez-Parraga, 2017).

The notion of Mixed Reality (MR) combines features of VR and AR. Unlike AR, which displays digital elements in the physical world, MR makes the physical and digital world interact, which means that users can move virtual objects in the realm of the physical world. For example, in MR, a user would be able to throw a digital ball against a physical wall, and it will bounce off it (Meta Connect, 2023). In the world of branded experiences and metaverse marketing, this could allow for lots of creativity when designing campaigns.

## 2.2 Branded Experiences

Branded experiences in the metaverse refer to immersive, interactive environments or worlds developed by companies to engage users in virtual settings. For example, Nike launched "Nikeland" on the Roblox platform, where users can play sports-themed games and equip their avatars with virtual Nike products (Temperino, 2023). Nikeland is divided into multiple areas like the lobby, Basketball area, Football area, Showroom, *etc.*, with each area allowing for different activities (Temperino, 2023). In the Showroom, people can buy virtual Nike products that they can wear or use to decorate their own room – the My Playground area (Temperino, 2023). This means that users have almost unlimited ways to customize their avatar and their personal space within the game. Customization like this helps the marketers satisfy the needs of diverse segments, increasing customer satisfaction, sales, profit and growth (Kumar, 2024).

Another example of a branded experience is Hyundai's Mobility Adventure on the Roblox platform. Unlike Nikeland, where users can customize their avatar and space, Future Adventure offers an obstacle course where players complete the course in a Hyundai branded world filled with current and new projects and products (Hyundai, 2025).

Different from standard social media display ads, immersive branded experiences in the Metaverse can create stronger emotional attachment by giving them the opportunity to actively engage with the brands through interactive environments. A study by Chhaniwal et al., (2025) shows that marketing in VR activates emotional centers in the brain, influencing both subconscious and conscious decision-making, which also positively affects brand loyalty and intention to buy. Similarly, Gupta and Bansal (2022) emphasize on the fact that immersive technologies allow brands to upgrade their advertising by offering personalized, story-driven content in the virtual world that resonates with the user. Furthermore, the immersion of VR technology allows users to engage with products and brands' narratives in a significantly deeper and memorable manner (Gupta and Bansal, 2022). Together, these factors suggest that branded experiences might offer great opportunities for companies to experiment designing new marketing campaigns.

This study will only focus on branded experiences in the form of complete interactive digital worlds, such as the Hyundai Future Adventure.

## 2.3 Social Media Display Ads

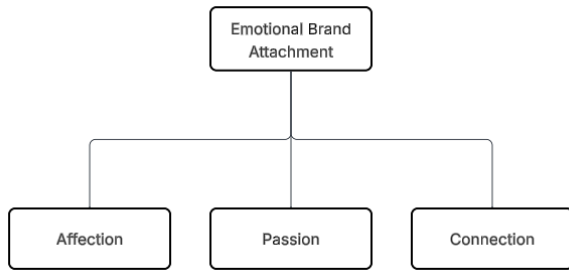
Display ads are visual ads that are placed onto apps, websites, social media feeds and any clickable mediums that can redirect a customer to a landing page (Rao, 2024). This research focuses on display ads that are shown on social media platforms such as Instagram and Facebook and in video format. So far, social media display advertising has been made performance-based, with numerous ways of measuring the success of a particular campaign, such as acquisition rate and click-through rate (CTR) (Rao, 2024). Ad spending is expected to have an annual growth rate of 9.38% with the userbase in the social media advertising market expecting to reach 6.6 billion users worldwide by 2030 (Statista, n.d.). From these forecasts, it can be concluded that social media advertising is constantly moving forward with more people getting access to social media in general and the ad spend growing each year. Moreover, advertising on social media permits customized targeting based on user interests (Jung et al., 2016, as cited in Pelet & Ettis, 2022).

Although a positive growth rate has been forecasted and social media ad spend increasing, there can be limitations to social media display ads with recent research showing that increased ad exposure leads to negative feelings and emotions in consumers, for example, advertising irritation (Kang et al., 2022; Loureiro, 2018; Niu et al., 2021, as cited in Sharma et al., 2022). Moreover, the findings from Pelet & Ettis (2022) suggest that irritation has been shown to negatively affect user attitudes towards social media advertising. This means that people may find social media display ads annoying or irritating, since those ads are being pushed by marketers to user's social media feeds.

Drawing from the information given, social media display ads differ from branded experiences as they might appear as interrupting messages that are being forced on people's social media feeds and lack true meaning.

## 2.4 Emotional Attachment to Brands

To explore how branded experiences in the metaverse may influence emotional attachment to brands compared to social media display ads, this study uses the emotional brand attachment framework developed by Thomson, MacInnis, and Park (2005). This model conceptualizes brand attachment as an emotional bond with three dimensions - affection, connection, and passion. Affection reflects feelings of warmth, fondness or love towards a brand while connection refers to the extent to which a person resonates with the brand. Passion focuses on a more intense emotional thrill or excitement. This framework emphasizes the emotional attributes of the relationships between consumers and brands, making it relevant for developing the research instrument. By using this model, this study can systematically explore and compare the depth of emotional bonds consumers develop with brands in immersive settings and regular social media settings.



**Figure 1. Components of Emotional Brand Attachment.**  
Based on Thomson, MacInnis and Park (2005).

#### 2.4.1 Emotional Brand Attachment

Thomson et al. (2005) explain emotional brand attachment as a measure of how much a person is emotionally attached to a brand. This bond is not just a favorable attitude or a preference, but a deeper emotional connection that reflects how meaningful a brand is to the person. Moreover, the authors say that strong emotional attachment can lead to behavioral outcomes like brand loyalty, resistance to counterarguments about the brand and a higher likelihood of word-of-mouth recommendations. Also, consumers emotionally attached to a brand are more likely to defend it, remain committed to it over time and integrate it into their daily lives.

#### 2.4.2 Affection

Affection is the foundational dimension of emotional brand attachment within the Thomson et al. (2005) framework. It includes the feelings of warmth, fondness, and emotional comfort that a consumer develops toward a brand (Thomson et al., 2005). Affection is identified through participants' expressions of liking, emotional ease, or general positivity toward brands in two different settings.

#### 2.4.3 Passion

Passion is the most intense form of emotional brand attachment as defined by Thomson et al. (2005). It represents feelings of excitement, enthusiasm, and emotional thrill or arousal toward a brand. To identify passion towards branded experiences, descriptions and emotional responses, including enthusiasm and captivation will be monitored and captured to gain a better understanding of what they feel. These responses indicate a more deeper and emotionally bound connection between the consumer and the brand.

#### 2.4.4 Connection

Connection refers to the extent to which a brand becomes personally meaningful and a part of consumers' self-concept (Thomson et al., 2005). It reflects identification, where the brand resonates with the consumers' values and identity and consumers might feel that a brand is a part of who they are. In this study, signs of connection will be identified by analyzing how participants find the experiences personally relevant or how their views align with the brand. Their descriptions of brand experiences will be captured and analyzed.

Furthermore, for each aspect, their general way of being and initial emotions along with emotions along experience will be analyzed to find applicable reactions to each aspect of the framework.

#### 2.4.5 Study Rationale

This study is a complementary addition to what Thomson et al. have already developed. Their study was quantitative, which is why the researcher thinks that a qualitative method would be best

to tackle a topic that involves true emotions and feelings. It is believed that such a qualitative study can provide a further dive into the topic without necessarily coming up with definitive empirical evidence, but provide relevant insights for future research. It will be built upon the evidence that Thomson et al. have already developed.

### 3. METHODOLOGY

#### 3.1 Research Design

This research uses a qualitative approach to explore if and how consumers experience emotional attachment towards brands in immersive branded experiences differently compared to when exposed to social media display ads.

A qualitative method was chosen and will be used for this study, because it offers a better way of capturing feelings and emotions. This means that the interview (the research instrument) will be developed based on the emotional brand attachment framework and will be further reflected on along with the interview process after the interviews have taken place.

The interview will use a semi-structured interview style, meaning that it will involve an open-ended discussion between the researcher and participants, allowing for follow-up questions. Moreover, this method allows explore participants' feelings and thoughts about a topic (DeJonckheere & Vaughn, 2019). Follow-up questions will be used to gain even more insight into each of the framework's aspects.

This research method is comparative, meaning that the feelings and thoughts about the branded experience will be compared to the ones about social media display ads.

The objective will be to develop a research instrument in the form of an interview. The aim will not be to draw empirical evidence from those interviews, but provide a basis for reflection upon if this instrument is relevant and provide findings for future research. This means that the results of those interviews, meaning findings about emotional attachment in these two mediums, will still be relevant, but will serve a higher purpose to being subject to reflection afterwards. Relevant findings from the interview will still be provided for context and to help with reflection.

#### 3.2 Sampling

For this research, a convenience sampling method will be used, meaning that the data will be collected from people that are accessible to the researcher (Rahi, 2017). Convenience sampling method is a non-probabilistic method, meaning that the participants will be chosen non-randomly (Rahi, 2017). In this research, the sample is drawn from people that the researchers' network who are interested in the metaverse but are not strictly acquainted with the researcher to avoid biases and limitations. The sample size is 2 people. To boost the performance of the analysis and provide a more systematic view, the participants will be labelled as P1 and P2. "P" stands for "Person".

Person	Description
1	Risk manager in a bank. Enthusiast about VR and the Metaverse.
2	CEO of a large group of companies with multiple products and services. Enthusiast about Meta, Metaverse and avatar-led experiences.

**Figure 2. Sample description.**

#### 3.3 Data Collection

For this research, data collection, in the form of interviews, will be done in person for the best results in capturing emotions and feelings. Consent will be asked for recording the interviews to

help the transcribing process. A Meta Quest headset will be used for the branded experience.

The participant will, at first, be introduced to the researcher and asked for strict consent for recording. Then, the participant will be shown the social media display ads, while the researcher is capturing initial thoughts, emotions and feelings. After the participant has been given some time to have a deeper look at the ads and has formulated ideas and thoughts, they will be given a short introduction to the next part. The next part will involve the branded experience which will take place in virtual reality using the Meta Quest 3 headset.

The social media display ad will be in video format. The reason for using a video format rather than a static ad is because a branded experience makes more sense to be compared to a video, because of its form of having digital interactive world. It was concluded by the researcher that an advertisement in video format would better suit to be compared with a branded experiences because it provides an audiovisual stimulus.

Both the social media display ads and the branded experience will be from the same companies. For instance, social media display ads and the branded experience will both be from Nike, and not from separate companies, because people might have unforeseen biases or tendencies to likings for specific brands, for example whether a person inherently likes Mercedes-Benz or BMW, which might change the real outcome of the study. Keeping that possible limitation in mind, it was chosen to use the campaigns from the same companies.

The research instrument will be developed with the three dimensions of the emotional attachment model by Thomson et al. (2005) – passion, affection, connection, in mind. This means that the questions will revolve around feelings and thoughts connected around these dimensions, but not strictly and obviously referring to the three dimensions. The research instrument (the interview) has been reflected in Appendix A.

The instrument will allow for flexibility, meaning if the participant feels like something is left unsaid or the answer of the question moves towards the next question or any question afterwards, the question will be asked as a follow-up, to foster greater understanding and conversation. The mission is to give the participant a lot of room to express themselves, with a lot of follow-up questions that will open them to new nuances and topics to talk about. The planned time for the interviews is about an hour.

### 3.4 Data Analysis

After the interviews have been conducted, the raw notes will be compiled to a unified document for later analysis. Along with the researchers notes, the recordings of the interviews will be transcribed and written to a document.

For the transcription of the interviews, Rev.ai was used. Rev.ai provided a free method of transcribing English speech into words.

When the collected data has been written down, it will be thoroughly read multiple times to ensure a full understanding of the data. Since there are two levels to this analysis, namely the emotional attachment in two mediums and the reflection of the research instrument, the relevant findings from the interviews will be labelled accordingly.

A simple coding method will be used to categorize the responses to help with the analysis process. The coding framework was developed on the basis of the framework by Thomson et al. (2005). This framework categorizes responses based on affection, passion and connection. Relevant keywords that link emotions and expressions to the codes will be developed as a

table and added to Appendix B. During analysis, attention will be paid not only to direct emotional cues but also to more passive movements that suggest emotions and feelings.

This process will help the researcher compare how participants describe their emotional experiences in the aforementioned two mediums. The analysis will focus on whether one context shows more findings of potential emotional attachment to the brand.

