



PlayStation® VR Tour is showcased at Walden Galleria, Holyoke, Destiny USA and Crossgates Properties.

- **Engagement marketing**
- **Strategic Locations**
- **Positive PR**
- **Social Media Buzz**

The PlayStation VR Tour gives gamers and non-gamers a chance to experience it LIVE. Pyramid worked with the Sony team to provide the perfect, high traffic, high visibility locations. In partnership with GameStop, the PlayStation VR Tour allows people to try the VR experience for FREE, and receive a PlayStation VR discount coupon. Sony was able to engage consumers and encourage them to participate in the evolution of the PlayStation brand.