

Case study · Insurance

# Road-safety VR that ran at 7+ locations

## The challenge

A multinational insurer was running a campaign in the Sahel and wanted two things from it: to promote responsible driving, and to generate high-value leads. It wanted a hands-on experience that told its brand story through safe driving and showed people why insurance matters. The setup had to cope with challenging Sahel conditions and keep working across several campaign locations.

## What we built

We developed a VR marketing platform built around a driving experience. Visitors step into VR and learn safe driving practices through realistic scenarios.

- **Driving scenarios** that show, through play, why insurance matters.
- **High-stakes moments** drawn from real life, such as a flat tyre or a dangerous road.
- **Equipment** designed to withstand challenging Sahel conditions.

The experience is built as gameplay. People drive through the scenarios themselves, and each one shows what can go wrong on the road and why cover matters. It combines a safe-driving lesson with the insurer's story, and it was built to bring people in, keep them engaged and capture leads for the insurer to follow up.

## What changed

The experience operated at 7+ locations, generated thousands of leads and drove significant engagement. The insurer gained a road-safety activity that links responsible driving directly to its products. People at each location could try safe driving for themselves, and the insurer collected leads along the way.

Planning a similar activation? Agree how you will count leads per location per day before launch, so you can compare sites and decide where to run next.

## At a glance

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| Sector | Insurance, multinational |
| Delivery | VR driving experience for a brand campaign |
| Hardware | VR, built for Sahel conditions |
| Where | 7+ campaign locations in the Sahel |

### Planning something similar?

Start a project at genesiscreations.co or email info@genesiscreations.co. WhatsApp +971 55 843 3183. Offices in Abu Dhabi and Cairo.