



# Vudoo Interactive Video

Industry Content Use Cases



# Retail

▶ Click on any of the below



**Rip Curl**  
Bikini Fit Guide

**Features:** Personalised user journeys, Shoppable catalogue, Click to shop, Information overlays, Vadoo interactive pins



**Vogue**  
AMEX Virtual Shoppable Runway

**Features:** Virtual event, Shoppable catalogue, Click to shop



**Vogue**  
Party Dressing 101

**Features:** Shoppable catalogue, Click to shop



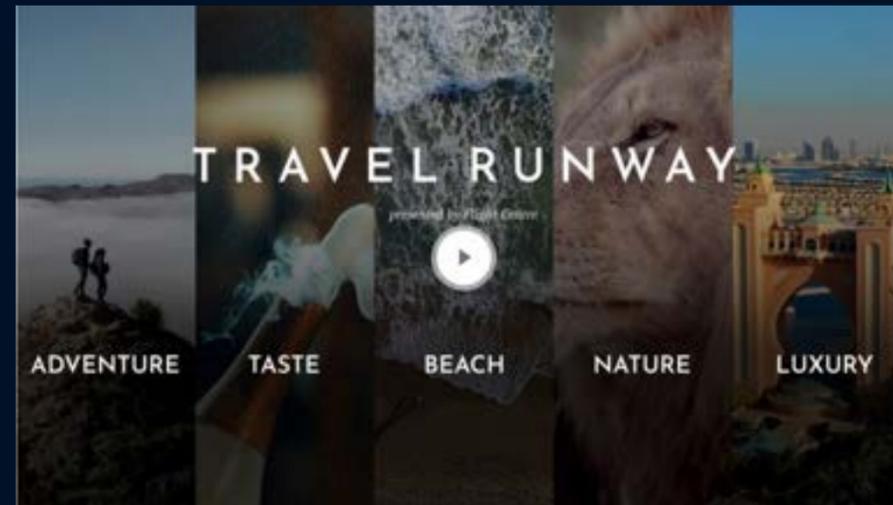
# Travel

▶ Click on any of the below



**Flight Centre**  
Travel Runway 2022

**Features:** Virtual event,  
Personalised user journeys



**Flight Centre**  
Travel Runway 2021

**Features:** Virtual event, Lead generation form,  
Personalised user journeys,  
Product & information overlays,  
Click to enquire, Vudoo pins



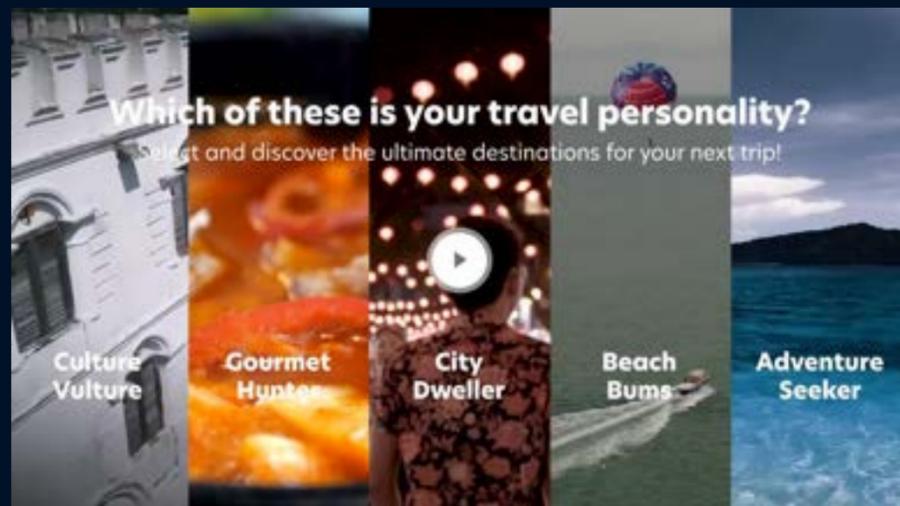
**Flight Centre**  
UK & EU Travel Talks

