

AUTOMOTIVE

## Rolls-Royce taps students to create special experiences for bespoke division

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*Rolls-Royce VR program in Singapore*

By BRIELLE JAEKEL

British automaker Rolls-Royce is further personalizing bespoke, while simultaneously giving visual effects students a leg up in their careers with a new initiative.

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Rolls-Royce is supporting emerging talent in virtual reality with a program that also benefits its customers. For its bespoke division, students from Nanyang Polytechnic in Singapore were invited to design new programs in which customers can interact with the brand through VR.

"Rolls-Royce Motor Cars' commitment to this project is another example of how the company deeply values the nurturing of young talent, in parallel with The House of Rolls-Royce in the UK, where our apprenticeship programme is now larger than ever, ensuring that our dedication to handmade quality and craftsmanship continues beyond the current generation," said Paul Harris, Asia Pacific regional director at Rolls-Royce Motor Cars. "We are also staying ahead of the curve in the super-luxury industry by partnering with some of the brightest young minds in this country to present our Bespoke capabilities in a new, unique way, as well as supporting innovative, emerging talent in VR."

Technology innovation

Executives in virtual reality and the Rolls-Royce brand made up a panel of judges who ruled on the winners of the project. Rolls-Royce sponsored the licensing and software costs.

Nine teams from SIDM's Diploma in Motion Graphics & Broadcast Design and Diploma in Visual Effects were considered.



*Students working Rolls-Royce's VR project*

The nine teams worked to create their own version of a VR project for Rolls-Royce, of which the winner won an iPad.

Students were not only able to get a chance to win, but they have also gained more experience and work to add to their portfolio. Rolls-Royce was able to help support emerging talent while also discovering new wave marketing content.



*Students working Rolls-Royce's VR project*

The winning videos are now live in Singapore, allowing bespoke customers to interact with virtual reality and 360-video, which is bringing them even closer to the brand.

#### Virtual reality

virtual reality, augmented reality and 360-video is an innovative tool for marketers today. As the technology becomes more mainstream and consumers become more used to the user experience, brands are flocking to create the next best virtual reality experience.

Automotive is a sector that is greatly benefitting from the use of virtual reality, as it helps consumers who may be interested in vehicles to get better acquainted before having to come in to a dealership.

For instance, British automaker Jaguar Land Rover made new models available to view in its showrooms in a faster timeframe with the help of virtual reality.

After piloting the technology for the launch of its F-Pace in the United Kingdom last year, the brand will be using its virtual reality experience to introduce each of its 2017 models to consumers. Using a digital platform makes it easier for potential buyers to make a decision before a physical model has arrived at a point of sale ([see more](#)).

Virtual reality is also a major tool for publications, making a more dramatic impact with storytelling content as well as branded content for partners.

For instance, in the midst of reformatting its print edition, The Wall Street Journal launched a virtual reality application in hopes that consumers looking for an alternative to cable news will gravitate towards immersive business and financial reportage.

The app is called WSJ VR and is viewable through Google Daydream in conjunction with select Daydream-ready phones, including models from LG, Samsung and of course, the recently announced Google Pixel and Pixel XL.

WSJ's newest offering comes at a time when a number of publications within the stratum of high news journalism are rolling out dedicated virtual reality components of their newsrooms ([see more](#)).

"We are pleased that Rolls-Royce Motor Cars chose to work with Nanyang Polytechnic," said Daniel Tan, director of SIDM. "This has been a symbiotic project.

"The team from Rolls-Royce worked closely with our staff to mentor and guide the students towards the exceptional work produced," he said. "Our students had a chance to spend time with the cars and were impressed by the company's dedication to detail and design.

"The professionalism and commitment from all parties in this collaboration is commendable."

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