As the main focus of this study is to reflect upon the developed research instrument and provide relevant findings for future research, more emphasis will be put on the reflection of the research instrument. In this analysis part, the research instrument will be evaluated based on how well it captures the emotional responses of the participants. Moreover, the instrument will be reflected upon how it could be improved for future research along with findings for similar studies on this topic.

## 4. RESULTS

This section of the results will explore the emotional attachment responses expressed by both of the participants during the qualitative interviews held for a social media video advertisement and a branded experience. The social media video ad was about the Hyundai Ioniq car line while the branded experience was a dedicated map in the Roblox metaverse presented by Hyundai named Hyundai Mobility Adventure which was a gamified map full of different Hyundai products, concept products and minigames. Due to the one minute long length of the social media video ad, it was allowed to see the advertisement as many times as the participant deemed necessary. The time given for the branded experience was also unlimited to give the participants true freedom to explore for as long as they liked.

The interviews were conducted in a professional manner with hints of easygoingness to foster a more open atmosphere where the participants feel that they can express their full range of emotions. The researcher counted the interviews as successful since they provided clear insights and a great base for analysis to complete this study. The interviews were conducted smoothly, and the participants had a joyful experience.

The responses of the participants were analyzed using the model by Thomson et al. (2005), focusing on three dimensions: affection, passion and connection. Each of the categories were interpreted and analysed using the EBA coding framework developed by the researcher (see Appendix A) and based on the researchers notes during the interviews. The researchers written notes during the interview were focused on behavioural cues assessing the presence, intensity of emotional attachment and were also used for the analysis

### 4.1 Emotional Attachment in Social Media Display Ad

#### *Affection in Social Media Display Ads*

In the means of this research, affection captures the softer emotional responses such as warmth, friendliness and calmness as well as feelings of comfort or emotional ease during the experiences.

Participant 1 (P1) provided subtle indicators of affection. P1 viewed the ad through multiple times and described the ad as “nice”. P1 did not have that much to say about the ad nor did P1 show any strong or intense expressions of warmth or emotional fondness towards this ad. P1 did appreciate the calm atmosphere and clean aesthetic of the ad which are aligned with the dimension of affection. P1 deemed the ad as “calm” and frequently used the word “nice” to describe what they saw. Moreover, P1 remarked that “it was just long enough to highlight

*everything that needed to be highlighted and keep me interested,”* reinforcing that P1 found the experience easy to follow.

Some insights from the interview notes state that P1 had a hard time differentiating between the car models introduced in the ad which left P1 wondering for a while. In contrast to P1 showing no strong expressions that align with the coding framework for affection, P1 regarded the video as visually pleasing and “*well-produced*”. P1 was also surprised by the ability to go camping with the car as shown in the ad. It became apparent to the researcher that camping is something that the participant likes inherently so it was hard to count it as something that clearly leans towards affection as it is a predetermined mind state that the participant had and therefore is rather biased. Importantly, throughout the interview there were no signs of irritation or skepticism, and his body language remained calm and neutral.

In contrast, participant 2 (P2) did not show any signs of affection towards the ad. P2 strictly described the ad as “*generic*” and “*forgettable*”, clearly stating that it was “*just a car ad*” and “*nothing special for me*”. When asked about the extent of which the ad was fun, P2 answered “*it didn’t make me laugh [...] it didn’t even make me smile.*” P2’s body language reflected a rather bored state, yet focused on the video itself. While P1’s facial and vocal enthusiasm indicated at least some type of positive emotion towards the video, P2 lacked enthusiasm altogether which also suggested an emotional detachment from the video in terms of affection. P2’s reactions and answers to the questions did not align with the dimension of affection at all in the case of the video ad, but suggested disengagement and emotional distance.

Drawing from the information given, it can be concluded that P1 found the ad visually pleasing and interesting. P1’s calm and neutral body language and speech indicated a mild sign of affection, compared to P2, who experienced no emotional warmth or positive feelings.

### *Passion in Social Media Display Ads*

The passion dimension is expressed by high-arousal emotions best described by excitement, thrill, enthusiasm, fascination and captivation. Behavioral cues that show passion are rising energy levels and a more elevated and positive tone of speech.

Across both participants, passion was the weakest dimension. P1 provided some indirect cues of interest. After P1’s first viewing, they chose to rewatch the ad, noting: “*I’m most intrigued right now with the fact that they’ve made the car sounds so similar to actual sports cars with the electronic versions.*” He added, “*it gives me premium car vibes.*” This fascination with the sound design and branding implied a modest spark of interest yet given the facial and behavioral cues the emotion never rose to the level of excitement or thrill.

Although these remarks fall a bit short of energetic enthusiasm, they still reflect curiosity and mental activation to some extent, particularly around the technological aspects of the brand. There was a little elevation in his speech and he was actually really focused on the video and the researcher really did see him dig deep into understanding the sound design and interior quirks of the car. Still, there were no strong verbal cues strictly indicating excitement or thrill besides a small elevation in the tone of P1’s speech, which is incomparable to their later energetic reactions to the branded experience.

P2’s showed a lack of passion during the social media display ad. P2’s verbal and non-verbal along with behavioral cues and facial expressions indicated little to no excitement or thrill towards the ad at any point. P2 clearly stated that “*this was not a fun video*”. While the answers to questions about the extent of fun, personal relevance and if they would talk to someone about this were “no”,

P2 stated that the video was still easy-going and gave no negative feelings. In the case of P2, there was a clear absence of joy and delight which are central for the passion dimension

For passion, the social media display ad failed to generate any strong emotional activations. At best, it captured P1’s interest through sound design and aesthetics, while failing to stimulate any excitement or thrill in P2.

### *Connection in Social Media Display Ads*

Connection refers to personal relevance, identification or brand alignment with self-concept. Here, P1 again showed graspable signs. P1 reflected on one scene where a family was camping in the car, stating: “*maybe that’s something that I would want to see for myself [...] if it’s actually feasible to drive somewhere and put the mattress in the back.*” This statement shows the participant potentially seeing himself in the narrative pictured in the video, which means that the participant is imagining a real-life scenario with themselves in the same narrative. This is a strong behavioral cue for connection. During this answer, P1 facial expressions gave away a clear indication of positive and energetically curious state.

Later, when P1 was asked if they could imagine talking about the ad with someone, P1 responded: “*I wouldn’t go out of my way to tell my friends about the new model,*” but did note, “*if I would see it on the street, I would most definitely point it out.*” This suggests that the video ad worked well in terms of putting the brand into P1’s mind. P1’s facial cues also indicated interest in the car’s visual style and practicality, he seemed genuinely interested about the performance and the ways in which the car could be utilized.

In contrast, P2 was explicit and did not hold back about their emotional detachment. When asked about personal relevance, P2 stated “*There was nothing personally relevant for me in this video.*” When asked if he could imagine sharing the ad or brand with someone else, he answered: “*I would not talk to anyone about this car.*”

P2 also made it clear that they had seen similar car ads in the past: “*I have seen lots of car ads in the history and there are only a few where I’m like, ‘okay, wow, this was cool.’*” This suggests that while he did not connect to this particular video ad is not because he inherently can not form a connection through a video ad, it is because they have seen many too similar car ads with the same format in the past. It could mean that this particular ad just failed to deliver something meaningful enough to break through the mental barrier. This also highlighted a potential limitation of the research: social media video ads rarely generate the “*wow factor*” on their own, whereas a branded experience, being a new and unforeseen concept for many, inevitably carries that “*wow factor*” with it.

Interestingly, the one scene that P2 recalled was about the spaciousness of the vehicle, where kids were lying in the trunk of the car. P2 found it unusual saying “*I think I have never seen a car ad showing that you can sleep in a car.*” P2 facial cues suggested he was rather surprised when seeing it and it seemed as if he was interested in the fact that such a seemingly small car can be used to sleep in. Moreover, when asked if the car might fit their taste and lifestyle, P2 did not reject it outright as they had done beforehand for the most part. “*It is not my taste, but it could come to my taste if the price would be really cheap.*” This might suggest that the product could become meaningful under the right circumstances.

Thus, while P1 seemed to relate to parts of the narrative in the video ad, P2 still rejected this brand’s communication in emotional terms.

## 4.2 Emotional Attachment in Branded Experience

This section analyses how both participants emotionally responded to the experience they had in the Hyundai Mobility Adventure map within the Roblox metaverse. The analysis was concluded using the same emotional brand attachment model and coding framework that were used for the social media display ad.

### *Affection in Branded Experience*

The branded experience showed a noticeably warmer emotional response in both participants when compared to the display ad. From the very moment that P1 entered the digital world, their mood shifted for the better. P1 described the experience early on as “fun” and later as “amazing”, expressing enjoyment. He said “*this is really engaging me. I could be really entertained here for a while.*” This enthusiasm was expressed with P1 laughter over and over again along with playful remarks and spontaneous reactions like “*Oh my god I want to buy this car.*”

P1’s appreciation did not end there. P1 was excited about having the freedom to try out all the cars on the Hyundai fleet. “*Wow, they actually let you drive the car!*”. He also reacted with great delight to the possibility to walk around and gather virtual currency around the map. “*I would love that in real life as well!*” P1 joked.

Analyzing P1’s behavior during the experience it was clear to the researcher that P1 is actually really engaged in the experience and is enjoying themselves. P1 actually took around 35-40 minutes for the experience since there was just so much to explore, and P1 did explore all of it. During the questions P1’s attitude was calm and P1 was definitely pleased with the digital world experience.

To conclude, as for P1, the branded experience definitely generated affection in them towards the brand. When asked about the added value of the branded experience, P1 was quick to say that there is a niche value addition, but it might not reach that many people, which was counted as the only borderline negative aspect that P1 could bring out. However, affection was still highly relevant for P1 in terms of the branded experience.

P2 also responded positively to the atmosphere and structure of the branded experience. P2 called the digital world “*modern, clean and futuristic*” and praised the map for its visual design: “*Everything was green, there was water, everything was just nice.*” P2’s tone during the experience and interview was calm and appreciative which marked a noticeable contrast from the social media display ad reaction which was much colder.

Although P2 was not as verbally expressive as P1, P2’s responses still showed that he found the environment pleasant and thoughtfully designed: “*I liked everything about the interactivity part [...] I do not have any bad comments.*” When asked to summarize how they felt, he added, “*It was nice and exciting mainly [...] it was very different and fun.*”

In the case of both participants the overall tone and way of being reflected positive thoughts and evaluations. Emotional ease and comfort within the branded world was also present. P1’s behavior and verbal expressions definitely reflected affection more than for P2, but in both cases it was present.

### *Passion in Branded Experience*

Passion for the branded experience was definitely the most apparent among both participants. That was especially shown by P1. P1’s reaction to the branded experience was filled with spontaneous excitement from the start.

Throughout the experience, P1 remained energetic and curious about new things they found. As P1 discovered new areas, P1

almost always responded with excitement: “*Wow, let’s see what’s there*”. P1 even said they were “*stoked*” to be there. These frequent spontaneous and enthusiastic reactions strongly show that P1 was emotionally involved in the experience. Several times P1 expressed surprise and enjoyment to specific features in the map, such as being able to charge your Hyundai Ioniq car in the digital world: “*There’s no way they’ve actually made you charge your electric vehicle in game. Wow.*”

When entering the Smart Tech Campus of the map which is the part of the map where Hyundai shows their different side projects and tech that goes into their products, P1 reacted with “*Now I’ve just wandered up to a place where they show their products... that is absolutely amazing.*” His continuous excitement, laughter and desire to keep playing suggest that the branded experience triggered strong emotional engagement and showed strong signs of passion. When asked about the atmosphere of the experience, P1 answered that the map fosters curiosity and makes you able to learn and have fun at the same time.

Even the mini-games and educational spots got a fascinated responses: “*They actually made a wind tunnel to test the cars,*” and “*Wait, that’s how they develop the sounds?*” P1 was actively curious: “*I want to go and see if there’s anything else!*” P1’s behavior aligns strongly with the indicators for high emotional arousal because P1 wasn’t just entertained, they were fully immersed and emotionally stimulated by each new area in the map.

P2 was also being rather energized by the experience, but in a more controlled and analytical way, thus the wording “*rather*”. P2’s tone was more analytical. During the experience, P2 stated “*I’m actually surprised right now, I can see lots of potential in this interactivity.*” When asked to compare it to traditional advertising, P2 responded: “*It made me feel really excited and hyped to explore... and as it’s interactive, and I choose to be there, I want to look for more things.*”

Judging from the way P2 played the experience and how he interacted with different aspects of the map, it can be concluded that P2 was not just exploring mechanically, because he was told to do so, but P2 was driven by actual interest. P2’s prior colder and collected answers turned out to show a bit more excitement and curiosity during the branded experience.

