

ENHANCING MUSEUM ENGAGEMENT IN ARMENIA THROUGH VIRTUAL REALITY

A Marketing
Perspective

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ICOM ARMENIA



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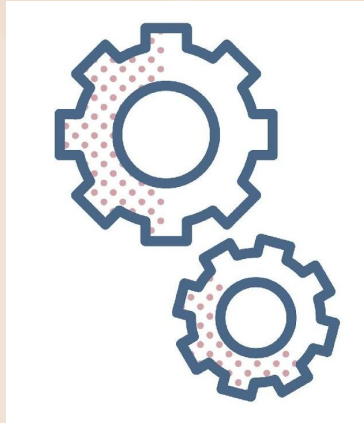
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MUSEUMS IN THE DIGITAL AGE





Museums in the Digital Age

- 21st century: museums evolve from static spaces to interactive, educational platforms.
- Digital technologies redefine engagement and accessibility.
- Armenia joins the global movement for museum digitization (since the mid-2010s).
- National focus on heritage preservation and online access.

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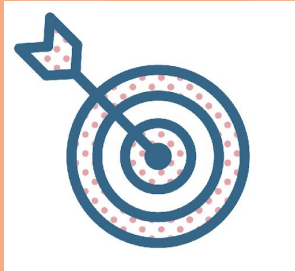
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THE MARKETING CHALLENGE

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The Marketing Challenge

- Competing for audience attention in a digital world.
- Younger generations expect interactivity, instant access, emotion.
- VR/AR = tools for storytelling, not just technology.
- Marketing aim: transform visitors into participants.

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VIRTUAL
REALITY AND
AUDIENCE
ENGAGEMENT





Virtual Reality as an Engagement Tool

Key advantages of VR in museums:

Immersion - places visitors *inside* the narrative.

Interactivity - encourages exploration and active learning.

Personalization - allows users to design their own experience.

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CASE STUDIES FROM ARMENIA





Current situation in Armenia

In Armenia, digital transformation in museums is starting to grow, but it's still in the early stages. Key points include:

- **Awareness growing:** Many museums are starting to see the value of using digital tools to improve visitor experiences and protect cultural heritage.
- **Uneven progress:** Big museums are adding digital features like virtual tours and online exhibits, but smaller museums struggle due to limited resources and a lack of centralized digital strategy.
- **Room for improvement:** As demand for digital access grows, there's hope that more investment in technology and training will help museums move forward.

Limited funding and infrastructure for advanced technologies

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Դիր «VR» ԱԿՆՈՑ
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IN A MASTERPIECE'S VIRTUAL WORLD

Put on VR HEADSET
APPEAR IN THE PAINTING



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DreamShots
www.dreamshots.am

Looking ahead, VR will become more affordable, portable, and creative.

Imagine students in Paris or Los Angeles putting on a headset and walking through Erebuni Fortress - or hearing Khachaturian's symphonies while exploring his virtual studio.

This is not the future. It is happening today.

Museums that embrace this hybrid identity - part physical, part digital - will thrive as platforms for education, emotion, and inspiration.



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MARKETING VALUE & STRATEGIC RECOMMENDATIONS



Marketing Value of Virtual Reality

From a marketing perspective, Virtual Reality brings tangible value:

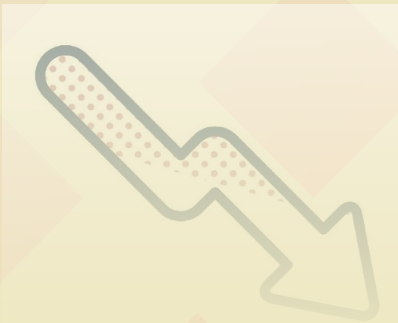
- Expanding audience reach: Digital access invites global participation - particularly from the Armenian diaspora.
- Enhancing visitor satisfaction: Immersive storytelling improves recall, emotional impact, and visitor reviews.
- Strengthening brand identity: Museums become seen as modern, dynamic, and creative.
- Creating partnership opportunities: VR projects attract sponsors, tech firms, and cultural foundations eager to collaborate.

In essence, Virtual Reality doesn't just transform the exhibit. It transforms the museum's brand narrative.



Integrating VR in Marketing Strategies

- Virtual Reality should not be treated as an isolated attraction but as part of a wider marketing ecosystem.
- Museums can use VR footage in promotional campaigns, online tours, and education programs.
- A 30-second immersive clip can reach thousands of online viewers - many of whom become future visitors.
- This hybrid strategy - combining physical and virtual engagement - strengthens both attendance and visibility.



Strategic recommendations:

- Encourage partnerships with universities and tech startups.
- Train young museum professionals in VR content creation and audience analytics.
- Prioritize accessibility - multilingual content, captions, and inclusive design.

THANK YOU
