

SPEAKERS



SCOTT

MELDRUM

VP, Digital Strategy,
INNOCEAN USA



DRIVER

Creative Director,
INNOCEAN USA

COURTNEY



CINDY
SCOTT (Moderator)
Chief Strategy Officer,
INNOCEAN USA



HRISH
LOTLIKAR
Co-Founder & CEO
SuperWorld



MATT
MAHER
Founder M7
Innovations



RUSS
JOSEPHS
VP, Group Director
Decision Road



MARC-O-MATIC

AR/VR Auteur, Animator & Technologist

AGENDA

THE METAVERSE AND ITS ROLE AS A MARKETING CHANNEL

THE METAVERSE AND ITS ROLE IN A WEB3 WORLD

STRATEGIC PRIORITIES FOR METAVERSE ACTIVATIONS

CONNECTING THE JOURNEY: BRINGING PHYSICAL, DIGITAL, AND VIRTUAL WORLDS TOGETHER

PANEL DISCUSSION

Q&A

"There's not an agreement on what the metaverse is, even though one company has changed its name in anticipation of defining it."

- Eric Schmidt, Google

"The metaverse empowers us to
transcend physical and spatial limits to create
unique virtual experiences that could not happen otherwise."

- Michelle Crossan-Matos, Samsung

"The metaverse is a spectrum of digitally-enhanced worlds, realities and business models."

- Accenture

"Metaverse isn't a thing a company builds. It's the next chapter of the internet overall."

- Mark Zuckerberg, Meta

WTF IS THE METAVERSE?

"I don't see someone strapping a frigging screen to their face all day and not wanting to ever leave."

- Elon Musk, Tesla

"The metaverse is going to be far more pervasive and powerful than anything else. If one central company gains control of this, they will become more powerful than any government and be a god on Earth."

-Tim Sweeney, Epic Games

"In simplest terms, the metaverse is the internet, but in 3D."

- Ed Greigg, Chief Disruptor at Deloitte

"The metaverse is not only transforming how we see the world but how we participate in it — from the factory floor to the meeting room."

