

## 134: Oculus VR with Hero Film and Wonderland Creative

On the next [Biz Takeouts Marketing & Media radio show](#), Thursday, 4 June 2015, from 9-10am, show host Warren Harding is joined in studio by Graeme Lipschitz ([@Wallfish](#)), Business Development and The Mad Hatter at Wonderland Collective ([@WonderlandSA](#)), a design focused, creative studio passionate about executing ideas across branding, digital, illustration and experience.



We speak to Graeme about creative execution, the importance of creative in telling a story and the importance of mobile, especially with Google's mobile algorithm updates. We also look at some of the current work Wonderland is doing right now.



Then later in the show we chat virtual reality and Oculus with Hero Film ([@herotweet](#)) Creative Director, Brendan Stein. We look at how Cape Town-based Hero Film (part of independent marketing and communications agency group, Hero) is one of the first in South Africa to have created and showcased three ground-breaking "full immersion" VR videos using live action footage via Oculus Rift headsets. We talk to Brendan to find out about the details on how the videos are shot, the future of VR and the marketing potential.

### Lineup

- *Show host:* Warren Harding ([@bizWazza](#))
- *In studio:* Graeme Lipschitz and Brendan Stein

### How to listen

- Internet radio/streaming audio: [2oceansVibe Radio](#)
- Mobile: [iPhone](#), [Blackberry](#) or [Android apps](#)

### Comments or questions

- Email: [biztakeouts@bizcommunity.com](mailto:biztakeouts@bizcommunity.com)
- Twitter: tweet [@BizWazza](#) using [#biztakeouts](#)
- Facebook: [2oceansVibe Radio](#)

### Podcast

A [podcast](#) of the show will be available in the [Biz Takeouts special section](#) on Biz later during the week.

Bizcommunity.com's **Biz Takeouts Marketing & Media radio show** takes South Africa's biggest online marketing, media and ad industry platform to the airwaves and gives relevant, useful and interesting insights into all aspects of marketing in SA, Africa and beyond. Each week, the show features the movers and the shakers of the industry, current media trends, upcoming events and brand activities.



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