

Case Study: Dreamscape Immersive

How Dreamscape Entered the Corporate Market with High-Touch, Private Event Experiences

Background

- Startup VR: immersive, story-driven
- Family/recreation focus (seasonal)
- Needed growth & new revenue
- Opportunity: corporate expansion



The Challenge

- No corporate VR precedent
- Loyalty to traditional venues
- Seasonal market = revenue gaps
- Needed scale + flagship client



The Approach: Strategy

- Pioneered Corporate Concierge Dept.
- Engaged 200+ Mall Businesses
- Activated Chamber & Local Events
- Built Scalable Ops Systems
- Designed Tiered Concierge Packages



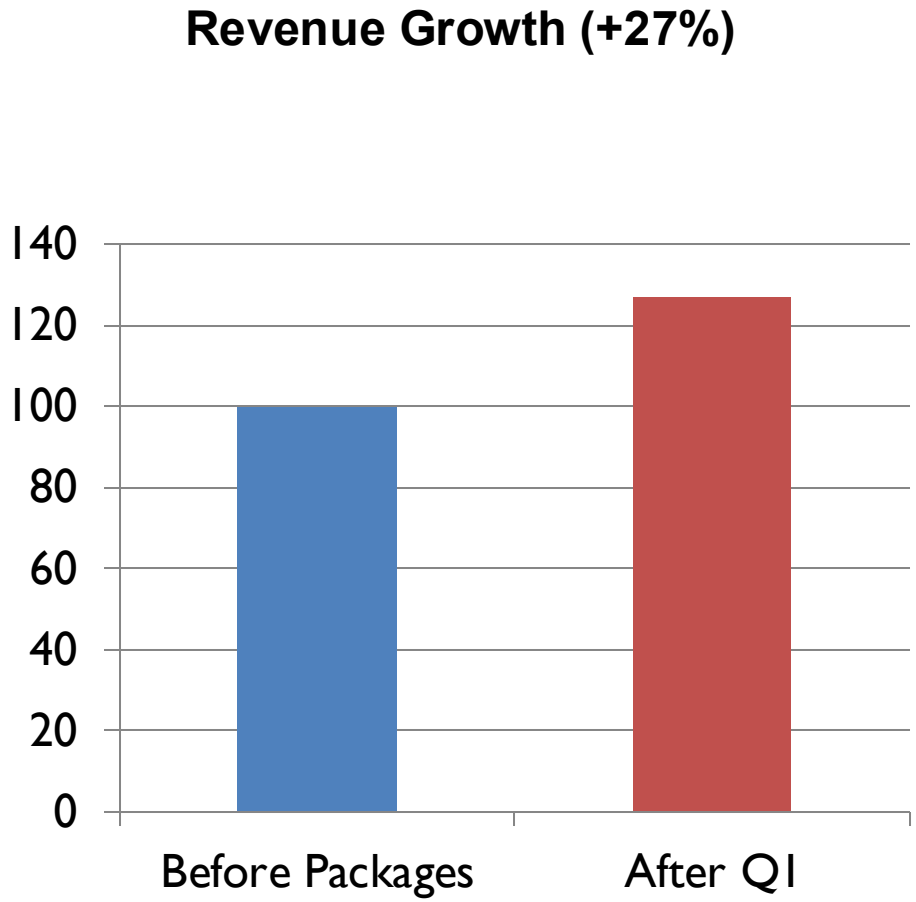
Red Bull Spotlight

- Won Red Bull North America's annual team day (1st major corporate win)
- Designed a custom experience:
  - Catering & staggered VR sessions
  - Red Bull–branded décor & goods
  - Pre-event run-through & menu
- Delivered Red Bull Team Day, balancing logistics & brand immersion



The Results

- +27% revenue added in first quarter after packages launched
- Expanded corporate clients: Red Bull, Wells Fargo, Google
- NPS score: 87
- Google/ Yelp: ★★★★★ (5.0)



New Corporate Clients:

Qualitative Wins

- Red Bull team vowed to return
- Word-of-mouth spread among corporate peers
- Positioned Dreamscape as a corporate hotspot for buyouts



Key Takeaway

- Dreamscape showed it can scale—shining in corporate markets while setting the stage for repeatable growth.