- Satya Nadella, Microsoft

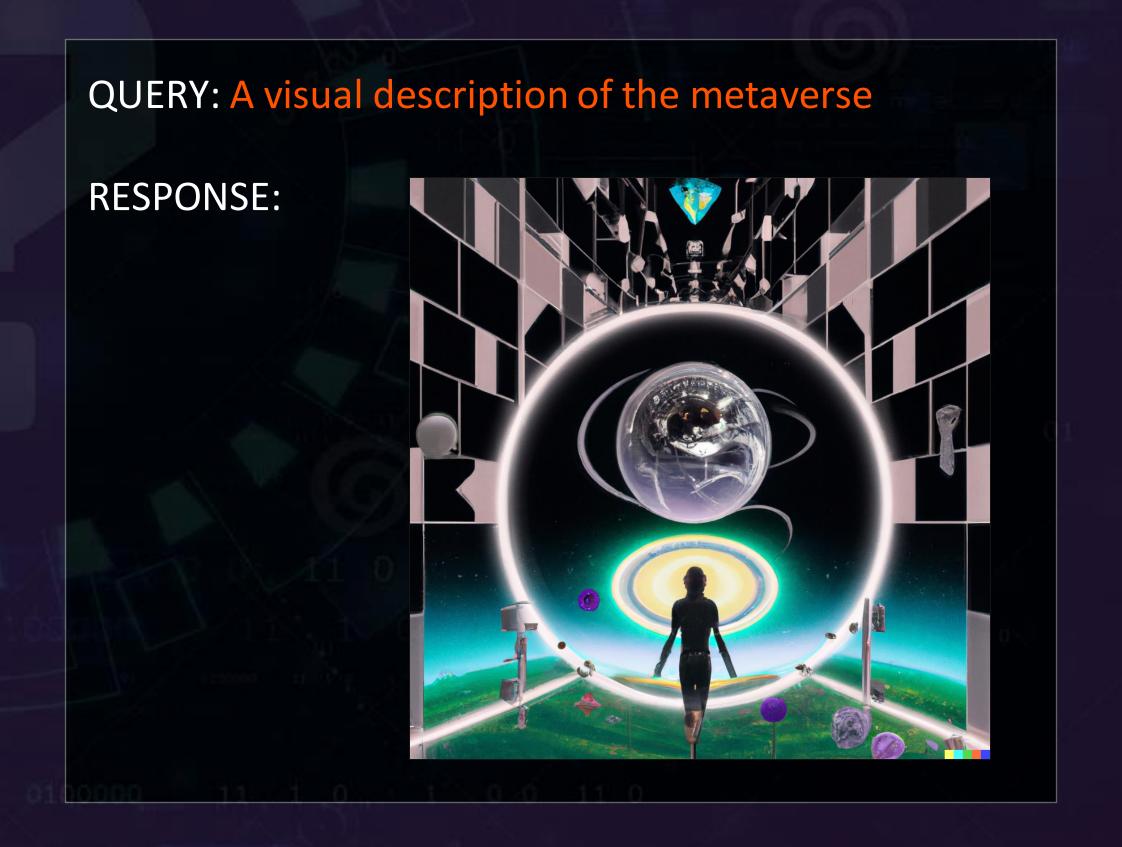
MAYBE AI KNOWS

CHATGPT

QUERY: Explain the metaverse in simple terms.

RESPONSE: The metaverse is a virtual world that people can access and interact with using technology, similar to how we interact with the physical world. It can include things like virtual reality games, social media, and other digital experiences. It's a big, immersive digital space where people can interact and play.

DALL·E 2



THE METAVERSE

The metaverse is a vision of what many people believe is the next iteration of the internet: A shared, immersive, and persistent virtual space that can act as a digital companion to the physical world.



THE METAVERSE AND ITS ROLE AS A MARKETING CHANNEL



INSIGHT

METAVERSE SCALE: NOW + FUTURE

With usage expected to quadruple over the next two years, the metaverse will be a formidable platform for brands to engage with consumers.

- There are 400 million users dwelling in the metaverse
- 1.7 billion mobile AR worldwide users are expected by 2024
- Global shipments for AR/VR devices will reach 76 million by 2024.
- The Metaverse could add \$5 trillion to the global market by 2030

INSIGHT

BRANDS ARE TAKING NOTICE

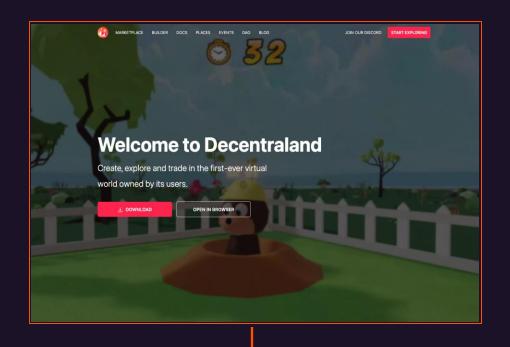
While a majority of popular brands are still on the sidelines, most see the potential of the metaverse to drive both brand AND business.

- 31% of marketers surveyed said their organizations are already engaging with the Metaverse as part of their current marketing program.
- 68% of surveyed marketers believe that the Metaverse will be able to help with brand building, including awareness, customer engagement/loyalty, and reputation.
- 70% of surveyed brands say that they believe immersive experiences will be a key differentiator in their markets, particularly in relation to the customer journey.

DOMINANT METAVERSE PLATFORMS











ROBLOX

A virtual universe that lets
players create, share
experiences with friends, and be
anything they can imagine.

SUPERWORLD

A virtual world mapped onto the real world with over 64 billion plots of land to collect as NFTs.