P2’s overall mood showed an increase during and after the branded experience. P2’s facial cues definitely showed that they were surprised with the aspects that the map had to offer. Although P2 spent less time playing the map, P2 interacted with almost everything that that was possible to interact with. Furthermore, P2 spent more time actually reading through some of the information pop-ups at different places in the map.

Although P2’s tone was analytical, P2’s comments show that they felt energized by this digital world. P2 also made some suggestions on how this map could be improved by making it more fun: “*Having some kind of official racing game would perhaps make it more fun.*” This suggests that P2 was not just passively observing what was going on, but they were actively engaged in the experience.

Although P1 showed greater signs of passion towards the branded experience, P2 did it in their own analytical and observing way.

### *Connection in Branded Experience*

The strongest impact of the branded experience was on connection towards the brand. Compared to the video ad, which failed to generate connection towards the Hyundai brand, this interactive experience in the digital world allowed the participants to develop a personal understanding of the brand.

P1 showed increased signs of connection throughout the whole experience. As P1 was moving around in the map, P1 began to imagine could relate to in real life scenarios. When finding out about the different cars and features P1 said *“You have something to resonate back to when you see it on the streets [...] like, ‘oh yeah, I’ve played as this car,’”* meaning that the branded experience could develop a memory which can influence the way P1 thinks about Hyundai outside of the digital world.

Later P1 commented that *“It made me view Hyundai completely differently.”* Before this experience, P1 could have seen Hyundai as just another car company, however after an experience such as this, where they could explore and interact with the technologies and vision, P1 said *“Now I know what they’re working on [...] this is not just cars, this is future tech.”* A nuance like this shows that the branded experience helped P1 develop a complex and personal view of the company. P1 even reflected on how young people can form connections to brands by spending time playing the maps at a young age: *“I can see why a little kid would have a blast in here for hours, just figuring stuff out.”*

P2 previously said that the video ad had no personal relevance for them. This time during the branded experience, P2 recalled their own childhood and also formed a more personal connection with the brand. P2 said *“I played Roblox when I was 10 years old”* and then went on to state *“If I was a 10-year-old and I was driving a Hyundai in some game [...] maybe subconsciously I would probably prefer this Hyundai over other cars.”*

As mentioned before as well, P2’s answers tended to be on the analytical side, but it is believed to be the way that particular participant expresses themselves.

P2 also stated how the experience matched his values: *“It is always told that the best way to learn is actually doing something, not only just watching.”* P2 preferred that the branded experience allowed them to learn by interacting, instead of being forced to watch a video and even highlighted this difference directly: *“The video was just a push. Here, I could learn everything on my own without being pushed to do something.”* The emphasis on learning, freedom and interactivity shows that P2 found some personal meaning in the way the digital world and the whole experience was designed.

In the case of connection, both participants definitely moved beyond excitement and enjoyment and could relate the experience with their own lives. They identified how does it relate to their own lives, thus finding personal meaning in that experience. Those are clear and strong signs of emotional connection.

### 4.3 Comparison of the Mediums

This chapter will provide a comparison of the results between the social media display ad and the branded experience through all the dimensions of the model by Thomson et al. (2005).

The findings of the qualitative interviews and analysis suggest a major difference in emotional attachment that was generated across both mediums. The findings indicate that the branded experience created a stronger emotional attachment across all three dimensions of the model by Thomson et al. (2005). The social media display ad managed to generate mild emotional responses, primarily from P1 but failed to bring forth sustained warmth, excitement and personal relevance from both. P2 even remained emotionally disengaged from the whole social media display ad experience, highlighting the limitation of it being pushed to the viewer.

In contrast the branded experience fostered a richer environment in terms of emotions for both of the participants. For both of the participants, especially P1, the branded experience generated

spontaneous expressions of joy, excitement and allowed both of them to form a personal interpretation of the Hyundai brand. Moreover, the freedom of exploring and decision-making in the digital world showed a great improvement in emotional responses across both participants as well. Even though P2 had a more analytical perspective and tone, the branded experience still led to stronger feelings of relevance.

## 5. DISCUSSION

The aim of this chapter is to provide a critical evaluation of the research instrument created by the researcher for this qualitative research and its interviews. This instrument’s mission was to capture emotional responses across all three dimensions of affection, passion and connection using indirect, open-ended questions to avoid confirmation bias. The questions fostered usable data yet the instrument underperformed in certain areas and showed limitations which will be discussed further.

### 5.1 Strengths of the Instrument

One of the key strengths about this research instrument was the open-ended structure, which was implemented in order to encourage more natural responses from the participants without forcing them into predetermined emotional states. For instance, questions such as *“What stood out to you?”* and *“Was there anything personally relevant to you?”* were really good conversation starters and those questions allowed for flexibility depending on how the participants engaged with the video ad and branded experience. The research instrument did not have any contextual technical terminology which ensured that every question was easy to interpret.

The use of the same interview questions enabled a direct comparison between the video ad and the branded experience which was of help in the analysis process of this study. Using the same questions for both interviews allowed the researcher to isolate factors such as tone and enthusiasm for both mediums which also greatly helped the analysis process by giving directly comparable data.

Another positive element of this research element were the follow-up questions. In some cases, these follow-up questions were not asked during the interview, because the main question already sparked a conversation long and impactful enough that the follow-up question would not have suited the flow of the conversation very well. The usage of a semi-structured design allowed for probing questions which sometimes allowed to dig deeper and let the participants articulate their thoughts better. In cases where the participant was willing to open up and express themselves fully, this approach flourished and provided rich answers. For example, this was the case with P1’s responses to the branded experience.

### 5.2 Limitations of the Instrument

Despite the strengths and positive notes about the instrument, there were a couple of limitations of the research instrument that arose during the interview process and analysis. The main concern for the instrument was the fact that it was heavily relying on the mood and willingness of the participant to actually provide answers that are usable data. This means that there were instances, for example, with P2 who was a bit reluctant to fully express their feelings and emotions on a deeper level, because of unforeseen external factors. There was a difference in the moods and enthusiasm between the two participants which meant that the data yielded from each participant was to be interpreted keeping that in mind.

The instrument had no mechanism or instruction for helping the participants to go deeper, which can be concluded as a missed opportunity in the design of the research instrument. Although

follow-up questions could have been asked and were asked, it was hard for the researcher to come up with them as the conversation and note-taking was taking place. This means that the follow-up questions could have been developed beforehand and added under each of the questions, so that the researcher would have had a quick access to several extra questions to ask when needed.

Another negative aspect of the research instrument was the structure of some of the questions. Questions like “*What stood out to you?*” and “*What drew your attention?*” often yielded the same answer from the participants. Questions like these should have been left out and that leftover time should have been used to generate more probing questions to get more value from the answers. Also, the research only focused on one car brand which could lead to biased opinions, because prior knowledge about the car brand across the participants was unknown.

Moreover, the instrument did not account for non-verbal cues, although this is not counted as a limitation as important as the aforementioned limitations, because the researcher successfully managed to capture all the behavioral cues manually. Even though the manual capture of the non-verbal cues was successful, a standardized method could help with noticing every important emotional signal that the researcher might have missed.

## 6. CONCLUSION

This research aimed to find implications on how to compare VR-based branded experiences in the metaverse with social media display ads based on emotional attachment. The study used the model by Thomson et al. (2005) and focused on its three dimensions – affection, passion and connection. A research instrument was developed by the researcher to conduct two semi-structured interviews and compare the participants’ reactions across those two mediums, which is reflected in the *Results* section. The developed research instrument was analysed by its strengths and weaknesses in the *Strengths of the Instrument* and *Limitations of the Instrument* sections of the *Discussion* chapter.

This study offers a close up view of the potential of an emerging digital marketing strategy which has already been implemented by numerous brands. It suggests that emotional attachment is not only a product of a good message or content, but also context.

The value of this research is that it shows that immersive and interactive environments can foster stronger emotional reactions and attachment than current traditional digital marketing strategies. Taking into account the general limitations of the study along with the limitations of the instrument, it can be concluded that the research was still successful in answering the initial research question by providing implications and findings for future research in the field.

The development of this research instrument contributes to future research on the field by providing initial insights on how these two mediums could be compared. The findings of this research and the strengths and limitations of the research instrument could be used in the future when designing new instruments and choosing ways of studying the field of metaverse and marketing.

Overall, the study managed to meet its goals with a few limitations that could be improved in future research.

### 6.1 Future Research

This study opens the door for future research in this field, although a larger and more diverse sample should be used and could offer more valuable insights and provides the opportunity to better understand the relevance of the research instrument. The limitation of the branded experiences being very different from traditional digital marketing practices also needs to be considered.

## 6.2 General Limitations

Even though the findings are relevant and the study produced meaningful information and extended the current literature, there were some limitations to this study. First, the sample size was only two people and considering the limitations of the instrument, the sample size for a study such as this needs to be higher to gather more data. Secondly, during the analysis process, it occurred that social media display ads and branded experiences in the metaverse are largely apart in terms of context from each other when compared to one another directly. It may be too complicated to directly compare these two mediums based on the same instrument and metrics, because an emerging strategy such as a digital world in the metaverse might already such a new and exciting experience for a first-time user, which could alter the real outcome of this study.

## 6.3 Theoretical Implications

As it was suggested, the metaverse and the digital marketing strategies emerging from it lack research on how effective they really are. This research contributes to the literature about emotional brand attachment by applying the model by Thomson et al. (2005) in a comparative qualitative context. As the model was originally developed for quantitative assessments, in this study, the framework was used to interpret semi-structured interviews. This research shows that the dimensions of affection, passion and connection can also be observed in qualitative interviews’ unstructured responses, which might support future applications.

The findings of this study also align with the previous claims about the potential of immersive environments in marketing. Prior studies have shown that VR and digital worlds can enhance emotional engagement with interactivity (e.g., Gupta & Bansal, 2022; Chhaniwal, 2025). In this study, the participants showed stronger emotional responses, particularly in the passion and connection dimensions, compared to the social media display ad, which supports the existing suggestions that immersive experiences may perform better in creating deeper brand connections.

## 6.4 Practical Implications

The results of this study provide practical guidance for marketing specialist deciding between established and emerging digital marketing strategies. While social media display ads are still effective in terms of reach and targeting, this study suggests that it might fall short in generating strong emotional attachment to brands. However, branded experiences in digital worlds like the metaverse were more successful in bringing forth feelings of excitement and personal relevance.

With this knowledge, marketing specialists can use test out and use this emerging strategy and potentially fully implement it in their upcoming campaigns, if the goal of the campaign would be to build longer lasting emotional bonds with their users and audience.

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## APPENDIX A – THE RESEARCH INSTRUMENT

*Hello, I'm Andreas Ulman and I kindly welcome you and thank you for participating in this interview.*

*“The purpose of this interview is to understand how people experience and feel about two types of marketing strategies. We'll look at a social media video ad and a branded experience, both from the same company. Before we start I would like to ask you if you are willing to give consent to record this interview?”*

*Lets move on to the main questions of the interview. There are no right or wrong answers, I am just interested in your thoughts and feelings. Are you comfortable to start?*

### ***General perception***

Question 1

- What stood out to you in this experience? Why?

Question 2

- Did anything surprise you? What led you to that reaction?

Question 3

- Was there anything you did not like? Why?

### ***Targeted questions***

Question 4

- What drew your attention during the experience? Why?

Question 5

- Could you imagine talking about this to someone you know? Why or why not?

Question 6

- To what extent was it fun? Why?

Question 7

- Was there anything that was personally relevant to you?

Question 8

- How would you describe the atmosphere of the experience? Elaborate a bit.

Question 9

- Did anything in this experience feel easy to follow?

Question 10

- In your opinion, does the branded experience in the metaverse offer any added value compared to the video display ad? If so, what specifically?

*Thank you for all the answers, your time and contribution to this research. This information will be of great help!*

## APPENDIX B – EMOTIONAL BRAND ATTACHMENT CODING FRAMEWORK

Dimension	Explanation	Indicative Emotions / Feelings	Behavioral / Verbal Cues
<b>Affection</b>	Warm, soft emotional responses toward a brand; feelings of comfort or emotional ease.	Liking, warmth, fondness, love, friendly, caring, peaceful, calm, cozy, nice, gentle	“I liked it.” “It felt pleasant.” “It was sweet/friendly. ”Smiling, relaxed tone, soft gestures
<b>Passion</b>	High-arousal emotions, strong positive activation and excitement.	Excitement, thrill, enthusiasm, joy, delight, energy, stimulation, fascination, being impressed, captivated	“That was awesome!” “I was really into it.” “It gave me chills. ”Widened eyes, animated gestures, energetic tone
<b>Connection</b>	A sense of identification, relevance, or personal meaning; perceived closeness or alignment with values or self-concept.	Belonging, personal meaning, relevance, identification, similarity, shared values, attachment, closeness, representation, resonance	“It felt like me.” “This really spoke to me.” “I see myself in that.” “It represents something I care about.”

