



WTF IS IT?

Everyone's talking about it, but does anyone have any idea WTF it actually is?

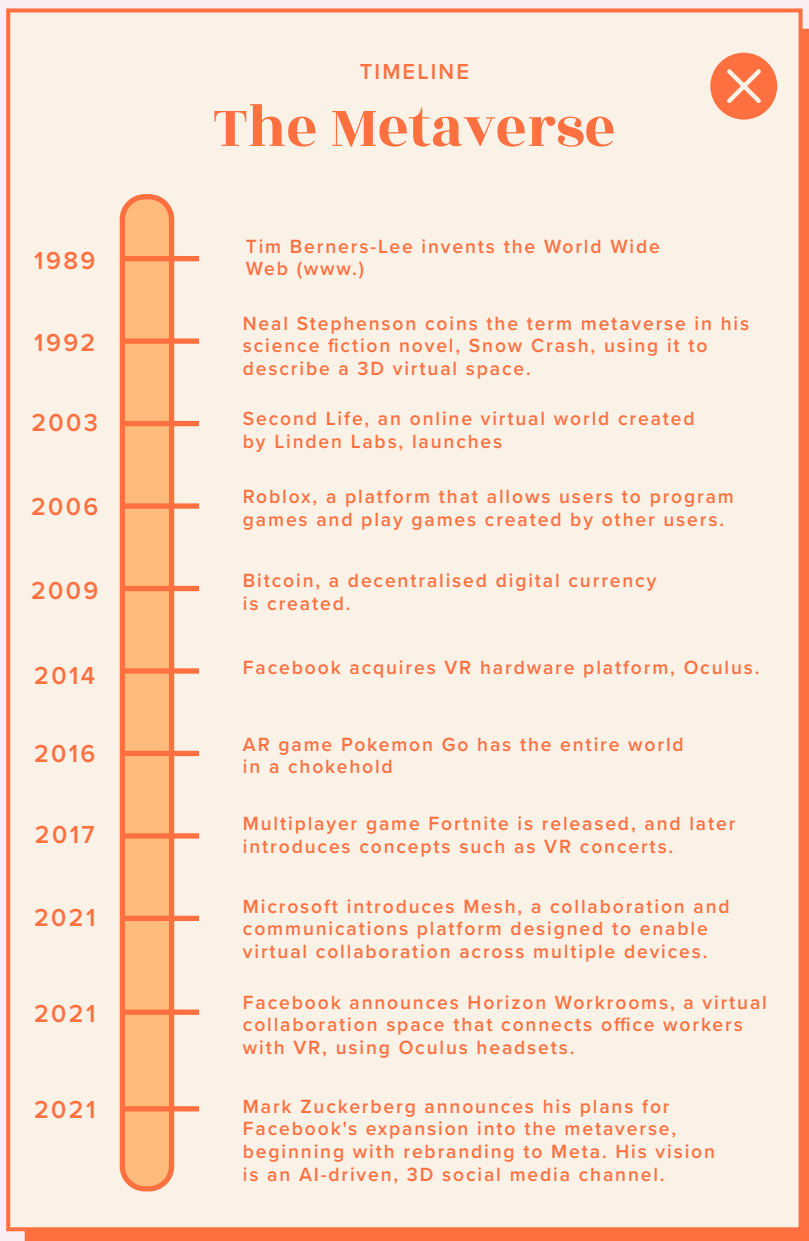
**FLEX
TIPS**

The metaverse is a network of technologies, including virtual reality, augmented reality, cryptocurrency and NFTs, used to create the ultimate digital reality experience...

It is a space where digital representations of people – avatars – connect, work, play and purchase things in an immersive, virtual environment.



While the metaverse seems like a relatively new topic of conversation, the ideas and principles have actually been around for a while. This timeline should get you up to speed:



**30
years
later**

30 years after the word metaverse was coined, there are several examples of metaverses and brands like



Microsoft



SONY

taking the plunge and exploring how they can expand into them.

There are 3 important categories when it comes to understanding the metaverse and how brands can use it. These are as follows:

FLEX TIPS

1

Interface, or Virtual Worlds

A computer-simulated representation of the world, where avatars interact with each other. These have been around since the early 2000s in the shape of gaming worlds such as Roblox, which launched in 2003 and Fortnite, which launched in 2017.

Lil Nas X performed a concert in Roblox world in December 2020, which racked up 33 million views. Virtual merchandise was also wildly successful, with sales coming close to \$10 million.

2

Identity and Assets, or NFTs

NFTs, or Non-Fungible Tokens, are unique digital assets that exist on blockchain. In many cases, they represent real-world assets, such as artwork, music and items in video games. They can be sold and traded, but cannot be replicated or swapped, due to the identifying data which makes them entirely unique. Since the pandemic's peak, NFTs have seen an increase of \$2.5 billion.

In March 2021, digital artist Beeple sold an NFT collage of his work for \$69 million, making him the third most expensive living artist at auction, after David Hockney and Jeff Koons

3

Infrastructure (Web3)

The current version of the internet, or Web 2, is dominated by companies that offer services in exchange for personal data. Web3 is a decentralised internet built on blockchain technologies (NFTs and cryptocurrencies), designed as a counter movement to those who previously dominated the internet (Governments, Google, Microsoft etc).



NOTE:

NFTs are a great starting point for brands wishing to experiment in the metaverse.

They create new revenue streams and modernise how brands are rewarding customers, with exclusive access to events, assets and experiences.

SHOULD YOU BE EXPLORING The Metaverse?

Taking the plunge into the metaverse is a big step for a business and might not be the right move just yet. It's brand new territory and is still very much in its infancy, however there are some factors worth considering before navigating your move...

YOUR TARGET AUDIENCE

Consider both what you are trying to achieve and how much time/investment your audience will be spending in engaging with the metaverse.

If your target audience is of the younger demographic, expect to take the plunge sooner rather than later



WHAT ARE YOUR COMPETITORS DOING?

Are any of your competitors navigating a move into the metaverse successfully or was their entrance too premature?

Analyse their audience sentiment towards their shift.



HOW TF

do you incorporate the metaverse into your marketing strategies?

**FLEX
TIPS**

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THINK YOU'RE READY TO TAKE
THE NEXT STEP?

**Here are some strategies and
activations to explore...**

In-Game Advertising

SAMSUNG

Coca-Cola

**HYPER
SCAPE**

Brands such as Coca Cola and Samsung have taken out virtual billboards in games such as Hyper Scape. Mirroring your real life strategies with virtual ones



Deliveroo deployed a series of virtual riders in Animal Crossing, complete with branded uniform and merch, to make virtual surprise deliveries across multiple islands. Players also received a special promo code that could be used in real life. Within the first hour of game play, the activation had received 3 million virtual interactions.

Virtual Retail for Avatars

Creating and retailing virtual products to digital avatars is the perfect opportunity for fashion brands.

FORTNITE

BALENCIAGA

Balenciaga partnered with Fortnite to develop a range of virtual outfits, accessories, and weapons that players can purchase for their avatars.

ROBLOX

GUCCI

NET-A-PORTER

Creating a virtual venue or offering virtual, immersive experiences. Brands are beginning to establish their presence in the metaverse with virtual shops, venues or experiences such as the Gucci Garden, Travis Scott's concert on Roblox or Net-a-Porter's entire Animal Crossing island.