DECENTRALAND

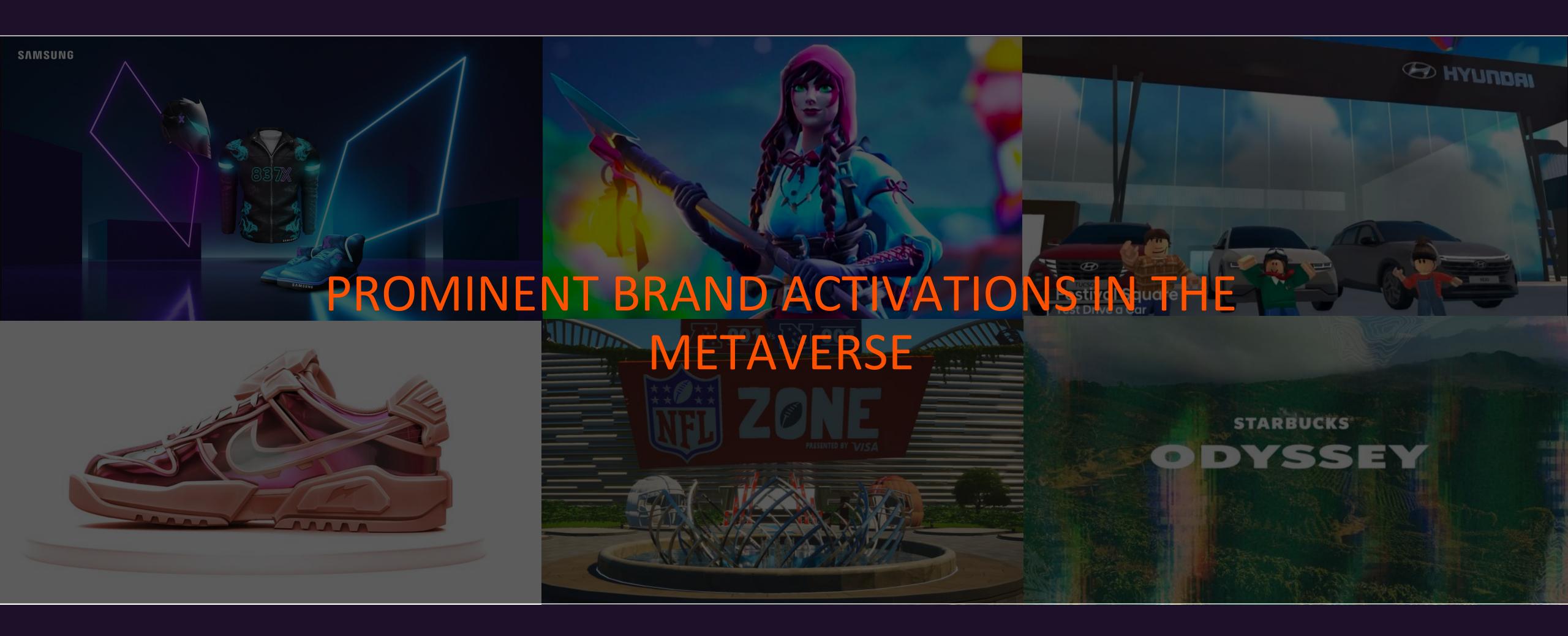
The first decentralized metaverse that is built, governed, and owned by its users.

SANDBOX

A virtual gaming world where players can build, own, and monetize their gaming experiences.

HORIZON WORLDS

Meta's virtual social experience where you can explore, play, and create worlds.









VAULT.

GUCCI

IN

SĄNÖBOX.









ADIDAS PFP STYLING TOOL

Your gear. Your identity.

This November, adidas launched its first-ever collection of digital apparel: adidas Virtual Gear.

Now, owners of adidas Virtual Gear can style their Bored Ape Yacht Club, Mutant Ape Yacht Club or Inhabitants (MetaHero) NFT profile pictures (PFPs).

To get started, you'll need to own a partner NFT and an item of adidas Virtual Gear, available to buy on OpenSea.

Missing your favorite project? Fear not, more PFP projects will be added soon. Request a collection now.

