**XR Ads Connect With Consumers Through Immersion**

Extended reality advertising is taking off and boosting engagement and brand affinity through creative and immersive experiences, Sol Rogers writes. He highlights Diageo's virtual reality journey to a distillery and Cathay Pacific's 360-degree video from a passenger's perspective using the airline, while noting that 3D ad product placement is the next step as XR advertising advances.

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<https://www.forbes.com/sites/solrogers/2019/10/08/should-brands-invest-in-xr-advertising/#3f4e3f041912>

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