**Features:** Personalised user journeys,  
Vudoo pins



# Travel & Tourism

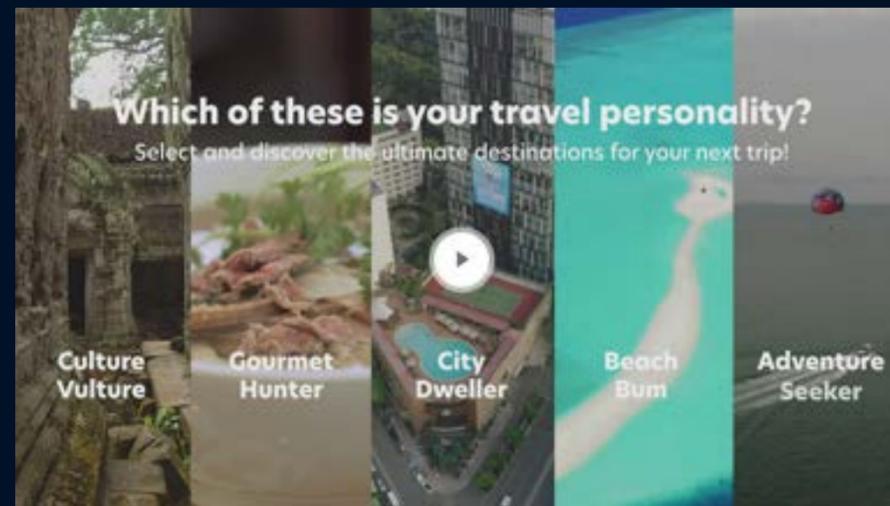
▶ Click on any of the below



**AirAsia**

Discover Your Travel Personality  
(Singapore)

**Features:** Personalised user journeys,  
CTAs to product pages



**AirAsia**

Discover Your Travel Personality  
(Malaysia)