STYLE MY PFP

LEARN MORE



HOME REQUEST A COLLECTION TERMS PRIVACY

STAR BURKS



REALITY CHECK

While more and more big brands are activating experiences in the metaverse, consumers have yet to meet them there en masse

62% of adults
surveyed say they
are unfamiliar with,
the metaverse

25% of the connected population are projected to spend at least one hour a day in the metaverse by 2027

20% of people surveyed state a desire to shop in the metaverse

55% of people surveyed cite major concerns with tracking and misuse of personal data



THE METAVERSE AND ITS ROLE IN A WEB3 WORLD



THE EVOLUTION OF THE WEB

WEB 1.0

The Read-Only Web

Powered by ISPs/Browsers

Static

Publisher-Centered

Agnostic Data

Information

WEB 2.0

The Social Web

Powered by FAANG

Responsive

User-Centered

Centralized Data

Interaction

WEB3

The Internet of Things

Powered by Blockchain

Semantic

Machine-Centered

Decentralized Data

Immersion

"We're probably going to be in Web2.5 for about a decade."

-Matt Maher, M7 Innovations

WHAT LESSONS HAVE WE LEARNED IN THIS EVOLUTION?

A PERPETUAL WILD WEST

No one has the secret formula. Bold brands who are willing to take risks will dominate.

INNOVATION THROUGH ITERATION

The ecosystem evolves at an exponential rate. Think three steps ahead but focus on iteration with every step.

START WITH THE CUSTOMER

Customer expectations have shifted with every iteration of the web. Putting their wants and needs first will help you adapt to these shifts.

UTILITY AND UBIQUITY WINS. EVERY TIME.

Experiences that are open to anyone and useful for everyone deliver a much greater dividend than short-term, buzzworthy activations.



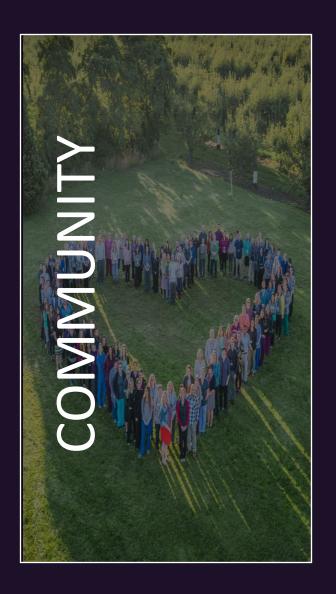
STRATEGIC PRIORITIES FOR METAVERSE EXPERIENCES



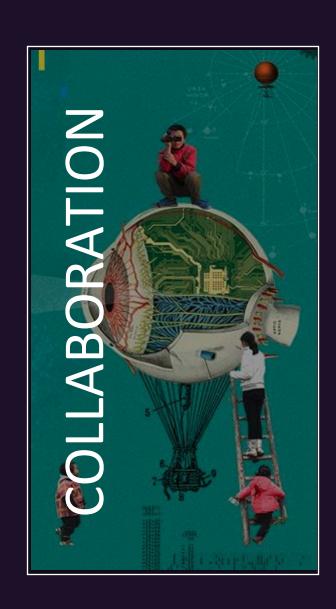
Building truly impactful metaverse activations is much more involved than telling a linear story.













Truly impactful metaverse activations share common attributes.

CULTURE

Experiences that capture the pulse of now.

NFL Zone





CONNECTION

Access through an established association, relationship or bond

Decathlon The Breakaway

COMMUNITY

A united sense of kinship and conversation.

Complexland 2.0





COMMERCE

Open pathways to transact.

Nike RTFKT

COLLABORATION

Experiences that foster co-creation from people-to-people, as well as people-to-brands.

L'Oréal / NYX Cosmetics GORJS DAO













Salvavore Ferraganco

TAP TO START





CREATIVITY

Empowered expression of brands and people.

Salvatore Farragamo SHXPIR

CONNECTING THE JOURNEY PHYSICAL, DIGITAL, VIRTUAL



A CONNECTED CUSTOMER JOURNEY

Transcending the boundaries of physical, digital and virtual worlds



Quinn



27



New Yor



Interior Designer



ì Recently engaged



Elavat'd

An active apparel and lifestyle brand with 147 retail locations and a hearty ecommerce business. They are known for their edgy style and amazing customer service.