## APPENDIX C – INTERVIEW TRANSCRIPTS

### Interview 1:

Speaker 0 00:00:01 Hello, <laugh>. Uh, my name is Andres and I kindly welcome you and thank you for participating in this interview. The purpose of this interview is to understand how people experience and feel about two tar, uh, two types of marketing strategies. We will look at a social, uh, media, video ads, and a branded experience both from the same company. Uh, before we start, I would like, uh, to ask you if you are willing to give consent to record this interview.

Speaker 1 00:00:35 I am giving you consent to record this interview.

Speaker 0 00:00:38 Thank you. So let's move on to the, to the video display. A and, uh, you can play it now

Speaker 3 00:00:57 In dynamic silence, recharge with acceleration, overtake, and let go, let technology take you further and make space to grow your unique world, power your world.

Speaker 1 00:01:45 I'm gonna wash it again once. Mm-hmm <affirmative>.

Speaker 0 00:01:57 You can also describe, uh, what do you think of it? You don't have to, you can mm-hmm <affirmative>. You can say that you can, you don't feel anything special. You can say that it's, uh, nice. You can say that you like the car. You can say whatever you like.

Speaker 1 00:02:12 Okay. I'm most intrigued right now with, uh, the fact that they've made, uh, the cars sounds, uh, so similar to like actual sports cars with the electronic versions, um, it gives me premium car, uh, wipes. Mm-hmm <affirmative>. And my main question why I wanted to look at it the second time was, well, the different models on screen, even though they don't highlight them. That was like one of my, one of my questions, but overall, it was

Speaker 0 00:02:52 When you said that, uh, the models are not the same or you said that they lack the models.

Speaker 1 00:02:58 Um, no, what I meant was that as they're branded, what I understand is that they're all, all, they are all branded under the ionic, uh, one, yeah. Uh, model line. Yeah. Um, okay. Now on the third watch, I actually see the difference of the models in the corner. I did not see that beforehand.

Speaker 0 00:03:21 Oh, okay. Yeah. Okay, cool.

Speaker 1 00:03:23 Um, because it, I kept on looking at what was presented to me on screen. Um, so I paid more attention onto the cars, the visuals, not what was like, how they displayed the model name to me. So at the end of the first or second watch, I couldn't really tell, uh, if Okay, if I like the, the blue car on the screen. I couldn't tell you the model that I would be looking for it on the internet.

Speaker 0 00:03:52 Yeah. Great. Good.

Speaker 1 00:03:55 Mm. Yeah, that was, that was my first initial emotion, but it, it's, it's a nice ad because it's incorporated also, um, not only the fact that, oh, it's electric, uh, you can, there there's no gas, you save the environment. Yeah. But they also presented that it's not like, um, it's very family, family friendly and that it's mm-hmm <affirmative>. Uh, it's what I got from the video is that it's also supposedly good on, uh, on like trickier, um, mountain roads or like places where you would usually drive a, a sports car to enjoy the roads. Mm-hmm

Speaker 0 00:04:39 <affirmative>. Mm-hmm <affirmative>. Perfect. Perfect. If you you'd like to add anything, that's completely fine. If not, that's also perfect.

Speaker 1 00:04:45 I don't have anything to add right now.

Speaker 0 00:04:47 Okay, great. Then, um, I'm gonna ask you some questions. There are gonna be 10 of them. Mm-hmm <affirmative>. Uh, you may answer those questions in a manner you'd like. Uh, that's completely up to you. Okay. So the first question, is there anything, uh, that stood out to you in this, in this experience and why? Keep in, keep in mind mm-hmm <affirmative>. You can say that nothing stood out to you. Okay. If there is something, then you can point it out. <laugh>.

Speaker 1 00:05:22 The, the two things that just were really engraved into my mind after the video mm-hmm <affirmative>. Was first the way that they presented the car sounds and overtake

Speaker 0 00:05:36 <laugh>. Yeah.

Speaker 1 00:05:37 Uh, and then the interior lighting, uh, visual that they had of the LED lights, <laugh>, that was the two main things that I think I like remembered after the first watch. And then, um, of course I remember how the cars look, but anything like special of it or like, that wasn't about the, just the visual of the car itself. Mm-hmm <affirmative>. I think those, those were the two things that were mm-hmm <affirmative>. The, the most on my mind afterwards.

Speaker 0 00:06:14 Okay. Great. Did anything surprise you?

Speaker 1 00:06:18 Mm, not really because it, it followed the usual car at, uh, scripts of mm-hmm <affirmative>. Uh, of a shot with the family, a shot on the wild, uh, with electric cars, it's always, uh, highlighted the

Speaker 0 00:06:42 Mm-hmm

Speaker 1 00:06:43 <affirmative>. Charging. Mm-hmm <affirmative>. What I now think back to is the, the visual of the car loading and the different, like the visual on the display in the car of the charging capacities. Mm-hmm <affirmative>. But I couldn't tell what was so special about it. Mm-hmm <affirmative>. Or I can't remember it right now. Yeah. And, um, what other things surprised me? Not much else.

Speaker 0 00:07:11 Yeah. The, the answer was really good. Don't worry about it. <laugh>. Um, so, uh, let's move on to question three. Uh, was there anything particular that you did not like?

Speaker 1 00:07:24 Not really. Not really. Not really. There was nothing that stood out to me as like, oh, I don't, like, it throws me off. There was nothing about it.

Speaker 0 00:07:34 Okay. Great. So, um, was there anything that particularly drew your attention during the experience?

Speaker 1 00:07:47 Um, hmm. I would still highlight the same two things that I highlighted before. The mm-hmm <affirmative>. The mountain shot of the car. Mm-hmm <affirmative>. With, uh, with engine sounds, <laugh> and, uh, and the visuals from inside the car because, yeah. Can you repeat the question?

Speaker 0 00:08:16 Was there, uh, I mean, um, what drew your attention?

Speaker 1 00:08:20 Yeah. I think the, one of the first questions was like, what you remember about it or what was your, like, um,

Speaker 0 00:08:27 What

Speaker 1 00:08:27 Stood out? Yeah, what stood out? What stood out to me, I think is also the things that I just was visual, visually or mm-hmm <affirmative>. Drawn to the most. Yeah. So they, they go are interlinked.

Speaker 0 00:08:38 Okay. Yeah. Great. Um, <affirmative>, um, theoretically, could you imagine talking about this to someone, you know,

Speaker 1 00:08:49 God? Um, yeah, I possibly could. Um, I've seen a few of the older ya models, uh, on the streets. Yeah. And, uh, their visual appearance through is, is something that I initially was really like drawn to or like, yeah. It was something different. So now that if there's new models or new versions of the car Yeah. Out, uh, and I would see it on the street, I would most definitely point it out mm-hmm <affirmative>. And maybe think back to the ad that I just saw mm-hmm <affirmative>. But, um, I wouldn't go out of my way to like, tell my friends about the new model.

Speaker 0 00:09:33 Yeah. Okay. Great. Gimme a second. Mm-hmm

Speaker 1 00:09:39 <affirmative>. All good.

Speaker 0 00:09:47 Okay. So the next one, um, to extent, to what extent was it fun, if you think back to it?

Speaker 1 00:09:57 It was a, it was a fun watch. Um, it was just long enough, uh, to, to highlight everything that like, needed to be highlighted

and, and what to keep me interested in it. Yeah. Um, yeah. Nothing else to add on that. Mm-hmm

Speaker 0 00:10:20 <affirmative>. Uh, was there anything that was personally relevant to you?

Speaker 1 00:10:27 The one thing that I was maybe, um, would like to experience myself was the fact that they showed people camping at the back of the car mm-hmm <affirmative>. And see me, or what I've seen from the Anic models before. I couldn't really imagine that. So yeah, maybe that's something that I would want to see for myself if it actually, uh, like feasible to, to drive somewhere and, uh mm-hmm <affirmative>. Put the mattress in the back. <laugh>.

Speaker 0 00:10:58 Yeah. Okay. Um, how would you describe the atmosphere of the experience? And if you describe it, then elaborate a bit on it. Why, why might you think about that? I mean, if you see the video, think of the, think of the sounds, think of the, think of the vibe. You can also mm-hmm <affirmative>. Just play it again for a while and then see again.

Speaker 1 00:11:32 No, I'm just looking through the little clips of the video for now to, to remind myself. But it, the atmosphere was going for very calm, um, and rather this clean, uh, cleaner aesthetic, um, which is quite usual for the cars. Yeah. Um, as the is not a offroad car, there was not much like off, uh, offroad Yeah. Uh, visual. So it was, it, it is intended to drive in the city, so that's what they showed mm-hmm <affirmative>. Um, but yeah, it was, um, it was calm, it was quiet as what is really highlighted usually as well with the electric cars mm-hmm <affirmative>. Uh, so it wasn't too much in your face, um mm-hmm <affirmative>. And I think that was also intended because of the person that it is marketed towards. Mm-hmm <affirmative>. Um, maybe they won't want a, a, um, quieter car mm-hmm <affirmative>. For their, for their drive. Yeah. Um, and that, I think that's why I was mostly, uh, surprised by the, that they actually showed or highlighted the engine sounds of the Yeah. One of the models. Um, and else Mm.

Speaker 0 00:13:03 If that's it, then that's

Speaker 1 00:13:04 It. Yeah. Yeah. There's, that's all that I could say about atmosphere.

Speaker 0 00:13:07 Yeah. Uh, was the video easy to follow?

Speaker 1 00:13:14 Um, yes, but, uh, something that I've seen throughout, like other car advertisements as well as they have a very nice shot of the car, but when you think of the shot of where the car's going or what Yeah. Like what is the shot representing then? Yeah. Sometimes there's, um, a bit of confusion for me mm-hmm <affirmative>. Because it's, uh, okay, they've, they've made the shots to highlight the car's aesthetic or the beauty of the car, but like mm-hmm

Speaker 0 00:13:49 <affirmative>.

Speaker 1 00:13:50 I don't really resonate with that because it's, it's not what you get out of the car as a person. You don't see it go down and ramp with a very nice lighting. Yeah. That's, uh, that is just, uh, something else. Um, yeah. What was the, can you repeat the question for me? Maybe I have something else to add.

Speaker 0 00:14:13 Uh, did anything, uh, was the experience easy to follow? Oh

Speaker 1 00:14:18 Yeah. Was, uh, yeah. Altogether it was, uh mm-hmm <affirmative>. It was, uh mm-hmm <affirmative>. An easy watch and kept, kept you intrigued in it.

Speaker 0 00:14:27 Yeah. Yeah. Uh, and the question is kind of in, uh, in a sense that, uh, was it easy to follow as in, was it like flowy? Mm-hmm <affirmative>. Like was it easy for the ice? Yes. Yeah. Was it, uh, was it, uh, just

Speaker 1 00:14:43 Definitely

Speaker 0 00:14:43 Easy, fun,

Speaker 1 00:14:44 Easy, definitely easy for the ice, not too many jump cuts. Yeah. Um, which made it a lot easier to follow. Mm-hmm <affirmative>. Um, and yeah, that's about it. Mm-hmm

Speaker 0 00:14:59 <affirmative>. That's good. That's good. Um, uh, okay. Uh, thank you for the answers. Mm-hmm <affirmative>. And we're gonna move on to the second part of the

Speaker 1 00:15:12 Interview.

Speaker 4 00:15:14 Okay. Now, um, if you're ready for the second experience, then uh, then we can move on and you can, uh, you can start.

Speaker 1 00:15:24 Okay. Let's do this. What

Speaker 2 00:15:37 <laugh>

Speaker 1 00:15:40 Do you mean to tell me? All of it is Hyundai's branding? Yes. Even, even the furniture and things. That's not, that's not something I think,

Speaker 0 00:15:49 I don't think the furniture

Speaker 1 00:15:50 Is Yeah. <laugh>. But the robots, you see there are the robots there. Yeah. That's something that I did not know. Mm-hmm <affirmative>. Uh, that is very cool.

Speaker 2 00:16:03 I mean,

Speaker 1 00:16:13 Let's see. Car related, car related. Car related fire

Speaker 2 00:16:17 Station.