**Features:** Personalised user journeys,  
CTAs to product pages



**Melbourne**

**Convention Bureau**  
Discover Melbourne

**Features:** Personalised user journeys,  
Information overlays  
Event & partner page CTAs, Vudoo pins



# Food

▶ Click on any of the below



## delicious.

Make it delicious. Series

**Features:** Interactive online series,  
Personalised user journeys,  
Episode navigation, Downloadable recipes



## Taste

Taste Test Kitchen

**Features:** Interactive online series,  
Click to shop product CTAs



## Taste

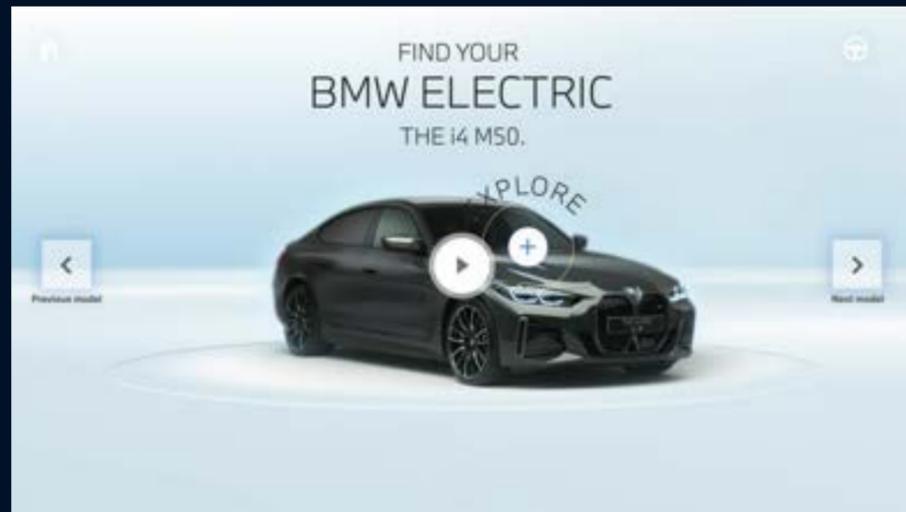
Coles Interactive Recipes

**Features:** Click to shop CTAs



# Automotive & Sport

▶ Click on any of the below



**BMW**  
Interactive Car Tours

**Features:** Personalised user journeys,  
Vehicle model choice, In-video overlays,  
Lead gen CTAs



**Hawthorn FC**  
Membership Campaign

**Features:** Personalised user journeys,  
Click to shop CTAs



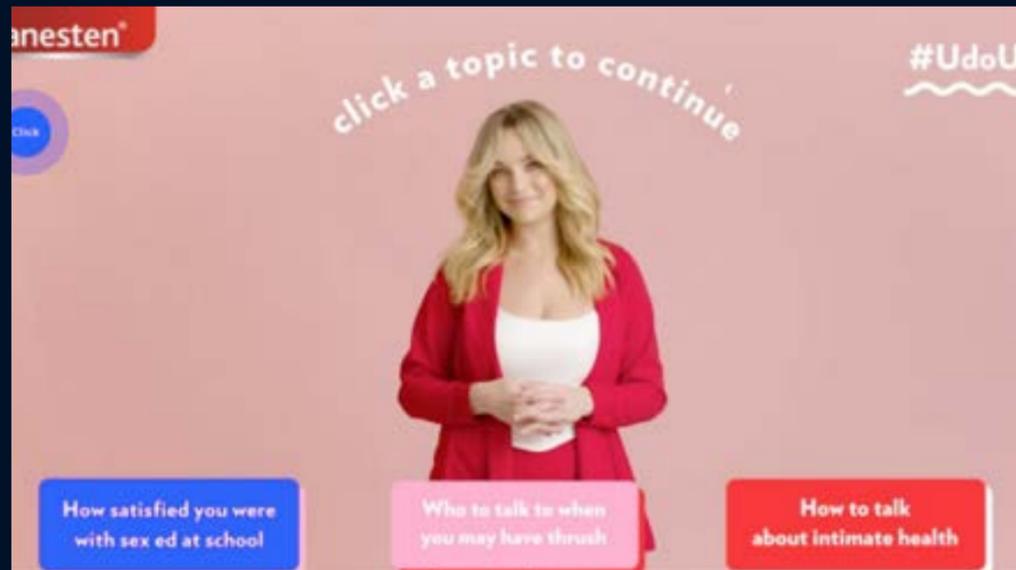
**Geelong**  
Our Ambition

**Features:** information overlays,  
Lead generation forms, Vudoo pins



# Educational & L&D

▶ Click on any of the below



## Canesten University of Down Under

**Features:** Personalised user journeys,  
Polls, Vudoo pins



## Manukora Retailer Training

**Features:** Personalised user journeys,  
Contact CTAs, Information overlays,  
Downloadable docs, Form fills



# Government

▶ Click on any of the below



**ATO**

How to lodge your tax return

**Features:** Personalised user journeys,  
Resource CTAs



**ATO**

Graduate Program

**Features:** Personalised user journeys,  
Lead gen CTAs



**Services Australia**

School Leavers Guide

**Features:** Personalised user journeys,  
Resource CTAs



# Government

▶ Click on any of the below



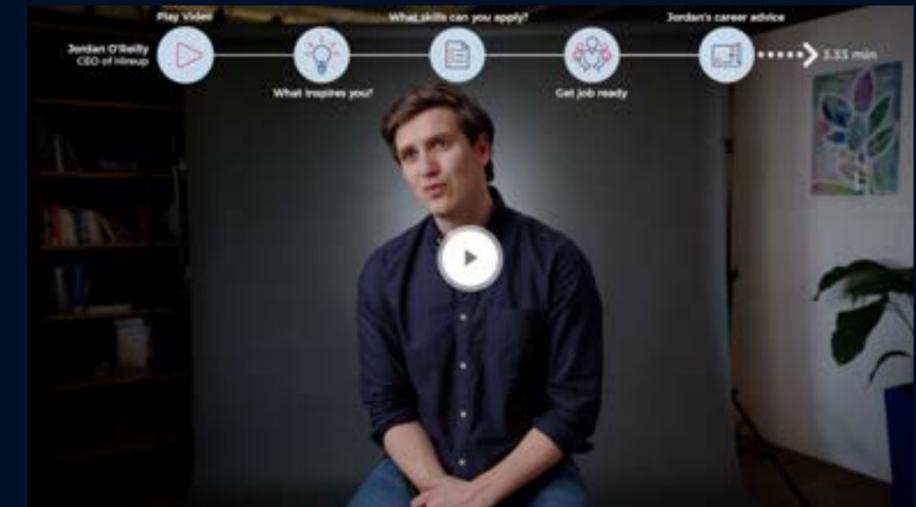
## NSW Dept of Education Voice of Schools