CHANNELS & TOUCHPOINTS













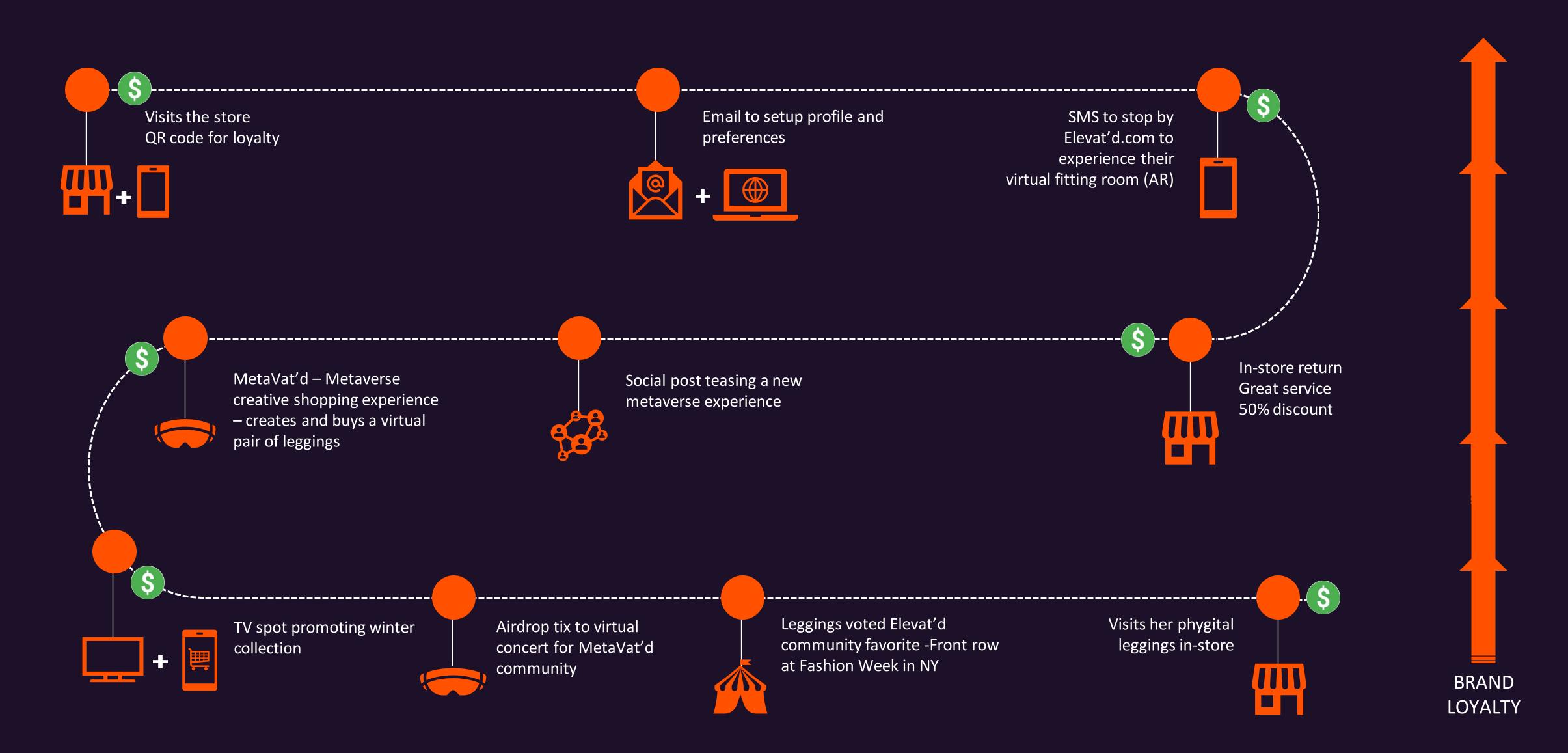




MARKETING OBJECTIVES

- Increase product awareness and consideration
- Drive retail and ecomm sales
- Increase loyalty member subscriptions
- Drive engagement with social platforms
- Improve first-party data capture
- Develop key product learnings for future lines

QUINN'S CONNECTED JOURNEY





WRAPPING IT ALL UP



IN SUMMARY

A Future-Ready Integrated Ecosystem

IT'S A MARATHON. NOT A RACE.

