**Should "Volumetric Storytelling" Be In Your Future?**

Brands can engage with consumers through "volumetric storytelling," which relies on delivering 3D versions of people and products via virtual or augmented reality, such as Ukraine President Volodymyr Zelenskyy's recent holographic appearances at diplomatic gatherings. "The best thing digital marketers can do is to keep a close eye on industry deployments to understand the potential and start experimenting with small proof of concept activations," says Glimpse Group Chief Creative Officer D.J. Smith.

***MarTech Today 7/5/22***

[*https://martech.org/think-about-marketing-in-three-dimensions/*](https://martech.org/think-about-marketing-in-three-dimensions/)

*Image credit:*

[*https://aixr.org/wp-content/uploads/2020/12/Createinteractiveandbranchablestorieswithoutcoding.gif*](https://aixr.org/wp-content/uploads/2020/12/Createinteractiveandbranchablestorieswithoutcoding.gif)