**Features:** Personalised user journeys,  
Information overlays,  
Overlay CTA buttons Vudoo pins



## NSW Dept of Education Schools Digital Strategy

**Features:** Personalised user journeys,  
Information overlays,  
Overlay CTA buttons



## Careers NSW School Leavers Guide

**Features:** Personalised user journeys,  
Information overlays,  
Overlay CTA buttons Vudoo pins



# Higher Education

▶ Click on any of the below



## University of Canberra Welcome to UC

**Features:** Personalised user journeys,  
Resource CTAs, Vudoo pins



## Monash University Music School Tour

**Features:** User journeys,  
Course & lead gen page CTAs



## Monash University Interactive Alumni Gallery

**Features:** Personalised user journeys,  
Course & lead gen page CTAs



# Higher Education

▶ Click on any of the below



**University of Southern Queensland**  
Study Online

**Features:** Information overlays,  
Course & lead gen page CTAs,  
Vudoo pins



**University of Liverpool**  
Why choose Liverpool?

**Features:** Personalised user journeys,  
Course & lead gen page CTAs



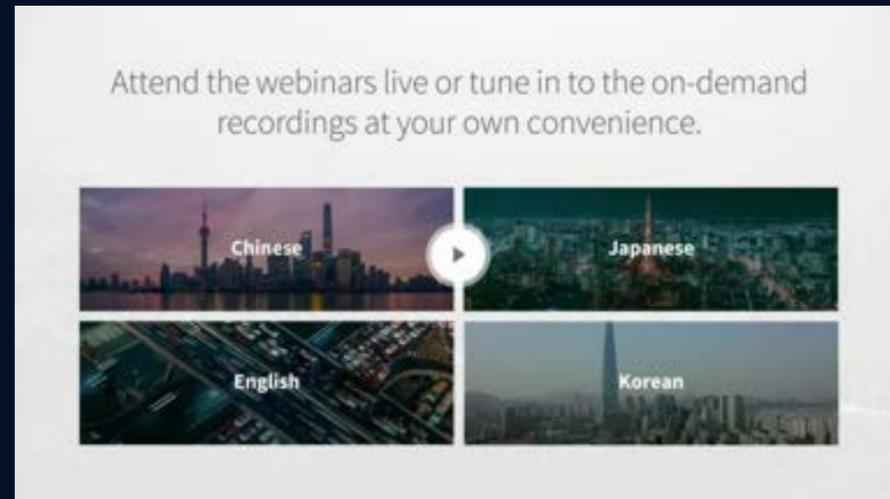
**University of Aberdeen**  
Ask Aberdeen

**Features:** Personalised user journeys



# Finance & Analytics

▶ Click on any of the below



## IHS Markit (now S&P Global) Automotive Webinar Series

**Features:** Personalised user journeys,  
Information overlays, Lead gen forms,  
Resource CTAs, Vudoo pins



## Schroders Megatrends of Tomorrow

**Features:** Personalised user journeys,  
Information overlays,  
Contact & lead gen CTAs,  
Downloadable docs



## HESTA Super Questions Answered

**Features:** Personalised user journeys,  
Resource & lead gen CTAs



# Not-for-profit

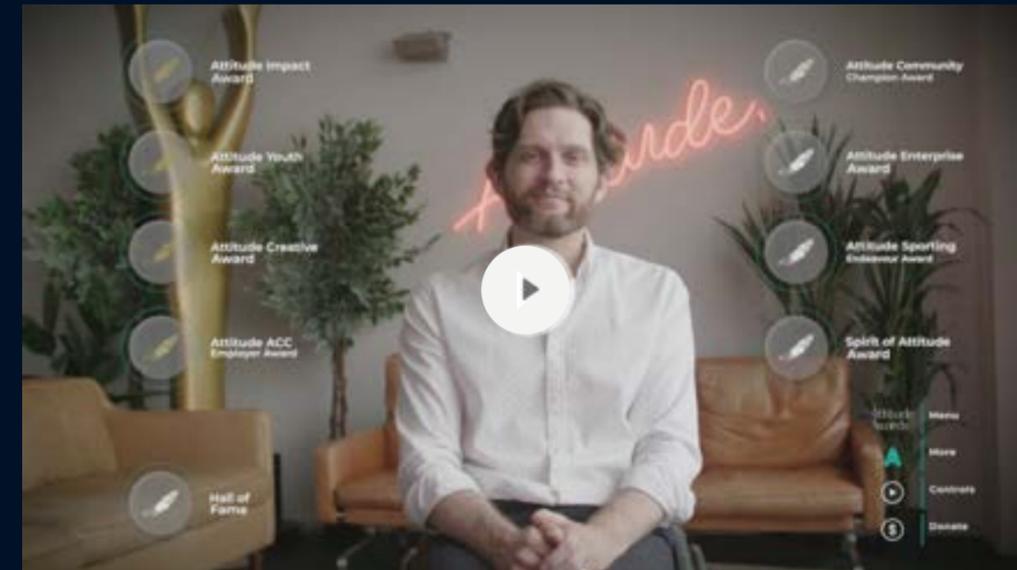
▶ Click on any of the below



## R U OK?

Roleplay an R U OK? Conversation

**Features:** User journeys, Roleplay, Resource directed CTAs



## Attitude Awards

Categories and finalists

**Features:** User journeys, Contact forms, Information overlays



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[vudoo.com](https://vudoo.com)