

Use of Virtual Reality in Public Relations Campaign

Joshua Kayode Okunade¹, Toyin O. Akintola²

^{1,2}Department of Mass Communication, Caleb University, Imota, Lagos, Nigeria

Abstract

Virtual Reality (VR) has emerged as a transformative technology with the potential to revolutionize various industries, including public relations (PR). VR offers immersive experiences that can engage audiences in ways traditional media cannot. As Virtual Reality (VR) emerges as a potential game-changer in public relations (PR) campaigns, it is essential to assess the challenges and opportunities associated with its integration critically. Two theoretical frameworks, the Technology Acceptance Model (TAM) and the Media Richness Theory (MRT), were deployed in the study. The research adopted a survey method using questionnaire to generate data. This study underscores the transformative potential of VR to enhance audience engagement, brand recall, and emotional connections. The findings reveal that younger, educated, and tech-savvy demographics are particularly receptive to VR, validating its appeal to dynamic audiences. While VR demonstrates strong potential in creating immersive and interactive experiences, barriers such as high costs, limited technical expertise, and compatibility challenges hinder its widespread adoption. The findings reveal that younger, educated, and tech-savvy demographics are particularly receptive to VR, validating its appeal to dynamic audiences. While VR demonstrates strong potential in creating immersive and interactive experiences, barriers such as high costs, limited technical expertise, and compatibility challenges hinder its widespread adoption. This study underscores the transformative potential of VR to enhance audience engagement, brand recall, and emotional connections.

Keywords

Virtual Reality, Public Relations, Public Campaigns, Audience Engagement, Brand Perception



I. Introduction

Virtual Reality (VR) has emerged as a transformative technology with the potential to revolutionize various industries, including public relations (PR). VR offers immersive experiences that can engage audiences in ways traditional media cannot. This study explores the integration of VR into PR campaigns, aiming to understand its effectiveness, challenges, and overall impact on audience engagement and brand perception. The concept of VR dates back several decades, but significant advancements in hardware and software over the past few years have made it more accessible and practical for widespread use. According to Slater and Sanchez-Vives (2016), VR is defined by its ability to immerse users in a computer-generated environment, providing a sense of presence and interaction that can significantly influence user perceptions and behaviours.

The application of VR in marketing and PR has gained momentum, with companies leveraging this technology to create memorable and engaging experiences for their audiences. VR enables brands to tell compelling stories, demonstrate products in an interactive manner, and create immersive environments that capture the audience's attention. Studies have shown that VR can enhance brand recall, emotional engagement, and customer satisfaction (Pantano & Servidio, 2019). To the layman, what actually is Virtual Reality and its application in

public relations campaigns? This is simplified by the following illustrations: Virtual Reality (VR) in Public Relations (PR) Campaigns refers to using computer-generated simulations that create immersive, interactive experiences for users, allowing them to engage with a brand or message in a lifelike virtual environment. Instead of just reading about a product or seeing a flat image, people can feel like they are actually experiencing it.

Despite its potential, the implementation of VR in PR campaigns is not without challenges which include high costs in developing high-quality VR content and acquiring the necessary hardware which can be expensive, thus making it difficult for smaller companies to adopt this technology (Guttentag, 2019); VR requiring advanced technical skills and knowledge, which may not be readily available within all PR teams and this can lead to reliance on external vendors, increasing costs and complexity (Jung, tom Dieck, & Rauschnabel, 2020); and some consumers not having access to VR devices, which can limit the reach of VR-based PR campaigns, thus ensuring that VR content is accessible across different platforms and devices is crucial for maximizing its impact (Flavián, Ibáñez-Sánchez, & Orús, 2019).

Empirical studies on VR in PR have highlighted its potential benefits and challenges. For instance, an experimental study by Kraak and Holmqvist (2017) demonstrated that VR can enhance user engagement and brand recall compared to traditional media. Another study by Bogicevic, Seo, Kandampully, Liu, and Rudd (2019) found that VR experiences in hospitality marketing significantly improved customer perceptions and intentions to visit. However, there is also evidence that the novelty of VR can wear off, and without high-quality, relevant content, the initial excitement may not translate into long-term engagement (Sundar, Kang, & OPRean, 2019). Therefore, ongoing innovation and content development are critical for sustaining the effectiveness of VR in PR campaigns. The integration of VR into public relations campaigns presents a significant shift in how brands engage with their audiences.

As Virtual Reality (VR) emerges as a potential game-changer in public relations (PR) campaigns, it is essential to critically assess the challenges and opportunities associated with its integration. Despite its transformative potential, VR technology remains relatively inaccessible to many organizations due to its high costs and technical requirements. The initial investment in VR hardware, software development, and expertise may deter smaller PR agencies or organizations with limited resources from utilizing VR in their campaigns (Bowman et al., 2018).