Speaker 1 00:16:18 Okay. Dealership sc

Speaker 2 00:16:26 <laugh>.

Speaker 1 00:16:29 Oh my god. What's here?

Speaker 2 00:16:35 Let's go see.

Speaker 1 00:16:37 Let's go shoot. Okay. Here my models, I would like to see some workers here as well.

Speaker 2 00:16:49 <laugh>

Speaker 1 00:16:51 Activity, bonus catch up. Okay. I think you can like earn coins just, just by playing it. Okay. Yeah. Yeah. Just existing. I would love that in real life as well. Yeah. I'll help you sell vehicles. Nope, we're not gonna sell that. So this is the same ah, this junk five. I saw that for the on six. Yeah. <laugh>. This is new. What's this? Stargazer. Can I? Nope. Okay. Buy vehicles here. Let's see, what's the car dealership like? Ooh. Damn. It's smart to make everything free so I can try them out. <laugh>. It's very smart. And they have Oh, wow. Okay. So they have all of it. What? Whatever they, all of the models, all, all of the models that they,

Speaker 0 00:17:48 Yeah. They sell

Speaker 1 00:17:50 Even, even the hypercar. Wow. Yeah.

Speaker 0 00:17:54 I see. I think that that one is used for the formula E.

Speaker 1 00:17:57 Yeah, that one. Yeah. Yeah. Probably is <laugh>. Oh my god. Purchase. See? Own. That is amazing. How, how can I drive the car?

Speaker 0 00:18:16 I think you, uh, have to press,

Speaker 1 00:18:19 No,

Speaker 0 00:18:20 You can spawn a car for yourself, I think from here.

Speaker 1 00:18:24 Ah, from there. Yeah. Yeah, yeah. That was it. Yeah, that was it. Perfect. Let's see.

Speaker 2 00:18:34 Wow.

Speaker 1 00:18:35 Wow. Oh my god. Uh, driving experience. Let's see.

Speaker 2 00:18:48 <laugh>.

Speaker 1 00:18:53 I could be really intent here. Entertained here for a while. Uh, stuff only, what is going on here? Experience sensor. No, this is where I came from. No, uh, I think, yeah. Okay. I have to spawn a car here. Yeah. Yeah.

Speaker 0 00:19:12 And then drive off. You're like on a tractor or something?

Speaker 1 00:19:14 Yeah. Yeah. I was a bit confused. I thought it was gonna just spawn me on, spawn me onto the track. Yeah. Yeah. I have long control in this

Speaker 2 00:19:26 <laugh>. Yeah.

Speaker 1 00:19:31 Wow.

Speaker 2 00:19:35 <laugh>.

Speaker 1 00:19:39 Wow.

Speaker 2 00:19:44 <laugh>.

Speaker 1 00:19:50 Wow. <laugh>. Come on. Okay. Uh, let's see, let's see, let's see, let's see. C hours checks, a reward box. JJ on tops me, uh, mobility center and vision. So what's here? What do they, oh, so it's like concept cars.

Speaker 0 00:20:21 I think that's the new, uh, hydrogen power, the race car.

Speaker 2 00:20:27 Wow.

Speaker 0 00:20:28 Oh yeah. Yeah. You can tell by the sound.

Speaker 1 00:20:32 Wait,

Speaker 0 00:20:32 What's the, like, it makes like this like, like, I don't know. What's the sound?

Speaker 2 00:20:38 Like what

Speaker 1 00:20:40 Now? I'm trying to understand what's the, what's the as light. Oh, so you can drift around. Okay. Okay. Okay.

Speaker 2 00:20:59 <laugh>.

Speaker 1 00:21:04 Wow. Okay. Let's see. <laugh>, the fact that the everybody else can go through you

Speaker 0 00:21:14 Yeah. Is I think that you can cause no damage. Yeah. <laugh>.

Speaker 1 00:21:19 I was, I was really looking out for myself here, so I'm now in some kind of an eco thing. What? Okay. Okay. Little load, little loads. Let's see. It's, it was branded as yonic. Five something. Eco something. Press the button to check the mini rankings. No, it's up. Cycling items. Start mitigating, go jog and collect, which rather recreate them into a new item. Ooh. Okay. Jog around the lakeside and collect garbages. Garbages will be shown randomly in plastic place and receive recycled arts. Okay. Start here. Wow. Okay. Yeah. No. Can I get, how can I get back there? After here probably. Nope.

Speaker 2 00:22:31 Okay.

Speaker 1 00:22:37 I see <laugh>. Uh, the mini games are not for me. Mini games are not for me. And stopping me here. Let's see, what does this offer? Riding the yonic and collecting interest. Oh, so you need to tell me if I would have a yonic, I could. Okay. You have to buy. Yeah, I have to buy the yanic.

Speaker 0 00:23:09 Come here and see. And I think if you, if you wanna go back to the original spot, yeah. You can leave and then join back and it will spawn you in there.

Speaker 1 00:23:17 I, I can just try, try Respawn. Yeah.

Speaker 0 00:23:19 Yeah. See, and that's it.

Speaker 1 00:23:22 Come on. No, no, that's in here. So I have to go leave, leave and then spawn back in. Okay. Let's see. Because I was really curious about the, if they've actually built like a electricity engine for the car that you have to <laugh>, uh, that you have to load through driving it. Dealership is there. Okay,

Speaker 2 00:23:54 Let's see. <laugh>.

Speaker 1 00:23:57 My controls have gotten so bad over time. It's, uh, used to be a lot better in this. Let's see, where's the Yonic? Yonic, YI 26, 5. Oh, you can even choose the colors. 10

Speaker 2 00:24:20 Purchase, exit.

Speaker 1 00:24:27 Okay. Now I have to just find my way back to the place that I was before. Mm-hmm <affirmative>. It was, ah, there

Speaker 2 00:24:35 I think. No,

Speaker 1 00:24:38 Something else.

Speaker 0 00:24:39 Wait, so it needed an, an ionic car to, to, to play the

Speaker 1 00:24:43 Game or what? Yeah, I think so, because there were things around it.

Speaker 2 00:24:49 Uh,

Speaker 1 00:24:50 Where was it? I took the car from here initially and then, lemme see, lemme see. Lemme see. Where is it? Park. I want to try it out. <laugh>, maybe it was that one car wash. Ah, no, it was there. Yeah, it was through the Envision thing.

Speaker 2 00:25:14 Mm-hmm <affirmative>. I got it out.

Speaker 1 00:25:20 I got you. Now. Just driving.

Speaker 2 00:25:27 Uh, first

Speaker 1 00:25:29 There,

Speaker 2 00:25:32 There,

Speaker 1 00:25:40 This is really engaging me. Like I, I can see why a little kid would have a blast in here for hours, just figuring stuff out. Um, yeah. And then you have something to resonate back to when you see it on the streets. The car.

Speaker 2 00:25:58 Yeah.

Speaker 1 00:25:58 Yeah. So like, oh yeah, I've played this, uh, as this car. Huh?

Speaker 2 00:26:07 What?

Speaker 1 00:26:11 Why doesn't it,

Speaker 0 00:26:19 I think you went as a passenger.

Speaker 1 00:26:21 Oh, <laugh>. I, I did not know that. That was a thing as well. Yeah. Did you have to enter from, oh wow, we have to enter from the car side. Yeah. How can I, why can't I, so there was, there's reward to be claimed. I'm in a yanick.

Speaker 2 00:26:45 What?

Speaker 0 00:26:46 I think you have to drive through the green balls.

Speaker 1 00:26:50 Yeah, but I'm trying. No,

Speaker 2 00:26:53 Come,

Speaker 1 00:26:54 Come on. Show me the car. Yeah, this one. But I'm going through them. But it's not generating <inaudible>. Huh? I'm driving. Or maybe they want, they want a specific car from here somewhere. Okay. So there's a lot of, ah, yeah, there. It's, there's a lot of stuff to figure out here. Probably fun as hell. Can I, can I buy a car from you? Start mini

Speaker 2 00:27:34 Next? Uh, nope.

Speaker 1 00:27:39 Do not want to do this. Come on,

Speaker 2 00:27:45 Come on. Okay. <laugh>.

Speaker 1 00:28:04 Why, why is there so many other things apart from the cars? I'm <laugh> I'm very surprised by it.

Speaker 0 00:28:12 I think that's what they

Speaker 1 00:28:14 Do. They, they're going for, so they, they, they want like, there to be for you to spend as much time in here and play with the different cars and things. Yeah. Okay. Interesting. So they've built the whole experience out of it. Wow. Interesting. Oh, wait, what do I get for completing a thing? Step

Speaker 2 00:28:40 <laugh>.

Speaker 1 00:28:41 I want buy a car. Okay. Um, I'm going back. I want to see the racing one again,

Speaker 2 00:28:51 Because

Speaker 0 00:28:52 I think there is one more product

Speaker 1 00:28:55 That I have not seen.

Speaker 0 00:28:57 Yeah. I mean, I bet there is like numerous products you haven't seen. Yeah. But if you go to the center again, or that you can maybe see, let's

Speaker 1 00:29:06 See. I, I wanna test it out. I think

Speaker 0 00:29:08 There was something else as well. <affirmative>.

Speaker 1 00:29:18 Come on. Okay. Mm. So we have, I've done the test drives there. There's Future Mobility Center, the gym, interesting Festival mall. The, there. It seems like all the, maybe it's near the racing park. Let's see. Square or that one? <laugh>. What's that? I should have taken a car. You can respond. Yeah, I know. I'm gonna, I'm almost here. Almost here. Let's see. Okay. Uh, this is the, the new model store. Okay. What, what do I have? Drive my streamliner, the hats. All of it. Okay. Merchandise. Merchandise. You can buy the car. Toy cars. Interesting. Okay. Wow. What, what do you have for me?

Speaker 2 00:30:31 Check,

Speaker 1 00:30:33 Please. No. Ah, okay. So you have to Yes. Charge machine Checkpoint, go to the EVs. Where's the ev <laugh>. You actually have to, you actually have to charge your car. Where's the ev? Come on.

Speaker 2 00:31:00 Um,

Speaker 1 00:31:00 Ah, there I see it. What do I have to do with it? I think you have to like, actually park the car and then get out, get out, get out, get out. I think, no way. Wow. <laugh>, there's no way that they've actually made Wow. Made, made you charge your electric vehicle in game. Wow. <laugh>. Uh, so, so you know what you're up to when you uh, when you actually buy a car for yourself, an electrical one. Interesting. Yeah. Lemme see. What's the racing park? Apartment? <laugh>. What? You can flip the cars as well. Ramps. Wow. West Track, east track. Start racing all around. Track. Jesus is, that is big. It is. It is very big. I wanna see, I'm not really good at, ah, electric car. Electric. Let's see. Okay, I'm gonna try this one out. And then, oh, they made ice on. I dunno. Okay. They just didn't register that I was still holding the w

Speaker 2 00:32:50 <laugh>. Wow.

Speaker 1 00:32:53 It is, it is not the best racing game, but I can see why someone would, would have fun in it.

Speaker 2 00:33:01 <laugh>.

Speaker 1 00:33:02 Yeah. Okay. Interesting. <laugh>, maybe it's just that I'm not too good in the racing games here. <laugh>, maybe it's my issue. Okay. Let's find a car. Or maybe I can, ah, so lemme show you the map. So that's smart.

Speaker 0 00:33:27 Also, whenever you feel like you're done, then you're not.

Speaker 1 00:33:29 Yes. Gimme a sec. I want to go and see if there's anything

Speaker 0 00:33:32 You can actually see one more product. Like there was a, which I think was, uh, pretty interesting, but I cannot remember where it is.

Speaker 1 00:33:41 Okay.

Speaker 0 00:33:44 It's kind of like some air purifying, whatever thing. And I think you got there by some, like from the corner of the circular racetrack. Mm-hmm. Where you have the

Speaker 1 00:33:54 Mm-hmm. Okay. I'll see on the map. Figure it out. Um, smart tech Campus, future Mobility City. Oh, oh, oh. I should have seen this map in the beginning. Okay. Car, let's take the on five. We're eco-friendly here. Mm-hmm <affirmative>. And we want to go to Future City, so that is, okay. Alter track, furniture, mobility, future Mobility City. Let's see. I'm gonna go through all of them. So I've been to the, the Eco Island. I've been to the racing tracks, and now there's two more things to explore here on the map.

Speaker 0 00:34:45 Mm-hmm <affirmative>.

Speaker 1 00:34:51 H two Plant. So what's already showcasing here? What's the map?

