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brand activations

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About Client



Under parent company Glanbia, Optimum Nutrition provides active adults around the world with a comprehensive line of performance and recovery supplements, including whey and casein proteins, as well as amino energy and electrolytes.

www.optimumnutrition.com

Goals of Campaign

- Engage attendees of the Arnold Sports Festival in a meaningful and memorable way within the Optimum Nutrition booth

Highlights

- Designed a custom, branded virtual reality environment that placed participants inside a modern-day gym featuring Optimum Nutrition products
- VR participants were asked to perform as many bicep curls in 15 seconds as possible, followed by 15 seconds of squats
- Gamification of the experience kept track of leaders, who scored fun prizes and products

Results

- 1,286 VR participants
- 8,700 estimated trade show interactions
- 34,000 estimated total impressions

VR Gamification – at the Gym!

Creative Concept

Optimum Nutrition needed a powerful new way to engage attendees of the Arnold Sports Festival. It had to be interactive, show off the spirit of their brand and also be quick to allow for maximum participation. The photo spot they'd offered in previous years was getting stale, and this was a fresh new take on their trade show booth. The experience we developed not only leveraged VR technology but delivered on competition. By adding gamification, it fueled a passionate drive in the participants to show off their best performance! (And of course, amazing prizes were awarded to those on the top of the leaderboard!)



Earned Media

Not only did participants capture their friends doing the VR challenge and post to social media, the Optimum Nutrition booth also got the attention of media. [Muscle Insider](#) called this VR experience a "game changer" on day one, which encouraged more participation over the next two days.



"Working with **dio** led to an excellent creation of a VR experience and just as importantly showcased our human element."

// **Stuart Warren Dansby,**
Sr Dir of Market Activation, Glanbia

"This year, you guys outdid yourselves with this VR game. I seriously feel the pump!"

// **Arnold Attendee**

"This is so badass! I've never done VR before, and this gym is freakin' amazing!"

// **Arnold Attendee**

For more campaign information, please visit <http://diousa.com/work/optimum-nutrition/>.

About dio

diousa.com // 888.852.9143

dio is an experiential marketing firm specializing in unique consumer engagements that build brand awareness, drive sales and create brand loyalty.