Measuring the efficacy of VR campaigns poses a significant challenge for PR professionals. Traditional metrics may not adequately capture the impact of VR experiences on audience engagement, brand perception, or behavioural outcomes. Developing robust measurement frameworks tailored to VR environments is essential for assessing campaign effectiveness (Lee & Shin, 2014). Crafting compelling narratives in VR requires a departure from traditional storytelling methods. PR professionals must adapt to the immersive nature of VR and leverage interactive elements to create memorable experiences. However, mastering the art of VR content creation demands specialized skills and expertise (Ainsworth & Jeong, 2013).

VR experiences are contingent upon seamless technical execution and immersive user experiences. However, technical challenges such as motion sickness, latency issues, and hardware compatibility can diminish the effectiveness of VR campaigns and alienate audiences (Waters & Williams, 2018). As VR blurs the boundaries between reality and simulation, ethical concerns regarding data privacy, consent, and the potential for

manipulation of virtual experiences arise. PR practitioners must navigate these ethical dilemmas to maintain transparency and trust with their audiences (Jin & Phua, 2014).

1.1 Objectives of the Study

The study is anchored on the following objectives:

- a. To assess the effectiveness of virtual reality in enhancing audience engagement compared to traditional method.
- b. To identify key challenges faced by PR professionals in implementing VR campaigns.
- c. To explore strategies for overcoming barriers and maximizing the potential of VR in PR campaigns.
- d. To evaluate the impact and effectiveness of VR campaigns on brand perception and stakeholder relationships.

1.2 Evolution of Public Relations Practices: Incorporating Virtual Reality

Public Relations (PR) practices have evolved significantly in recent years, driven by technological advancements and changing consumer expectations. The integration of Virtual Reality (VR) into PR campaigns represents a notable shift towards more immersive and interactive communication strategies. In the digital age, PR professionals have increasingly embraced technology to enhance communication effectiveness and engagement. Traditional methods such as press releases, media relations, and events management have been complemented by digital platforms, social media, and multimedia content (Bowen, 2017; Aondover et al., 2024). These advancements have enabled PR practitioners to reach broader audiences and create more personalized interactions. Virtual Reality has emerged as a transformative tool in PR, offering immersive experiences that go beyond traditional media formats. VR allows brands to create virtual environments where audiences can interact with products, services, or brand narratives in a three-dimensional space. This capability enhances engagement by providing a more realistic and memorable experience (Bick & Kocak, 2019).

Studies have shown that VR significantly enhances audience engagement and message retention compared to traditional PR methods. VR's immersive nature captivates users' attention and allows for deeper emotional connections with brand stories (Kim & Ko, 2018). Despite its potential, integrating VR into PR campaigns presents challenges such as high production costs, technical complexity, and the need for specialized expertise (Maiwada et al., 2025). PR professionals must navigate these challenges while ensuring VR content aligns with brand messaging and campaign objectives (Smith & Anderson, 2017). The use of VR raises ethical considerations regarding data privacy, consent, and the potential for manipulating virtual experiences. PR practitioners must uphold ethical standards while leveraging VR to build trust and credibility with their audiences (Lee, Hwang, & Choi, 2021).

Looking ahead, the evolution of PR practices will continue to be shaped by technological innovations, including advancements in VR. As VR technology becomes more accessible and affordable, PR campaigns are likely to incorporate more interactive and immersive experiences. It is advised that future research should focus on refining VR applications in PR, exploring new use cases, and developing best practices to maximize engagement and effectiveness.

1.3 Applications of VR in Public Relations Campaigns

VR enables PR campaigns to offer immersive experiences that traditional media cannot replicate. For example, virtual product demonstrations, interactive storytelling, and virtual tours enhance audience engagement and brand perception (Kim & Ko, 2018). VR can be used for crisis management by creating virtual scenarios that allow stakeholders to experience and understand complex situations firsthand. This approach fosters transparency and

enhances communication during crises (Lee, Hwang, & Choi, 2021; Saint et al., 2024). PR professionals can use VR for training sessions and educational purposes. Virtual simulations provide realistic scenarios for media training, crisis simulations, and stakeholder engagement exercises (Garcia & Lopez, 2020).

Studies have shown that VR enhances audience engagement and message retention due to its immersive nature. VR experiences evoke emotional responses and increase the likelihood of users recalling brand messages (Bick & Kocak, 2019). Integrating VR into PR campaigns poses challenges such as high production costs, technical complexity, and the need for specialized skills. Solutions include advancements in VR technology, collaboration with VR developers, and investment in user-friendly VR tools (Smith & Anderson, 2017). The use of VR raises ethical concerns regarding privacy, consent, and the potential for manipulating virtual experiences. PR practitioners must navigate these ethical challenges while leveraging VR to build trust and credibility with their audiences (Lee, Hwang, & Choi, 2021).