Speaker 2 00:34:56 Okay. Uh,

Speaker 1 00:34:58 E or rental, future Mobility. Intriguing. They have electric scooters. Okay. I suppose everything in this city is electric.

Speaker 0 00:35:12 Yeah, I think

Speaker 1 00:35:13 So. Oh, they have a hydrogen plant. <laugh> E-board Rental Robotics factory. Okay. Let's see, what's the Eboards?

Speaker 2 00:35:24 It's

Speaker 1 00:35:25 Two plant Eboard Rental. Rental

Speaker 2 00:35:31 <laugh>.

Speaker 1 00:35:34 Oh my God, man. Wow. So these are the, the buses without the driver? Yeah,

Speaker 2 00:35:41 I

Speaker 1 00:35:41 Think so. Yeah. And then you have the, the plane. Yeah. Can I get up? I'm gonna get up. Wow. <laugh>.

Speaker 2 00:35:52 Yeah, sure.

Speaker 1 00:35:53 Right? Yes, yes, yes. You can ride the Uum.

Speaker 2 00:35:56 Wow.

Speaker 1 00:35:58 No, no, no. Wait, how do I go up? What? Show me. Don't they show you the controls? No. Uh,

Speaker 2 00:36:09 Tray shift,

Speaker 1 00:36:12 No control. No. Q ah, Q and E is up and down. Okay.

Speaker 2 00:36:22 <laugh>.

Speaker 1 00:36:26 Oh my God, man. <laugh>. Oh, so this, at, at this point I would be like, oh yeah, this, this doesn't really resonate with Hyundai anymore, but it's actually a Hyundai die plane.

Speaker 2 00:36:39 Yeah.

Speaker 1 00:36:40 So you mean to tell me that they manufacture this kind of plane zone in real life as well?

Speaker 2 00:36:45 I think they're

Speaker 1 00:36:45 Concepts. It's ah, it's more of a concept. Yeah, of course, of course, of course. Like no way that the manufacturer is already. Okay. We can go and land here in the helicopter spot. See what's up. Oh no, I have to be on the e spot. No,

Speaker 2 00:37:02 Maybe

Speaker 1 00:37:02 Because I'm a

Speaker 2 00:37:04 Electric,

Speaker 1 00:37:05 I'm an electric vehicle.

Speaker 2 00:37:08 <laugh>.

Speaker 1 00:37:09 I'm amazing. Where am I? Let's see. Uh, driving urban air mobility. Start again. Gear Pilot. Let's see, what are they trying to showcase? Get on boards. Oh, okay. It's just a regular. Got it. What if I don't want to No, no, no. Stop a minute again. Yeah. Thank you

Speaker 2 00:37:35 <laugh>.

Speaker 1 00:37:37 Okay, let's do a bit more.

Speaker 2 00:37:40 Mm-hmm <affirmative>. Why not?

Speaker 1 00:37:42 I'm just too stoked to be here. Uh, okay. I want to,

Speaker 2 00:37:50 Uh,

Speaker 1 00:37:52 Okay. Vehicle vehicles can be responding

Speaker 2 00:37:57 Here. Interesting.

Speaker 1 00:38:01 So I have to What's, ah, <laugh>. I was like, why is it offering me Coke <laugh> Future Mobility exhibition? How, okay. What are the exhibiting? So why assume there, look on. Okay. I like the concept a lot. It is, um, it is really engaging. Mm-hmm <affirmative>. For, for the first time, I'm just, uh, I, I want to, to learn about everything in here. Mm-hmm <affirmative>. And they, now I've just wandered up to a place with like, where they show the, uh, their products, the concept products. Yeah. And, uh, the info about it. That is absolutely amazing. Um, vest Exoskeleton is a wearable robot designed to be worn like a vest. Okay. Wow. And on top of that, so there's all the robotics that they showed. What's this one? Room services and hotels. Ah, I think I've seen it when I was in Singapore.

Speaker 2 00:39:13 <laugh>.

Speaker 1 00:39:14 Uh, okay. Yeah. This, uh, this concept one is very cool. I like it. Uh, show Union Square. Okay. Okay. And this is their concept of the trailer in the future. Yeah. Trailer. Yeah. Yeah. Yeah. Interesting, interesting, interesting. Interesting.

Speaker 0 00:39:40 So I guess what they're trying to do is they're just gone. Like they,

Speaker 1 00:39:44 You, you would, you would, you would never just figure this things out. You I would never be, yeah. Like, I would never Google that things myself. Like what, what, what is Hyundai's perspective? What are they building? Yeah. So things like that have really are really nice. Let's go see what, there's probably a lot more stuff to look here, but I'm gonna just go and see what's in the, in the last corner of the map.

Speaker 2 00:40:22 Mm-hmm

Speaker 1 00:40:23 <affirmative>. And then feel free. We can do that. You'll have a ton of material to go through there. <laugh> not, not many audible words probably, but Hey,

Speaker 0 00:40:36 No worries.

Speaker 1 00:40:37 No worries, no worries. Okay. Okay. Okay. Okay. Okay. I just seen a guy decked out in human by sports gear. <laugh>, uh, smart tech campus. Okay. He was behind me. A guy in full, like racing suits. Yeah. Eco, I think's there. No, it's on that side. Fly into the,

Speaker 0 00:41:28 That might be what I meant.

Speaker 1 00:41:30 Probably

Speaker 0 00:41:31 With the, okay. That I have no idea. <laugh> that not this big.

Speaker 1 00:41:39 Uh, okay. What's, what's going on? Okay. Oh, it's still loading in. Then I was like, wow. Okay. All good. Uh, lemme jump out. Let's see. The fact that I can't sprint in here, we should, you can? No, I can't. No, it doesn't work.

Speaker 0 00:41:58 Ah, okay.

Speaker 1 00:41:59 Yeah. In the like mini games, I think you can't sprint. So what? Autonomous driving zone.

Speaker 0 00:42:09 Oh yeah. Police

Speaker 1 00:42:10 Cars.

Speaker 2 00:42:11 Okay.

Speaker 0 00:42:12 Yeah.

Speaker 1 00:42:14 Exit. Can I take no safety text zone.

Speaker 0 00:42:18 Eco-friendly text zone.

Speaker 2 00:42:20 Digital

Speaker 1 00:42:21 Experience.

Speaker 0 00:42:25 Oh yeah. This one. That one. Yeah. This one. This one is what I, uh,

Speaker 1 00:42:30 So you mean to tell me I should go in there or look at these things?

Speaker 0 00:42:33 Uh, have a look because I was like, I was, uh, exploring this and I didn't quite understand

Speaker 1 00:42:40 What's I, am I charging the car by running on here? <laugh>?

Speaker 0 00:42:43 I think so, yeah.

Speaker 1 00:42:46 Wow. Yeah. Purify. Ah, yeah, purify air with nexo. So you're gonna run on there.

Speaker 0 00:42:52 So I guess Nexo is kind of like their other, whatever product that they're, again, develop safety, text zone sound,

Speaker 2 00:43:02 What's in here? Oh,

Speaker 1 00:43:14 Very intrigued. Okay. Now I can sprint as well. Interesting. Just take the time. Okay. Everything is electrified test center. What are they testing here? Can I interact with them?

Speaker 2 00:43:31 Crash

Speaker 1 00:43:31 Test, crash test sound. Oh, there must be a mini game here. Wind. Sun will test sound. Oh

Speaker 0 00:43:40 Yeah.

Speaker 1 00:43:41 <laugh>. They're actually wind test, so they're actually, you can actually see how the car works with the Wow. That's cool. What's here? Fire attack test. What's the purpose of it? Fire tank test.

Speaker 0 00:44:05 Maybe if you go to the side.

Speaker 2 00:44:08 <laugh>. You what?

Speaker 1 00:44:10 No, they, they, ah, they're, I think they're developing hydrogen fuel tanks.

Speaker 0 00:44:14 Oh, that are unbreakable.

Speaker 1 00:44:16 That are, yeah. Bulletproof and fireproof.

Speaker 0 00:44:18 Yeah. Wow. Yeah.

Speaker 2 00:44:21 <laugh>. Yeah.

Speaker 1 00:44:26 Absolutely. Crazy rain test on the car. Why? Why would I, why would I want to see a rain test on the car? What does

Speaker 0 00:44:35 <laugh>, I think maybe it's because of the, uh, the seats. Autonomous. It needs the cameras. So it, uh, checks if the cameras are weatherproof. Yeah. Yeah. Okay. At all. Like every single project.

Speaker 1 00:44:51 Interesting, interesting. Interesting. I think this was my favorite song for now. Also the one that was, uh, like, um, giving you the backstory, or not the backstage, but the introductions to all the, uh, interesting tech that they're building. Mm-hmm <affirmative>. I'm a nerd about it. <laugh>. Uh,

Speaker 2 00:45:17 Okay. <laugh>.

Speaker 1 00:45:21 I'm gonna spend my whole day in here. Mm-hmm <affirmative>. Uh, sound lab.

Speaker 2 00:45:28 What's

Speaker 1 00:45:29 Going on here? <laugh>. I'm gonna be stuck here for a bit. Updating, updating, updating what? Sound lab. I have to take earphones? No. Or

Speaker 0 00:45:48 They, okay. I might know what that is. That's the, how they develop the sounds for the hydrogen and the electric cars. The sound that you talked about beforehand. Yeah. Yeah. Yeah. Do you remember

Speaker 1 00:46:05 Cosmic debris? Wow. So you mean to tell me that they develop the sounds speci specifically for the car and the thing, or what?

Speaker 0 00:46:17 I think because electric cars don't make sounds, but they have to make a sound to do to the regulations. Mm. So they try to develop the sounds to make them sound as good as possible.

Speaker 1 00:46:30 Interesting. Wow. Yeah.

Speaker 0 00:46:35 Play all of the sounds a great, yeah.

Speaker 1 00:46:47 Is there more like rocket ship sounds?

Speaker 0 00:46:50 Yeah, these are, I

Speaker 1 00:46:52 Would be a bit scared if my car started to make those sounds. Mm-hmm <affirmative>. The aggressive one is cool. Okay. Take a ball. What? Can I pick up the ball and vote for your favorite engine sounds? Oh, can I? No. Where do I vote? Hmm.

Speaker 2 00:47:23 Okay.

Speaker 1 00:47:24 Things for me to, uh, learn in the future. Create your music with the car. Create what? <laugh>. It's a laugh to make your own song with the car noises. Yeah. Oh my God. Do you know what sound that was? <laugh>?

Speaker 0 00:47:49 I have no

Speaker 1 00:47:50 Idea. Uh, the armor sound

Speaker 5 00:48:00 Okay?

Speaker 1 00:48:03 No, I want to close the, the, the exit button is behind here. <laugh>.

Speaker 0 00:48:11 I think with the ask still. Oh, no. Okay. Nevermind.

Speaker 1 00:48:19 Respond. Reset. Okay. We're can end now for that part.

Speaker 0 00:48:27 Okay.

Speaker 1 00:48:27 Go, go to the questions.

Speaker 0 00:48:29 Cool. Okay. Um, so, um, I'm gonna ask you, uh, some more questions. Uh, they're gonna be mostly the same as they were with the video ad. So, um, question one. Uh, what stood out to, uh, woods? What stood out to you in this experience?

Speaker 1 00:48:52 What stood out to me? Uh, how many different things were in the world? Mm-hmm <affirmative>. Uh, it was quite like, in the beginning, I didn't really know what to do or where to go because it's, there seemed to be so many things. Yeah. Um, but all throughout the, the, the playing time, I, I just got to know the map a bit better and it just, I got immersed in it quite easily. Mm-hmm <affirmative>. Yeah. Yeah. So I was, I was mainly astonished by, by the grand scheme of the map and all the possibilities.

Speaker 0 00:49:31 Yeah. Okay. Great. Um, did anything surprise you?

Speaker 1 00:49:39 Mm, yeah. Mainly the, it wasn't just a car dealership and the ability to drive around with the cars. Mm-hmm <affirmative>. There was so many more things like, okay, I expected a racing track and stuff, but they did not expect, uh, the, um, uh, what were they called?

Speaker 0 00:50:04 Uh, uh, the, the eco-friendly zones and, uh, yeah. Yeah. And, uh, smart, the future

Speaker 1 00:50:10 Mobility, the city, the smart city, and the Smart tech campus and the eForest. Yeah. Uh, all of those, uh, it was a big surprise for me, especially I think the biggest was the future Mobility City. Yeah. Where they should, uh, because that was, uh, I went in there, I was like, wow, okay. They've actually built like a whole new city inside the map. Yeah. Uh, and as there were so many cool tech in there, uh, I just wanted to like, get to know everything there. Yeah. Uh, and, uh, and also with the Smart Tech campus, uh, with how you got to interact with all the different things that they're testing out mm-hmm <affirmative>. Um, yeah. It was, uh, yeah, I was intrigued the whole time. Yeah.

