

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

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**Oculus: Implementing the Market Mix**

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## Oculus: Implementing the Market Mix

### **Abstract:**

Virtual reality is gaining momentum across the global market for the past few years. Though its existence can be traced back to mid- 90s, it had been active in the market only in the recent years. Augmented reality is now being widely used in many streams like marketing, business administrations, gaming, academics and much more. Palmer Luckey is one among the many who showcased high quality works in VR headsets. In 2012, Luckey had developed a prototype of a headset that was significantly less expensive than anything else on the market. He developed Oculus Rift, a VR headset with the help of his colleagues whom he met under various circumstances. Luckey's talent and collection of HMD attracted professionals like Brenden Iribe, Mike Antonov and Nate Mitchell who later on worked with Luckey in developing the Oculus Rift. There had been several suggestions, disagreement in the development of the VR headset, but was sorted out later since each of them began to specialise in their area of interest. Luckey concentrated on the hardware side of Oculus Rift while others concentrated on the rest of the work. Iribe and Mitchell gathered a list of add-ons to be included to Luckey's project to build value for it like creating integrations with popular game engines, providing visual explanations of the hardware's technical specifications and advantages, highlighting Palmer Luckey's unique backstory and getting endorsements from trusted industry experts like John Carmack. The case introduces the positioning problem Luckey faces. The case is useful for discussion in core Marketing Management and Marketing Strategy courses.

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