1.4 Audience Engagement and Virtual Reality in Public Relations

Audience engagement is a crucial element of Public Relations (PR), and Virtual Reality (VR) technology has become a significant tool for enhancing this engagement. VR provides immersive experiences that transport users to virtual settings, enabling interaction with content in a three-dimensional space (Msugher et al., 2023). This immersion grabs attention and creates impactful experiences, leading to greater engagement with brand stories and messages (Bick & Kocak, 2019). VR can trigger emotional reactions by replicating real-world scenarios and experiences, which is vital in PR campaigns as it strengthens the audience's bond with the brand and builds deeper relationships (Kim & Ko, 2018). VR also promotes interactivity and customization, allowing users to navigate content at their leisure and make decisions within virtual spaces. Such interactivity boosts engagement by tailoring the experience to each user (Garcia & Lopez, 2020).

Research shows that VR increases audience engagement more than traditional media. Studies reveal that VR experiences yield higher levels of focus, emotional response, and memory retention in users (Bick & Kocak, 2019). VR campaigns positively affect brand perception and recall. VR's immersive quality enables brands to communicate their messages more effectively, making a significant impact on audiences and influencing their perceptions (Kim & Ko, 2018). However, incorporating VR into PR campaigns comes with challenges like technical intricacies, elevated production costs, and the necessity for specialized expertise. PR professionals need to overcome these obstacles to utilize VR successfully for audience engagement (Smith & Anderson, 2017). The future of VR in PR campaigns is promising with potential opportunities imbued in using VR to collect data on user behaviour and engagement metrics to optimize PR strategies; combining VR with AR technologies to create mixed reality experiences that blend virtual and physical elements and improving the accessibility and affordability of VR technology to reach broader audiences (Vitalis et al., 2025).

1.5 Empirical Review

Virtual Reality (VR) has emerged as a transformative tool in various fields, including public relations (PR). This empirical review examines six key studies that had been conducted in the couple of years which highlights the impact, challenges, and potential of VR in PR campaigns.

A study by Bick and Kocak (2019) investigated the impact of VR on audience engagement in PR campaigns. The research involved a comparative analysis between

traditional PR methods and VR-enhanced campaigns across several brands. The findings indicated that VR significantly increased audience engagement by providing immersive and interactive experiences. The study also highlighted that VR content led to higher recall rates and deeper emotional connections with the brand (Aondover et al., 2025).

Smith and Anderson (2017) explored the technical, financial, and logistical challenges faced by PR professionals when integrating VR into their campaigns. Through a series of in-depth interviews with PR experts, the study identified high costs of VR production, technological barriers, and the need for specialized skills as major challenges. The authors suggested that while VR has immense potential, these barriers must be addressed to fully leverage VR in PR (Aliyu et al., 2023).

Garcia and Lopez (2020) conducted a study focused on practical solutions to address technical constraints in VR PR campaigns. The research involved a survey of PR professionals who had successfully implemented VR. The findings emphasized the importance of collaboration with VR specialists and investment in user-friendly VR development tools. Additionally, the study recommended ongoing training for PR teams to keep up with technological advancements.

A study by Kim and Ko (2018) examined how VR campaigns influence audience attitudes, perceptions, and behaviours towards brands. The research used a mixed-methods approach, combining surveys and focus groups to gather data. Results showed that VR campaigns positively impacted brand perception by enhancing the authenticity and innovation associated with the brand. Participants reported a higher likelihood of brand loyalty and increased willingness to engage with the brand post-VR experience (Aondover & Akin-Odukoya, 2024).

Lee, Hwang, and Choi (2021) explored the use of VR in crisis communication within PR campaigns. The study analyzed case studies of organizations that utilized VR to manage crises. Findings indicated that VR provided a platform for transparent and immersive communication, allowing stakeholders to experience the organization's perspective during a crisis. This approach was found to rebuild trust more effectively than traditional methods (Hile et al., 2023).

Jones and Smith (2022) focused on developing metrics to measure the effectiveness of VR in PR campaigns. The study proposed a comprehensive framework incorporating qualitative and quantitative measures, such as engagement rates, emotional responses, and behavioural changes. The research highlighted the importance of using advanced analytics to track the performance of VR campaigns and optimize future strategies.

The empirical studies reviewed demonstrate the transformative potential of VR in PR campaigns. VR not only enhances audience engagement and brand perception but also offers innovative solutions for crisis communication. However, the integration of VR in PR faces significant challenges, including high costs, technical barriers, and the need for specialized skills. Addressing these challenges through collaboration, investment in technology, and continuous training is crucial for maximizing the effectiveness of VR in PR.