Speaker 0 00:50:59 No worries. Good. Thank you. Uh, was there anything you did not like and why?

Speaker 1 00:51:08 Mm.

Speaker 0 00:51:10 You

Speaker 1 00:51:10 Talked about, I, I, I think it doesn't have to do anything with the map. It's just the, the, the Roblox Games controls and the Yeah, yeah.

Speaker 0 00:51:17 Yeah.

Speaker 1 00:51:17 Uh, the game itself, but the map and the everything in it is like, amazing.

Speaker 0 00:51:24 Yeah. Um, uh, what drew your attention during the experience and why?

Speaker 1 00:51:32 Um, how, how many interactive things there were. Mm-hmm <affirmative>. Um, especially inside the little campuses and things. Yeah. The mini games, even though I didn't really get to play many of them. Yeah. Um, and

Speaker 0 00:51:51 Well, you did.

Speaker 1 00:51:52 Yeah. <laugh>, I kind of did. Uh, I just tried maths. Um, and then also the, the visual of the city and the tech campus, like how every little detail was in there. There were cafes, there were things, it wasn't just like, oh, come and see our products. Yeah. You can, uh, you're like living in the city.

Speaker 0 00:52:15 Mm-hmm <affirmative>. Um, uh, could you imagine talking about this to someone, you

Speaker 1 00:52:23 Know? Yes. Yes. Uh, because it's so different to everything that I've, uh, I've tried out

Speaker 0 00:52:29 Mm-hmm <affirmative>.

Speaker 1 00:52:31 Uh, and it made me feel really excited and like hyped to explore. Yeah. Uh, and as it's interactive and I choose to be there, I, I, I want to like,

Speaker 0 00:52:45 Yeah, yeah, yeah.

Speaker 1 00:52:46 Look for more things and like, maybe like hidden Easter eggs.

Speaker 0 00:52:49 Yeah. Yeah. Yeah. So you kind of felt like it wasn't, uh, rushed?

Speaker 1 00:52:57 No, it wasn't rushed or forced.

Speaker 0 00:52:58 Yeah. Yeah.

Speaker 1 00:52:59 Um, okay. Yeah.

Speaker 0 00:53:03 Yeah. Great. Gimme a second. And, um, well, I think it's pretty given, but, um, to what extent was it fun?

Speaker 1 00:53:17 It was very fun. Yeah. Yeah. It is, it is designed to be fun and like hold you inside the world Yeah. That they created. And it's not only like, uh, Hyundai related things. That's, that's what I think make, made me want to like, explore, explore it a bit more. Yeah. Um, because yeah, as a car brand was very surprised to learn that they, they do so many other things as well, and they have the concept things going

on for them. Um, and that just helps to build an image of the brand for me in my head. Yeah. Like, I, I view that now completely differently.

Speaker 0 00:54:00 Mm-hmm <affirmative>. Mm-hmm <affirmative>.

Speaker 1 00:54:09 But I don't think I would Mm. Like, play it regularly. Yeah. It is just such a different concept of things that I would, if someone would show me or, or like, let me try it out. Yeah. That is an, an amazing experience. Yeah. Experience. Yeah. And well, for the, for the active like Roblox players, the kids, for them like to grow up in this little world. Yeah. I, I can see why they would spend so much time in here Yeah. And then get to know the brand a bit better. Yeah.

Speaker 0 00:54:41 Was there anything that was, uh, that was, uh, personally relevant to you? Mm.

Speaker 1 00:54:48 Personally relevant? Um, not something that, nothing really pops into my mind. The main thing that was, that was, uh, a surprise and, and a like a bad moment for me was when I had to actually recharge the electric car. Yeah. In, in inside the, inside the world. Uh, it was like, uh, oh, this, they've put a lot of effort into this, and like,

Speaker 0 00:55:16 Yeah.

Speaker 1 00:55:17 It's another like, wow. They've really simulated it. Yeah. The whole experience. So whole I know what the car driving the car is like.

Speaker 0 00:55:24 Yep. Okay. Perfect. Um, how would you describe the atmosphere of the experience? So we're talking in terms of like, how did it feel? How, how was it nice? Was it,

Speaker 1 00:55:35 You know? Yeah. It, it was, uh, very, uh, very nice and exciting mainly. Yeah. Uh, and, uh, when you're curious about like, technical things or, or, or like, um, not what's engineering. Yeah. Then that is, uh, this like, concept of the world really. Mm-hmm <affirmative>. For you. So that, so the atmosphere is like, you can learn in here, you can have fun. So, um mm-hmm <affirmative>. It's, uh, it's, it's, it was very, very different than fun. Mm-hmm

Speaker 0 00:56:09 <affirmative>. Great. Uh, was it easy to follow?

Speaker 1 00:56:15 Yes. Yes. Yes. Once I got the hang of the controls and the map and the cars and things, it was very mm-hmm <affirmative>. Easy to mm-hmm. Um, interact with. Yeah. Of course. There's, uh, a bit of a learning curve for someone who doesn't usually play video games, or not the video keyboard controls. Yeah. Uh, but I think for the main audience of this, it's not a relevant issue. So, yeah. And neither was it for me, so I was really like, took me a bit of time. Yeah. But it wasn't something that made me frustrated. Mm-hmm <affirmative>.

Speaker 0 00:56:50 Mm-hmm <affirmative>. Uh, do you think that there is, uh, or in your opinion, does the branded experience offer any added value when you compare it to the video ad mm-hmm

Speaker 1 00:57:05 <affirmative>.

Speaker 1 00:57:07 Um, it is a very niche, uh, value addition, I think. Yeah. Uh, it doesn't really get to too many people. Um, and, but, but the people who decide to be there, uh, in their mind, it, it is a, a lot like more relevant advertising than that video would be. Mm-hmm <affirmative>. Um, and they've definitely put a lot of effort into creating this world so that, uh, effort must pay out somehow. Yeah. But I would see, I would see, uh, or I would think that the kids who, who, who grow up playing in this, yeah. Their view of, uh, of human nice, uh, is, is definitely different from when they would grow up, only seeing the videos on, on TV or, or YouTube.

Speaker 0 00:58:09 Yeah. Okay. Thank you so much. Uh, thank you for the answers. Your time and contribution to this research and this, uh, information will be of great help. Thank you so much.

Speaker 1 00:58:22 Perfect. Thank you.

## Interview 2:

Speaker 0 00:00:02 Um, hey, I kindly welcome you and thank you for participating in this interview. Uh, the purpose of this interview is to understand how people experience and feel about two types of marketing strategies. Uh, you have now taken a look at the social media video ad and you will be taking or playing a branded experience, which are both going to be from the same company. Before we start, I would like to, uh, ask you if you are willing to give consent to record this interview.

Speaker 1 00:00:41 I will give consent to this interview.

Speaker 0 00:00:44 Thank you. Um, so let's move on to the main questions of the first interview, uh, about the video ads. Um, there are no right or wrong answers. I am simply just interested in your thoughts and feelings. Uh, are you comfortable to start?

Speaker 1 00:01:06 I am comfortable to start.

Speaker 0 00:01:09 Okay. So, uh, is there anything in this experience or video that stood out to you?

Speaker 1 00:01:19 There wasn't nothing too specific mm-hmm <affirmative>. That stood out to me. Mm-hmm <affirmative>. For me, it was just a general car ad. Yeah. I have seen lots of, lots of car ads in the history and there are only like few of them, which are like, I finished watching that and I'm like, okay, wow, this was cool. Mm-hmm <affirmative>. This Hindu ad was just generic. Nothing special for me.

Speaker 0 00:01:52 Great. That's a really good, uh, really good answer. Uh, let's move on to the second one. Was there anything particular that surprised you?

Speaker 1 00:02:07 Uh, surprised me that they showed how there is so much space in the car that you could live there or there was like two kids laying in the car. Mm-hmm <affirmative>. So at first they were like kind of showing that the Hindu eye has quite good acceleration and acceleration is like not a safe thing. And then basically the next clip was how the two kids were like living in the car because there's so much space, so you're showing like quite risky thing and then like you don't want risk for your kids. So this was a bit,

Speaker 0 00:02:50 A bit, uh,

Speaker 1 00:02:51 Odd or weird? I would say weird.

Speaker 0 00:02:53 Yeah. Yeah. Okay, cool. Um, uh, was there anything in particular that you did not like

Speaker 1 00:03:02 When you, uh, there was nothing that I did not like.

Speaker 0 00:03:08 Cool. Uh, was there anything that drew your attention during the experience? Anything in specific? Uh, can be just a small thing.

Speaker 1 00:03:23 I will just say the same thing I mentioned that I think I have never seen a car at showing that yeah, you can like, sleep in a car or your kids can like sleep in the car. Yeah. Usually it's like, yeah, fast, spacious, whatever, but mm-hmm <affirmative>. Like this angle, I can't, uh, recall seeing before that you, someone actually showed that it's okay to sleep in a car. Yeah. That it's spacious.

Speaker 0 00:03:53 Yep. One second. Uh, okay. Yep. Um, could you imagine talking about this to someone you know

Speaker 1 00:04:12 About this ad?

Speaker 0 00:04:14 Well, I guess about, uh, ionic the car, I mean, yeah. Okay. The ad and what you got from the ad.

Speaker 1 00:04:23 Um, I think I would not talk to anyone about this car. Mm-hmm <affirmative>. This video experience did not give me some crazy impression of this car. Yeah. So I would like, would to actually talk to my friends about this. It was just like an ad and I will probably forget in like 30 minutes that they and saw this.

Speaker 0 00:04:50 Okay. Mm-hmm <affirmative>. Great. Um, to what extent was it fun

Speaker 1 00:05:03 For me, this was not fun video. It didn't make me laugh. Mm-hmm <affirmative>. So nothing fun for me.

Speaker 0 00:05:13 Mm-hmm <affirmative>.

Speaker 1 00:05:17 Or it, it even did not make me smile. We can say that also. Mm-hmm <affirmative>.

Speaker 0 00:05:27 Mm-hmm <affirmative>. Uh, was there anything that was personally relevant to you? Maybe the looks of the car, the sound of the car, the interior of the car, maybe something about, uh, the whole video could be anything again,

Speaker 2 00:05:49 Um,

Speaker 1 00:05:52 There was nothing personally relevant, relevant for me in this video. Mm-hmm

Speaker 0 00:06:02 <affirmative>. Would you consider yourself buying a car like this?

Speaker 1 00:06:09 Um,

Speaker 0 00:06:11 Or it's not your taste? Uh,

Speaker 1 00:06:13 It's not my taste, but it could come to my taste if the price will be really cheap, but mm-hmm <affirmative>. The price was not advertised here. It was just the looks of the car. Mm-hmm <affirmative>. The acceleration of the car, the base full of the car. Mm-hmm <affirmative>. But nothing about the price. Mm-hmm <affirmative>. But I would say that this is not the type of the car that I like. Mm-hmm <affirmative>.

Speaker 0 00:06:41 Mm-hmm <affirmative>. Mm-hmm <affirmative>. Okay. How would you describe the atmosphere of that video? Was it easygoing or,

Speaker 1 00:06:52 Uh, yeah, I would say that it was really easygoing. It was like easy to watch it, but nothing like, yeah. Grasped my attention that much mm-hmm <affirmative>. So I guess it's good and bad at the same time. Good. Because <affirmative> it did not grasp my attention, so yeah. It didn't gimme any negative feelings mm-hmm <affirmative>. But at the same time it did not grasp my attention, so mm-hmm <affirmative>. I will forget about this in 30 minutes. Mm-hmm

Speaker 0 00:07:24 <affirmative>. Mm-hmm <affirmative>. Okay, cool. Um, well, well you kind of answered question nine, which is, uh, did anything in this, in this experience feel easy to follow? So you kind of said yes to that,

Speaker 1 00:07:40 Uh, it was easy to follow? Yes. Mm-hmm <affirmative>. It was chill music in the background. Mm-hmm <affirmative>. Some very, very, also chill voice in the background. Mm-hmm <affirmative>. Someone was talking mm-hmm <affirmative>. It was even hard for me to like focus listening to the person that, what was she talking? Yeah. Uh,

Speaker 0 00:08:06 Yeah, that's, that's a good answer.

Speaker 1 00:08:08 And the, yeah. Nothing else.

