

POLIO'S LAST MILE · A VR IMPACT STORY

# Experience over explanation.

When storytelling becomes an experience, audiences don't just watch: they understand, feel, and act.

At **Rotary's** 2026 International Convention in Taipei, Taiwan, 1,500 guests participated in **Polio's Last Mile**, a VR experience created by **REM5 STUDIOS** that follows frontline healthcare workers on a door-to-door polio immunization campaign in Zambia. Built for Meta Quest 3 and delivered in multiple languages, the experience pairs high-resolution immersive video with interactive moments guests control using only their hands. Findings reflect 186 anonymous post-experience surveys.

## 01 · PRESENCE & ATTENTION

92%

### FELT FULLY PRESENT IN THE STORY

VR closed the gap between a trade show floor and the front lines. Presence turns watching into connection, and connection into change.

## 02 · UNDERSTANDING

9 out of 10



### SAID VR WAS MORE EFFECTIVE THAN HOW THEY'D PREVIOUSLY LEARNED ABOUT POLIO

95% among the people already working on polio eradication — the closest to the work scored it highest.

## 03 · ACTION

### FROM FEELING IT TO ACTING ON IT

99% chose a next step

53% pledged high commitment

33% donate or fundraise

81% left with their commitment to ending polio strengthened or re-energized.

## 04 · USABILITY & SCALE

97%

### FOUND IT EASY TO USE

73% said nothing reduced the impact · 82% were new or nearly new to VR.

Attendees from 30 countries around the world. VR is ready to scale — anywhere, with any audience.

*"The children jumping and chanting. The face to face with the man, the service provider and the mom. It felt like they were talking directly to me."*

— AN ATTENDEE

*"This is such a great experience that made me feel I was there with the frontline team. People who cannot go there should have more chance to experience this VR."*

— AN ATTENDEE

Beyond novelty, VR made people pay attention, understand, care, and act.

REM5 STUDIOS designed, produced, and ran this experience end to end.

And we can do it for any message people need to understand, remember, and act on.

150,000+  
USERS

100+  
EVENTS

20+  
COUNTRIES