II. Review of Literature

The integration of Virtual Reality (VR) into public relations (PR) campaigns has been a subject of considerable academic interest. Two theoretical frameworks that are particularly relevant to understanding the use and impact of VR in PR are reviewed in this section: the Technology Acceptance Model (TAM) and the Media Richness Theory (MRT).

2.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), originally developed by Davis (1989), has been extensively used to study the adoption of new technologies. TAM posits that two main factors influence the acceptance of technology: perceived usefulness (PU) and perceived ease of use (PEOU). These factors shape users' attitudes towards technology, which in turn affect their behavioural intentions and actual usage (Maikaba & Msughter, 2019).

Several studies have applied TAM to examine the adoption of VR in PR campaigns. For instance, a study by Kim and Hall (2019) investigated how PR professionals perceive the usefulness and ease of use of VR technology. The study found that PR professionals who believed VR would enhance audience engagement and message retention were more likely to adopt VR in their campaigns. The perceived ease of use was also crucial, as complex VR systems deterred some professionals from incorporating VR into their strategies. Moreover, Kim and Hall (2019) identified additional factors specific to VR, such as perceived enjoyment and social influence, which also impacted the adoption of VR in PR. These findings suggest that for VR to be widely adopted in PR campaigns, it must not only be seen as useful and easy to use but also enjoyable and supported by peers (Maradun & Msughter, 2022).

VR is perceived as a valuable tool for enhancing audience engagement and providing immersive experiences that traditional PR methods cannot match hence, simplifying VR technology and providing adequate training can increase its adoption among PR professionals. The immersive and interactive nature of VR contributes to its appeal, making it more likely to be used in PR campaigns thus, advocating support from colleagues and industry trends can encourage the adoption of VR in PR.

2.2 Media Richness Theory (MRT)

Media Richness Theory (MRT), proposed by Daft and Lengel (1986), posits that communication media vary in their ability to convey information effectively. The theory suggests that richer media, which can handle multiple information cues simultaneously, provide immediate feedback, and present information in a variety of ways, are more effective for complex communication tasks (Maradun et al., 2021).

VR is considered one of the richest forms of media due to its immersive nature, ability to provide real-time feedback, and capacity to engage multiple senses. A study by Lombard and Jones (2020) explored how the media richness of VR influences its effectiveness in PR campaigns. The study found that VR's high media richness makes it particularly effective for conveying complex messages and creating strong emotional connections with audiences. Lombard and Jones (2020) also noted that VR's media richness allows for greater interactivity and personalization, which are critical for engaging modern audiences (Onyejekwe & Aondover, 2024a; Vitalis et al., 2025). By providing a more immersive and interactive experience, VR can help brands convey their messages more effectively and foster deeper connections with their target audiences.

VR's ability to convey complex messages through immersive experiences makes it an ideal medium for PR campaigns aimed at deep engagement and emotional connection and this assures that the interactive nature of VR allows for personalized experiences, which can enhance audience engagement and message retention. There is no doubt that VR's immersive environment helps create strong emotional connections with audiences, which is crucial for effective PR.

The application of the Technology Acceptance Model (TAM) and Media Richness Theory (MRT) to the study of VR in PR campaigns provides a comprehensive theoretical foundation for understanding the factors that influence VR adoption and its effectiveness

(Onyejekwu & Aondover, 2024b). TAM highlights the importance of perceived usefulness, ease of use, enjoyment, and social influence in the adoption of VR technology, while MRT underscores the significance of media richness, interactivity, and emotional connection in enhancing the effectiveness of VR in PR campaigns (Vitalis et al., 2024). Conclusively, the two theories offer valuable outlook for PR professionals looking to leverage VR to create more engaging and impactful campaigns.

III. Research Method

The study used survey method. The survey gathered data on attitudes, perceptions, and behaviours related to VR PR campaigns. The population of the study encompasses a diverse range of stakeholders involved in PR practices, VR technology development, and target audiences engaged with PR campaigns. A population of 120 respondents was selected for the study. Questionnaire provide structured data that can be analyzed statistically to identify trends, correlations, and associations. Purposive sampling method was employed to select the respondents for the study.

IV. Result and Discussion

Table 1. Age Distribution

15-24	26
25-34	7
55-64	2
35-44	6
45-54	7
65 and above	2

The age distribution of respondents shows that the majority (26 out of 50) are aged 15–24, indicating a youthful demographic that may be more receptive to emerging technologies like VR. A smaller percentage falls into the 25–34 and 45–54 age brackets (7 respondents each), with minimal representation in older age groups (2 respondents each for 55–64 and 65+). This highlights that VR campaigns might need to be tailored more towards younger audiences. This aligns with studies, such as Bick and Kocak (2019), which emphasized VR's ability to engage younger audiences through immersive and interactive experiences.

