



CASE STUDY

Creating a Captivating promotional video & a 360° VR video compatible with Meta Quest 3 VR for **WONDERLA**





EXECUTIVE SUMMARY

TILTLABS was commissioned to create a promotional video for Wonderla, an esteemed amusement park, to enhance its brand visibility and entice potential visitors. The project aimed to craft an immersive visual narrative that showcases the park's attractions and ambiance, culminating in a holistic and engaging experience for viewers. The deliverables included a high-quality promotional video and a 360° VR video compatible with Meta Quest 3 VR, designed to capture the essence of the amusement park and stimulate excitement among prospective patrons.





PROJECT CHALLENGES

The development of the promotional video presented several challenges that required innovative solutions and meticulous planning:

1. **High-Quality Visualization:** Capturing the essence of Wonderla in a video required high-quality, realistic visualizations that accurately depicted the park's attractions, ambiance, and layout.
2. **Complex Camera Movements:** The project demanded complex camera movements, including flythroughs and birdseye views, to comprehensively overview the park and its various attractions. Ensuring smooth transitions and maintaining visual appeal throughout these movements was a significant challenge.
3. **Integration of Client Provided and Marketplace Assets:** The client provided specific assets, including 3D models of rides and infrastructure, which needed to be seamlessly integrated with additional assets developed by TILTLABS or sourced from the marketplace.
4. **Creating an Immersive VR Experience:** Developing a 360° VR video that delivers an immersive experience compatible with Meta Quest 3 VR posed technical challenges, including optimizing performance for VR platforms without compromising visual quality.





GOALS & OBJECTIVES

The primary goals and objectives of the project were:

- To create a visually stunning promotional video that effectively showcases the unique attractions and overall ambiance of Wonderla, thereby enhancing its brand presence.
- To provide viewers with an engaging and immersive experience through dynamic camera movements and high-quality visual effects, fostering excitement and anticipation among potential visitors.
- To develop a 360° VR video that offers a virtual walkthrough of the park, providing prospective patrons with an interactive and realistic preview of what to expect when they visit.
- To seamlessly integrate client-provided assets with TILTLABS' in-house developed assets and marketplace assets, ensuring a cohesive visual narrative.



SOLUTIONS & METHODOLOGY



To address the project challenges and meet its objectives, TILTLABS employed a systematic and strategic approach:

1. PreProduction Planning:

Collaborated closely with Wonderla to understand their vision, gather necessary assets (including 3D models, blueprints, and reference materials), and align on the project scope and creative direction.

Developed a detailed storyboard and shot list to outline the video's camera movements, scenes, and key moments, ensuring a clear narrative flow.

2. Asset Development and Integration:

Utilized Maya to create and animate additional assets, including terrain, landscape backgrounds, and props, to complement the client-provided models.

Incorporated high-quality assets from the marketplace, such as vegetation, infrastructure models, and ride textures, ensuring a consistent and polished visual style.

3. Camera Animation and Visual Effects:

Designed complex camera paths in Unreal Engine to achieve the desired flythrough and birdseye views, focusing on smooth transitions and engaging compositions.

Employed advanced shaders, effects, and HDRIs to enhance visual realism, creating a vibrant and lifelike representation of the park's environment.

4. VR Optimization and Rendering:

Developed the 360° VR video using Unreal Engine, optimizing assets and performance for the Meta Quest 3 VR platform to ensure a seamless and immersive experience.

Rendered the final outputs in 4K resolution to maintain high visual fidelity across both the promotional video and the VR experience.

5. PostProduction and Finalization:

Edited the videos in Adobe Premiere to refine the pacing, apply color grading, and integrate branding elements, ensuring a cohesive and professional final product.

Conducted multiple review rounds with the client, incorporating feedback to finetune the videos and achieve the desired outcomes.



OUTCOMES & RESULTS

The promotional video and 360° VR experience successfully met the project's goals and exceeded client expectations:

Enhanced Visual Appeal: The final videos featured stunning visuals and smooth camera movements, effectively capturing the excitement and charm of Wonderla, which contributed to increased viewer engagement and positive feedback from potential visitors.

Immersive Experience: The 360° VR video provided a fully immersive, interactive experience that allowed viewers to explore the park from a first-person perspective, fostering a deeper connection and anticipation for visiting Wonderla.

Seamless Asset Integration: The successful integration of client-provided, developed, and marketplace assets resulted in a cohesive and visually appealing narrative, enhancing the overall quality of the videos.

High-Quality Deliverables: The project was completed on time and within budget, delivering high-quality videos in 4K resolution that effectively showcased Wonderla's attractions across various digital platforms.





CONCLUSION

The Wonderla promotional video project exemplifies TILTLABS' ability to deliver high-quality, engaging visual content that meets and exceeds client expectations. Through meticulous planning, creative execution, and technical expertise, TILTLABS successfully captured the essence of Wonderla, providing prospective visitors with a compelling preview of the park's offerings. The project's success highlights TILTLABS' commitment to innovation and excellence in creating immersive, visually stunning experiences that resonate with audiences.

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THANK YOU!



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