**360-Degree Video, AR, VR Lead Ad Engagement Shift**

To grab consumers' attention as mobile use increases, companies are creating more interactive advertisements, writes Ginny Marvin. The formats at the front of the transformation include 360-degree video, augmented reality and virtual reality.

***Marketing Land 11/20/17***

<https://marketingland.com/state-interactive-advertising-new-formats-infusing-digital-ads-creativity-gets-results-228655>