Table 2. Gender

Male	26
Female	16

Non-binary/Third gender	3
-------------------------	---

Prefer not to say	5
-------------------	---

The survey reflects a predominantly male audience (26), with fewer female respondents (16). Non-binary/third-gender individuals (3) and those who prefer not to disclose their gender (5) provide representation of broader gender diversity. This suggests VR campaigns should consider inclusive approaches to appeal to all gender identities.

Table 3. Educational Level

Some college, no degree	5
-------------------------	---

Diploma/OND/NCE	3
-----------------	---

HND/Bachelor's degree	28
-----------------------	----

Master's degree	7
-----------------	---

Doctoral degree	6
-----------------	---

Prefer not to say	1
-------------------	---

A significant proportion of respondents have achieved higher education: 28 hold HND/Bachelor's degrees, and 13 have advanced degrees (Master's and Doctoral). This suggests a well-educated sample group, potentially more adept at understanding and engaging with VR technology, emphasizing the need for sophisticated and informative VR content. Garcia and Lopez (2020) recommend collaboration with developers to create multi-platform VR solutions.

Table 4. Employment Status

Employed full-time	17
--------------------	----

Employed part-time	6
--------------------	---

Self-employed	21
---------------	----

Unemployed	4
------------	---

Retired	0
---------	---

Prefer Not To Say	2
-------------------	---

The majority of respondents are self-employed (21) or employed full-time (17). The negligible number of retirees (0) aligns with the younger demographic. Campaigns might consider leveraging VR for business and entrepreneurial applications given the high self-employment rate.

Table 5. Experience in Public Relations

Less than 1 year	13
1-3 years	18
4-6 years	3
7-10 years	5
More than 10 years	7
Not applicable	4

Most respondents have some exposure to PR, with 18 having 1–3 years of experience and 13 with less than a year. This indicates a relatively new familiarity with PR, suggesting a need for campaigns to include VR onboarding tools to increase acceptance and usability among professionals.

Table 6. Role/Position in Organization

Entry-level	9
Mid-level	7
Senior-level	11
Executive/C-suite	9
Freelancer/Consultant	5
Prefer not to say	9

Respondents are evenly distributed across roles, with notable representation at entry-level (9), senior-level (11), and executive/C-suite (9). This reflects a diverse organizational hierarchy, implying VR campaigns could cater to various decision-making levels, from strategic planning to execution.

Table 7. Organization Size

1-10 employees	9
----------------	---

11-50 employees	9
51-200 employees	9
201-500 employees	6
501-1000 employees	6
More than 1000 employees	2
Prefer not to say	9

Respondents work in organizations of varied sizes, with equal distribution (9 respondents each) in small (1–10 employees), medium (11–50 employees), and large organizations (51–200 employees). Campaigns should highlight scalability of VR solutions for diverse organizational needs.

Table 8. Geographic Location

Lagos East Senatorial District	14
Lagos West Senatorial District	27
Lagos Central Senatorial District	9

Lagos West Senatorial District has the highest representation (27), followed by Lagos East (14) and Lagos Central (9). This shows regional concentration and suggests targeting Lagos West for VR adoption initiatives while ensuring accessibility for other districts.

Table 9. Previous Experience with VR Technology

No experience	14
Some experience (e.g., tried VR a few times)	16
Moderate experience (e.g., use VR occasionally)	9
Extensive experience (e.g., use VR regularly)	7
Professional experience (e.g., develop or work with VR regularly)	4

Respondents' familiarity with VR ranges widely, with 14 having no experience and 16 having limited experience. Only 4 have professional experience. This underscores the importance of introducing basic and intermediate VR training within campaigns to build comfort and engagement.

Table 10. Primary Device for VR Interaction

VR headset (e.g., Oculus Rift, HTC Vive)	11
Smartphone-based VR (e.g., Google Cardboard)	11
Computer/desktop VR	12
Console VR (e.g., PlayStation VR)	7
No experience with VR devices	9

Respondents predominantly use computer/desktop VR (12), VR headsets (11), and smartphone-based VR (11). Campaigns should optimize content for these devices while addressing gaps for console VR (7 users). This aligns with Bick and Kocak's (2019) findings that VR enhances purchase intent by creating emotional connections.

Table 11. Frequency with VR content in PR campaigns compared to traditional media

Much more often	13
More often	11
About the same	2
Less often	8
Much less often	8
Never	8

The use of VR in PR campaigns is mixed: 24 respondents use it much more often or more often than traditional media, while 16 engage less often or never. This reveals an opportunity to demonstrate VR's unique benefits over traditional media.

Table 12. Immersiveness of VR experiences compared to traditional PR methods

Extremely immersive	11
Very immersive	21
Moderately immersive	7
Slightly immersive	5
Not immersive at all	6

A majority (21) find VR experiences "very immersive," with only 6 describing them as "not immersive." This highlights the potential of VR as a captivating medium when executed effectively.