Speaker 0 00:08:11 Mm-hmm <affirmative>. Okay. The last one. Um, no, actually that's it. The, the 10th question will be, uh, unanswered, uh, after the next experience. Mm-hmm <affirmative>. Okay. I'm gonna ask you the second round of the questions and then we're finished. So in the Hyundai mobility adventure experience, was there anything that stood out to you when you compare it in your mind? Uh, with the regular display ad,

Speaker 1 00:08:53 What stood out to me mm-hmm <affirmative>.

Speaker 0 00:08:59 Is when you

Speaker 1 00:09:00 Yeah. Is that okay? First I have never went to this interactive car world in Roblox, but it definitely stood out to me that I could actually mm-hmm <affirmative>. Do some mini games and mm-hmm <affirmative>. Learn if I want to do something new. Mm-hmm <affirmative>. I know that potentially after watching a video I could like Google something, but still mm-hmm <affirmative>. Mm-hmm <affirmative>. I am quite sure that I would forget that information quite fast. Yeah. But if I will do this mini gaming Roblox Yeah. And I actually have to do something mm-hmm <affirmative>. Then I would remember, remember some specifics for a longer period of time. Mm-hmm <affirmative>.

Speaker 0 00:09:52 Superb. Very great answer. Thank you. Uh, was there anything that surprised you in particular? Well yeah, you, you, you almost said that yeah, it was surprising by the mini games, but was there anything like specific maybe about, uh, could be about the map itself or, uh, about the mini games or

Speaker 1 00:10:14 In

Speaker 0 00:10:14 General? Was,

Speaker 1 00:10:15 Was surprising for me that I did not know that Hindu, I has so many different product lines mm-hmm <affirmative>. That I could see that they're actually making some robots and airplanes or stuff like that. Yeah. But if we only compare cars to cars, this video advertise versus the interactive world in Roblox.

Speaker 0 00:10:47 Yeah.

Speaker 1 00:10:48 Then the question was what stood out?

Speaker 0 00:10:53 Uh, yeah. Did anything surprise

Speaker 1 00:10:55 You? A surprise? Uh, what, uh, surprise, surprise, surprise in terms of cars, I think nothing did not like, yeah. Surprise me if I compare cars to cars, but yeah. Just still the interactive Yeah. Word I could see much more things.

Speaker 0 00:11:18 Yeah. So in general, you would say that the, uh, the factor of, uh, interactivity was, uh, was what, uh, surprised you the most when you compare it to the display ad?

Speaker 1 00:11:33 Uh, yes, for sure. Because how I compare those advertising things is that if I would see this video mm-hmm <affirmative>. Then I'll be like, okay. Or maybe even like fully even recognize that I saw this video mm-hmm <affirmative>. Maybe, maybe it was just in the background. Yeah. But let's say I'm playing some game and I see Hindu I things, then it'll resonate with me more. Yeah. And it like builds more of this connection, I think. Yeah. That if I would be like a 10-year-old and if I was a 10-year-old and I was driving a Hindu in some game mm-hmm <affirmative>. Then maybe like subconsciously I would probably prefer this Hindu I or other cars. Yeah. If I have used this card as a 10-year-old.

Speaker 0 00:12:32 Yeah. Yep. Um, was there anything you did not like?

Speaker 1 00:12:40 Mm. Uh, I, I liked everything about the interactivity part. I don't have any. Mm-hmm <affirmative>. Bad comments for now. Mm-hmm <affirmative>.

Speaker 0 00:13:06 Uh, what drew your attention during the experience? Any products, anything about

Speaker 1 00:13:15 What drew my attention was that in the interactive world, you could choose only between three cars. That one was this ionic five about what the ad was also about ten second option was this Yeah. Rally car and the third car was like a supercar. Yeah. So it was like very, very different options. Yeah. That and that

Speaker 0 00:13:46 Actually one side note, you can buy all the cars.

Speaker 1 00:13:49 Oh, you can buy all car? Yeah.

Speaker 0 00:13:50 You can have all the lines like all like the, but in this map they're all electric, so they are marketing the new mm-hmm <affirmative>. Uh, electric cars, but there are like, I don't know, 35 of them or something. Oh, okay. And you can like buy every single one of them, the regular version, the sport version, like everything.

Speaker 1 00:14:09 Okay. Then I think if I will be a 10-year-old, then if I would have to spend my, this virtual money in Roblox mm-hmm <affirmative>. On other Hindus, I would not probably try them. Yeah. Because there are like so many other cool words where I could play and mm-hmm <affirmative>. Spend this money on other things mm-hmm <affirmative>. But for me to, if they want to build more of some personal connection than offering a bit Yeah. Bigger what will help. Yeah. Because I don't, me personally, I don't like those, uh, like this ionic type of car, rally car or super car. Yeah. Like all three of them like are types of cars, which I wouldn't want to drive like on my everyday life. Yeah. So having this bigger variety would maybe help to build this connection, but in a better way. Mm-hmm <affirmative>.

Speaker 0 00:15:17 Mm-hmm <affirmative>. Um, uh, what drew your attention, uh, would you say during the experience you, you kind of mentioned the product lines mm-hmm <affirmative>. Already,

Speaker 1 00:15:38 Which is

Speaker 0 00:15:38 Uh, yeah. Which is a good thing, but I'm wondering if there's, uh, if there might be anything else.

Speaker 1 00:15:45 Uh, the idea of actually having the same engine sound Yeah. Or the electric engine sound is nice, but since the road robot is a bit glitchy, maybe I can play my laptop a bit on that. So the idea is nice that you can like, have actually the same sound of the car, which it

has in real life. Mm-hmm <affirmative>. So I would say this is very thoughtful. Mm-hmm

Speaker 0 00:16:20 <affirmative>. Mm-hmm <affirmative>. Mm-hmm <affirmative>. Mm-hmm <affirmative>. Mm-hmm <affirmative>. Mm-hmm <affirmative>. One second. Um, could you imagine talking to about this to someone you know

Speaker 1 00:16:33 For sure?

Speaker 0 00:16:34 Mm-hmm <affirmative>.

Speaker 1 00:16:36 I, I'm actually surprised right now that I, I can see like lots of potential in this interactivity because mm-hmm <affirmative>. It is always told that it's the best way to learn is actually doing something. Mm-hmm <affirmative>. Not only just watching. Yeah. And if <affirmative>, if someone would like to like start building some trust Yeah. Then this gamified setting is quite good, I believe.

Speaker 0 00:17:18 Yeah. Uh, uh, thanks. Uh, second. Mm-hmm <affirmative>. Uh, to what extent was it fun and why? What would you say that,

Speaker 1 00:17:36 Yeah, this is, I would say the problem, I would say that

Speaker 0 00:17:42 <affirmative>.

Speaker 1 00:17:44 Yes, I could drive around the car myself, but mm-hmm <affirmative>. Usually what young kids want is to do some like game against others. Yeah. And there I couldn't see like any, some racing game you could just drive on your own or like Yeah. Virtually do like a driving competition, you versus some another, but it wasn't like official official game. Yeah. But that this, um, having, having some kind of official racing game would perhaps make, maybe make it more fun. Yeah. Because I think this 10-year-old kids seek this

Speaker 0 00:18:31 Thrill,

Speaker 1 00:18:31 Thrill of, uh, some games and there were actually not some games, it was rather the going some interactive museum.

Speaker 0 00:18:39 Yeah. Yeah. Yeah. That's a great answer. Thanks. Uh, <affirmative>, um, was there anything that was uh, uh, personally relevant to you, you think?

Speaker 1 00:19:00 Uh, I

Speaker 0 00:19:01 Mean, it's hard to say,

Speaker 1 00:19:01 But yeah. Maybe a personal relevance is like, I have played Roblox when I was also like 10 years old. Yeah. So personal, relevant, maybe I just a place of the experience. So like the Roblox mm-hmm <affirmative>. Offers, Roblox is played like by five year olds, 10 year olds, 20 year olds, 50 year olds. Yeah. So like the, just the platform. Mm-hmm

Speaker 0 00:19:40 <affirmative>. The fact that it Dolphins offers, offers a range, uh, yes. Uh, for, uh, people from kind of all ages.

Speaker 1 00:19:52 Yeah. It offers the range. And let's say I am a big fan of Roblox. Mm-hmm <affirmative>. And I'm like now just got my driver's license and mm-hmm <affirmative>. I have played lots of robots and by chance I have also been spent lots of hours in the Hindu world. Mm-hmm <affirmative>. Then I'm quite sure that the car I would prefer will be Hindu. Mm-hmm <affirmative>. Because it was like not also like pushed mm-hmm <affirmative>. Upon that it is the PE car. Yeah. But I could like actually see for myself that, yeah, do I like the sound? Do I like the details? I could like actually see everything, experience it myself before buying

Speaker 0 00:20:42 Mm-hmm <affirmative>. Mm-hmm <affirmative>. That's good. Uh, how would you describe the, the, the atmosphere if you had to give it like three words, let's say

Speaker 1 00:20:54 Atmosphere of the word?

Speaker 0 00:20:56 Yeah. Any like adjectives? Mm-hmm <affirmative>.

Speaker 1 00:21:02 I would say modern. Mm-hmm

Speaker 0 00:21:08 <affirmative>.

Speaker 1 00:21:11 Clean, <laugh>. Mm-hmm <affirmative>. And also futuristic.

Speaker 0 00:21:15 Mm-hmm <affirmative>. Mm-hmm <affirmative>. Um, and you say those in a, in a positive way, I assume?

Speaker 1 00:21:29 Uh, yes. They're all very, very positive. I said modern. Okay. Modern and futuristic. They kind of go in hand because modern everything looks so nice and this futuristic, those robots and airplanes seem like futuristic. Mm-hmm <affirmative>. Clean because it was kind of like this perfect. It was like the imagination of the perfect town or world. Mm-hmm <affirmative>. Um, everything was like green, there was water. Mm-hmm <affirmative>. Everything was just nice. Mm-hmm

Speaker 0 00:22:04 <affirmative>. Mm-hmm <affirmative>. Mm-hmm <affirmative>. Uh, was it easy to follow?

Speaker 1 00:22:12 Easy to follow the game? Yeah. Uh, yes. They had signs and signs were to go mm-hmm <affirmative>. If you like, want to compare the one to go to this word, to this word to this hub, do want to go to museum mm-hmm <affirmative>. There were those different signs. So, but I couldn't, I'm not professional Roblox user, but maybe also some kind of map. Yeah.

Speaker 0 00:22:41 The controls

Speaker 1 00:22:42 Will have been, uh, not, the controls were nice. Uh, controls. Yes. I could, um, if I was driving a car, they gave me like an option to see how the, some lights work. Yeah, yeah. If I press on some button, but I was rather thinking of some overall map, uh, explorer around mm-hmm <affirmative>.

Speaker 0 00:23:01 Mm-hmm <affirmative>. And the last question, and I think the, the, the most important in this case is, uh, uh, what, what do you feel is the added exper uh, the added value from the, uh, branded experience compared to, uh, uh, compared to the, the regular ad you'd say in terms of

Speaker 1 00:23:34 Yes. Uh, marketing

Speaker 0 00:23:35 In marketing terms, or like, how would you say? Does it, yeah, I'm gonna let you, because I, I don't want to give you any biases.

Speaker 1 00:23:45 So this video I will most likely see as like a push Yeah. That I will not go to YouTube and watch it for myself mm-hmm <affirmative>. So when I see this ad, I'm like, okay, can I maybe skip it? Or if it is actually an interesting car ad, then I will maybe watch it. Mm-hmm <affirmative>. But, and in the game I have a free choice what I want to do. Mm-hmm <affirmative>. I'm just a bit pessimistic that given that there are so many different maps, maps and worlds and Roblox, that why I would go to the Hindu eye world. Mm-hmm <affirmative>. But if there is actually some good reason why I should go to the Hindu eye world mm-hmm <affirmative>. Then in terms of marketing, I think it's a really good way because they're good people, they're good, they're good. People explore themselves and, uh, learn everything on their own without being like actually push to do something mm-hmm <affirmative>. Or they could go into more detail and understand things. Mm-hmm <affirmative>. In more depth because the video Yes. Was nice. Gave an overview of everything in one minute. Yeah. But in this Roblox, let's say that I am a car freak and I have some extra questions mm-hmm <affirmative>. Then I'm quite sure that I could get answers in an interesting way in this interactive world. Yeah.

Speaker 0 00:25:32 Mm-hmm <affirmative>. Mm-hmm <affirmative>. Okay. Uh, thank you for all the answers, uh, your time and contribution and uh, this information will be of great help. Thanks. Thank.