These are early days in a rapidly shifting new space. It will grow exponentially over time. So should your approach.

CUSTOMER AT THE CENTER

Start with your customer and develop activations that enhance their experience with your products and services.

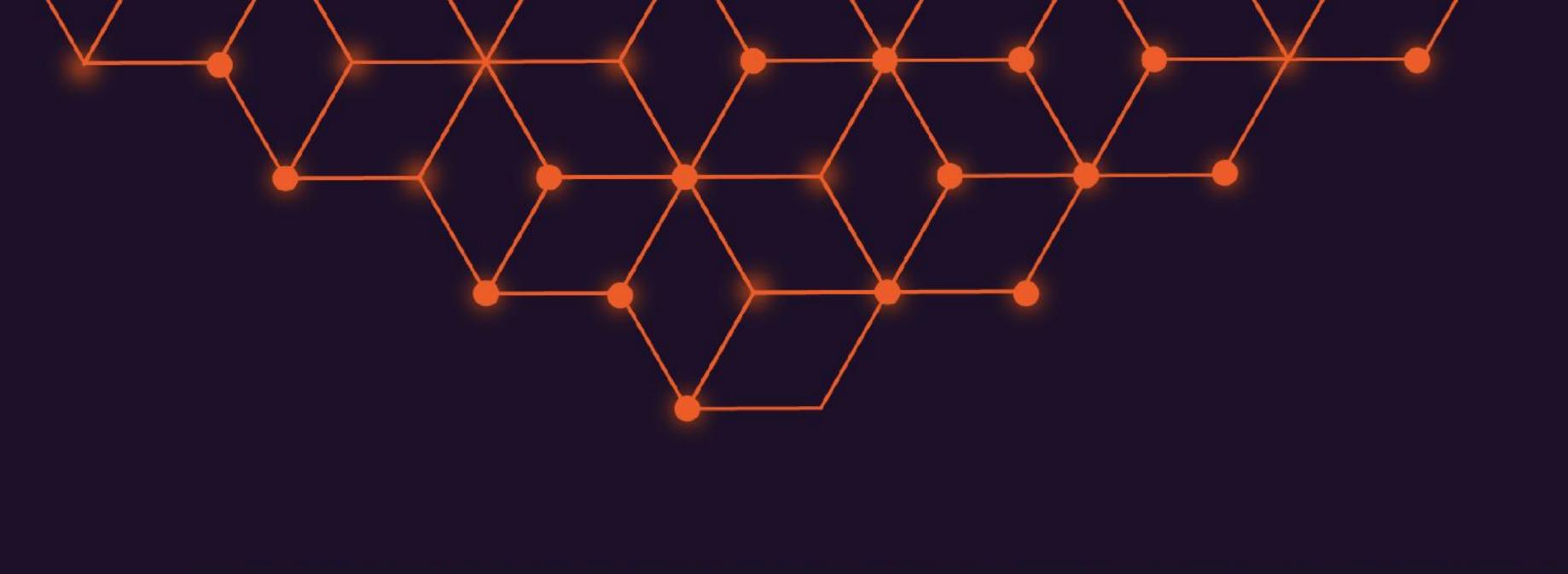
PATHWAYS OF ENGAGEMENT

Nearly every channel can be integrated with the metaverse.

This gives brand fans opportunities to self-identify and be rewarded for loyalty in new ways and creative ways.

UBIQUITY AND UTILITY

Brands that build experiences that are open to anyone and useful for everyone will lead the pack for years to come.



PANEL DISCUSSION