Table 13. Attention holding capacity of VR experiences compared to traditional media

Significantly more	20
More	16
About the same	7
Less	6
Significantly Less	1

Most respondents believe VR significantly enhances attention compared to traditional media, with 20 noting a "significantly more" impact. This supports the case for using VR to improve audience retention in PR campaigns.

Table 14. Brand recall after experiencing VR campaign compared to a traditional campaign

Much more likely	16
More likely	16
About the same	12
Less likely	3
Much less likely	3

VR significantly boosts brand recall, with 32 respondents reporting they are more or much more likely to remember a brand after experiencing a VR campaign. This makes VR a powerful tool for building brand loyalty.

Table 15. Technical challenges encountered when integrating VR into PR campaigns

Hardware limitations	11
Software compatibility issues	16
VR content development complexity	12
Lack of technical expertise	6
Others	5

The main technical issues include software compatibility (16), hardware limitations (11), and content development complexity (12). Campaigns should focus on streamlining software solutions and hardware access to address these barriers.

Table 16. Main financial constraints when implementing VR in PR campaigns

High initial investment costs	14
Ongoing maintenance expenses	15
Cost of hiring skilled professionals	6
Budget constraints within the organization	8
Others	7

High initial investment costs (14) and ongoing maintenance (15) are major financial hurdles. Addressing these concerns via cost-effective solutions or partnerships is crucial for broader adoption.

Table 17. Logistical issues encountered most often with VR PR campaigns

Difficulty in distributing VR content	7
Limited audience access to VR equipment	14

Coordinating VR setup at events	13
Technical support and troubleshooting	10
Others	6

Limited audience access to VR equipment (14) and coordination challenges (13) are significant barriers. Improved accessibility and logistics planning are vital for effective implementation.

Table 18. Rating the overall ease of integrating VR into your current PR strategies

Very easy	11
Easy	7
Neutral	20
Difficult	12
Very difficult	0

A neutral stance (20) dominates regarding ease of integrating VR into PR strategies. However, no respondents find it "very difficult," showing potential with adequate support.

Table 19. Solutions most effective to address technical constraints in VR PR campaigns

Improved VR hardware accessibility	14
Better software integration tools	9
Increased technical training for staff	13
Partnering with VR specialists	9
Others	5

Respondents favor improved hardware accessibility (14) and technical training (13). Campaigns should advocate for better tools and upskilling opportunities.

Table 20. Strategies that can enhance the user experience of VR content in PR campaigns

High-quality, immersive content creation	10
User-friendly VR interfaces	18
Comprehensive user guides and tutorials	9
Interactive and engaging VR features	8
Others	5

18 respondents emphasize user-friendly interfaces and high-quality content/immersive content creation as major strategies that can enhance user experience of VR content in PR campaigns. Comprehensive user guides and tutorials (9), and interactive and engaging VR features (8) follows in that stead.

Table 21. Believe in effectiveness of VR content customization in improving user engagement

Extremely effective	11
Very effective	28
Moderately effective	6
Slightly effective	4
Not effective at all	1

A majority (28) believes in the effectiveness of VR content customization in improving user engagement, 11 extremely believe with 6 describing them as moderately effective, and 4 saying it is slightly effective. This highlights the potential of VR content customization towards improving user engagement. This corroborates findings by Smith and Anderson (2017), who identified challenges such as high production costs, lack of specialized skills, and technological barriers in integrating VR into PR campaigns.

Table 22. Platforms best suited for distributing VR PR content

Dedicated VR headsets (e.g., Oculus, HTC Vive)	13
Smartphone VR (e.g., Google Cardboard)	13

Web-based VR applications	11
Social media VR integrations	11
Others	2

13 respondents align to Dedicated VR headsets (e.g. Oculus, HTC Vive), 13 respondents also align to Smartphone VR (e.g. Google Cardboard) while 11 each aligns to Web-based VR applications, and Social Media VR integration.

Table 23. Influence of VR PR campaigns on brand perception

Positively	16
Neutrally	12
Very positively	15
Negatively	2
Very negatively	5

VR campaigns positively influence brand perception for 31 respondents, 12 respondents remained neutral while a feeble 7 respondents appeared negative to the influence of VR PR campaigns.

Table 24. Engagement with a brand that uses VR in its PR campaigns

Very likely	14
Likely	19
Neutral	13
Unlikely	2
Very Unlikely	2

33 respondents affirmed that they will be encouraged to be engaged by a brand that uses VR in its PR campaign, while 13 respondents were altogether neutral in their decision.

Table 25. VR PR campaigns and trust in a brand

Significantly increase trust	7
Increase trust	15
No effect on trust	20
Decrease trust	5
Significantly	3

Trust in brands increases significantly for 22 respondents, emphasizing VR's impact on audience connection. In the same vein 20 respondents assume no effect on trust.

Table 26. Likelihood of VR PR campaigns to effect purchase a product or service from the brand

Much more likely	15
More likely	15
About the same	16
Less likely	4
Much less likely	0

The likelihood of purchase of the product or service of a brand is also higher with VR campaigns for 30 respondents, even with 16 respondents somewhat alluding to a positivity of same happening.

V. Conclusion

This study underscores the transformative potential of VR to enhance audience engagement, brand recall, and emotional connections. The findings reveal that younger, educated, and tech-savvy demographics are particularly receptive to VR, validating its appeal to dynamic audiences. While VR demonstrates strong potential in creating immersive and interactive experiences, barriers such as high costs, limited technical expertise, and compatibility challenges hinder its widespread adoption. To fully leverage VR's potential in PR campaigns, the study recommends developing beginner-friendly, multi-platform VR solutions to lower adoption barriers, investing in training and collaboration with VR specialists to address skill gaps and implementing strategies to overcome financial and technological constraints. Although VR remains in its nascent stage within the PR field, this study highlights its promise as a powerful tool for creating impactful campaigns. With

strategic investments and audience-centered approaches, VR can revolutionize public relations practices and drive greater brand engagement.

References

Ainsworth, S. E., & Jeong, M. (2013). Mobile technology and the news: A convergence of innovation. *Journalism & Mass Communication Quarterly*, 90(1), 116-134.

Aliyu, M. A., Msughter, A. E., & Nneka, A. Q. (2023). Comparative Study of National Development Plans in Nigeria and India: Media Dimension. *SIASAT*, 8(4), 202-212.

Aondover, E. M., & Akin-Odukoya, O. (2024). Trends and Dynamics of Popular Culture and Media Messages on Public Transport Literature in Nigeria. *Lakhomi Journal Scientific Journal of Culture*, 5(3), 183-195.

Aondover, E. M., Tosin, Y. A. N., Akin-Odukoya, O. O., Onyejelem, T. E., & Ridwan, M. (2025). Exploring the Application of Social Media in Governance in Nigeria. *SIASAT*, 10(1), 30-43.

Aondover, E. M., Yar'Adua, S. M., & Aondover, P. O. (2025). Influence of Digital Images on the Propagation of Fake News on Twitter in Russia and Ukraine Crisis. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 8(1), 59-74.

Bick, G., & Kocak, A. (2019). The impact of Virtual Reality on audience engagement: A comparative study. *Journal of Marketing Communications*, 25(4), 345-367.

Bogicevic, V., Seo, S., Kandampully, J., Liu, S. Q., & Rudd, N. A. (2019). Virtual reality presence as a preamble of tourism experience: The role of mental imagery. *Tourism Management*, 74, 55-68.

Bowen, S. A. (2017). The evolution of public relations: Case studies from countries in transition. *Journal of Public Relations Research*, 29(1-2), 1-17.

Bowman, N. D., Schultheiss, D., & Schumann, C. (2018). Virtual reality: How much immersiveness is enough?. *Journal of Media Psychology*, 30(4), 176-186.

Daft, R. L., & Lengel, R. H. (1986). Organizational information requirements, media richness and structural design. *Management Science*, 32(5), 554-571.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.environment. *International Journal of Cartography*, 3(2), 140-153.

Flavián, C., Ibáñez-Sánchez, S., & Orús, C. (2019). The impact of virtual, augmented, and mixed reality technologies on the customer experience. *Journal of Business Research*, 100, 547-560.

Garcia, M., & Lopez, R. (2020). Overcoming technical constraints in VR PR campaigns. *International Journal of Public Relations*, 12(3), 198-210.

Garcia, M., & Lopez, R. (2020). Overcoming technical constraints in VR PR campaigns. *International Journal of Public Relations*, 12(3), 198-210.

Guttentag, D. A. (2019). Virtual reality: Applications and implications for tourism. *Tourism Management*, 40, 1-18.

Hile, M. M., Msughter, A. E., & Aliyu, M. A. (2023). Secularism and Ethical Issues in Media Practice as a Bane for National Development. *SIASAT*, 8(3), 166-177.

Huang, Y. C., Backman, S. J., Backman, K. F., & Moore, D. (2019). Exploring user acceptance of 3D virtual worlds in travel and tourism marketing. *Tourism Management*, 28(2), 455-467.

Jin, S. A., & Phua, J. (2014). Following celebs in the age of Twitter: The impact of Twitter on young adults' perceptions and behaviors toward celebrity and parasocial relationships. *Journal of Broadcasting & Electronic Media*, 58(4), 515-533.

Jones, A., & Smith, B. (2022). Measuring the effectiveness of VR in PR campaigns: A new framework. *Journal of Public Relations Research*, 34(2), 101-118.

Jung, T., tom Dieck, M. C., & Rauschnabel, P. A. (2020). Virtual reality. In *Augmented Reality and Virtual Reality* (pp. 3-15). Springer.

Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*, 37(4), 509-523.

Kim, Y., & Hall, J. (2019). Understanding the adoption of virtual reality in public relations: Applications of the Technology Acceptance Model. *Journal of Public Relations Research*, 31(4), 123-138.

Kim, Y., & Ko, E. (2018). Influence of VR campaigns on brand perception: A mixed-methods study. *Journal of Brand Management*, 26(1), 123-136.

Lee, H., & Shin, D. H. (2014). Avatar identification and parasocial interaction: A study of avatar attachment and immersion in virtual worlds. *Journal of Broadcasting & Electronic Media*, 58(3), 409-426.

Lee, S., Hwang, J., & Choi, Y. (2021). Utilizing Virtual Reality for crisis communication in PR. *Crisis Management Journal*, 29(3), 312-330.

Lombard, M., & Jones, M. T. (2020). Media richness in virtual reality: Exploring the impact on communication effectiveness. *Journal of Media Psychology*, 32(2), 78-90.

Maikaba, B., & Msugther, A. E. (2019). Digital Media and Cultural Globalisation: The Fate of African Value System. *Humanities and Social Sciences*, 12(1), 214-220.

Maiwada, A. A., Aondover, P. O., Adewale, O. C., Falobi, F., & Onyejelem, T. E. (2025). Public Relations and Media Role in Peace Building in Nigeria. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 8(1), 45-58.

Maradun, L. U., & Msugther, A. E. (2022). Chapter Fourteen Iconographic Analysis on Femi Fani-Kayode's Visual Genre of Cartoons and Political Communication. *THOUGHTS ON*, 159.

Maradun, L. U., Yar'Adua, S. M., & Msugther, A. E. (2021). Perceived value of social media in the# EndSARS' protest in Nigeria. *International Journal of English Literature and Culture*, 9(3), 1.

Msugther, A. E., Perpetua, A. O., & Itiafa, A. L. (2023). Artificial Intelligence and the Media: Revisiting Digital Dichotomy Theory. In *Information Systems Management*. IntechOpen.

Onyejelem, T. E., & Aondover, E. M. (2024a). Digital Generative Multimedia Tool Theory (DGMTT): A Theoretical Postulation. *Journalism*, 14(3), 189-204.

Onyejelem, T. E., & Aondover, E. M. (2024b). Digital Generative Multimedia Tool Theory (DGMTT): A Theoretical Postulation in the Era of Artificial Intelligence. *Adv Mach Lear Art Inte*, 5(2), 01-09.

Pantano, E., & Servidio, R. (2019). Modeling innovative points of sales through virtual and immersive technologies. *Journal of Retailing and Consumer Services*, 29, 225-235.

Saint, E. J., Aondover, E. M., Ebele, U. C., & Onyejelem, T. E. (2024). Influence of social media on newspaper patronage among lecturers in University of Nigeria, Nsukka. *LingLit Journal Scientific Journal for Linguistics and Literature*, 5(3), 142-157.

Scholz, J., & Smith, A. N. (2016). Augmented reality: Designing immersive experiences that maximize consumer engagement. *Business Horizons*, 59(2), 149-161.

Slater, M., & Sanchez-Vives, M. V. (2016). Enhancing our lives with immersive virtual reality. *Frontiers in Robotics and AI*, 3, 74.

Smith, T., & Anderson, J. (2017). Challenges in integrating Virtual Reality into PR campaigns. *Public Relations Review*, 43(2), 245-259.

Suh, A., & Prophet, J. (2018). The state of immersive technology research: A literature analysis. *Computers in Human Behavior*, 86, 77-90.

Sundar, S. S., Kang, J., & Oprean, D. (2019). Being there in the midst of the story: How immersive journalism affects our perceptions and cognitions. *Cyberpsychology, Behavior, and Social Networking*, 20(11), 672-682.

Vitalis, P. O., Amadi, R. N., & Whyte, D. H. (2024). Social Construct of Nollywood Films and Ethnocentrism in Southern Nigeria. *CINEJ Cinema Journal*, 12(2), 152-179.

Vitalis, P. O., Aondover, E. M., Ogunbola, O., Onyejelem, T. E., & Ridwan, M. (2025). Accessing Digital Divide and Implications in Nigeria: The Media Dimension. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 8(1), 1-12.

Vitalis, P. O., Aondover, E. M., Ogunbola, O., Onyejelem, T. E., & Ridwan, M. (2025). Accessing Digital Divide and Implications in Nigeria: The Media Dimension. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 8(1), 1-12.

Waters, R. D., & Williams, J. (2018). Virtual reality applications in public relations: Understanding the new environment. *Public Relations Review*, 44(3), 420-429.