

# METaverse & NFT BEST PRACTICES AND INSPIRATION FOR BRANDS

**See how brands are using web3 applications for better brand engagement & experience**



**“I believe that people who do the best  
NFT projects over the next two years will  
have disproportionate financial  
outcomes over the next 20 years.”**

**Gary Veynerchuck**





9.300.000

People in the US have purchased or sold an NFT by July 2022



**“The metaverse represents an enormous opportunity, specifically, the chance to be a place where we work, learn, earn and spend; sort of an operating system for our digital lives.”**

**Scott Galloway**





**\$800bn**

**Estimated revenue opportunity of the metaverse by 2024**



**This report does not attempt to explain web3, the technical aspects of the metaverse or NFT's. It is simply a compilation of best practices and inspirational ideas from brands that are using new, more immersive applications to create brand fans, brand engagement and brand experience.**

Read, enjoy and be inspired by new ideas for very different brand initiatives well beyond 'digital'.

There are many more ideas and initiatives being practiced for non brand applications like urban planning, education, health and well being. We will look at these in the sequel to this report.

Enjoy, be inspired and experiment with new enabling technologies that can bring a fresh experience with your brand.





# What can you expect?

- 1. Introduction to web3, NFTs, and the metaverse**
- 2. Use cases – NFTs**
  - 2.1 Digital swag
  - 2.2 Buy NFTs, get offline perks
  - 2.3 Access to exclusive events
  - 2.4 Inclusivity & value
- 3. Use cases – metaverse**
  - 3.1 Create new worlds
  - 3.2 Build community through gaming
  - 3.3 Non-brand metaverse experiences
  - 3.4 Inclusivity & value
- 4. Closing thoughts – top 10 recommendations for NFTs & metaverse initiatives**



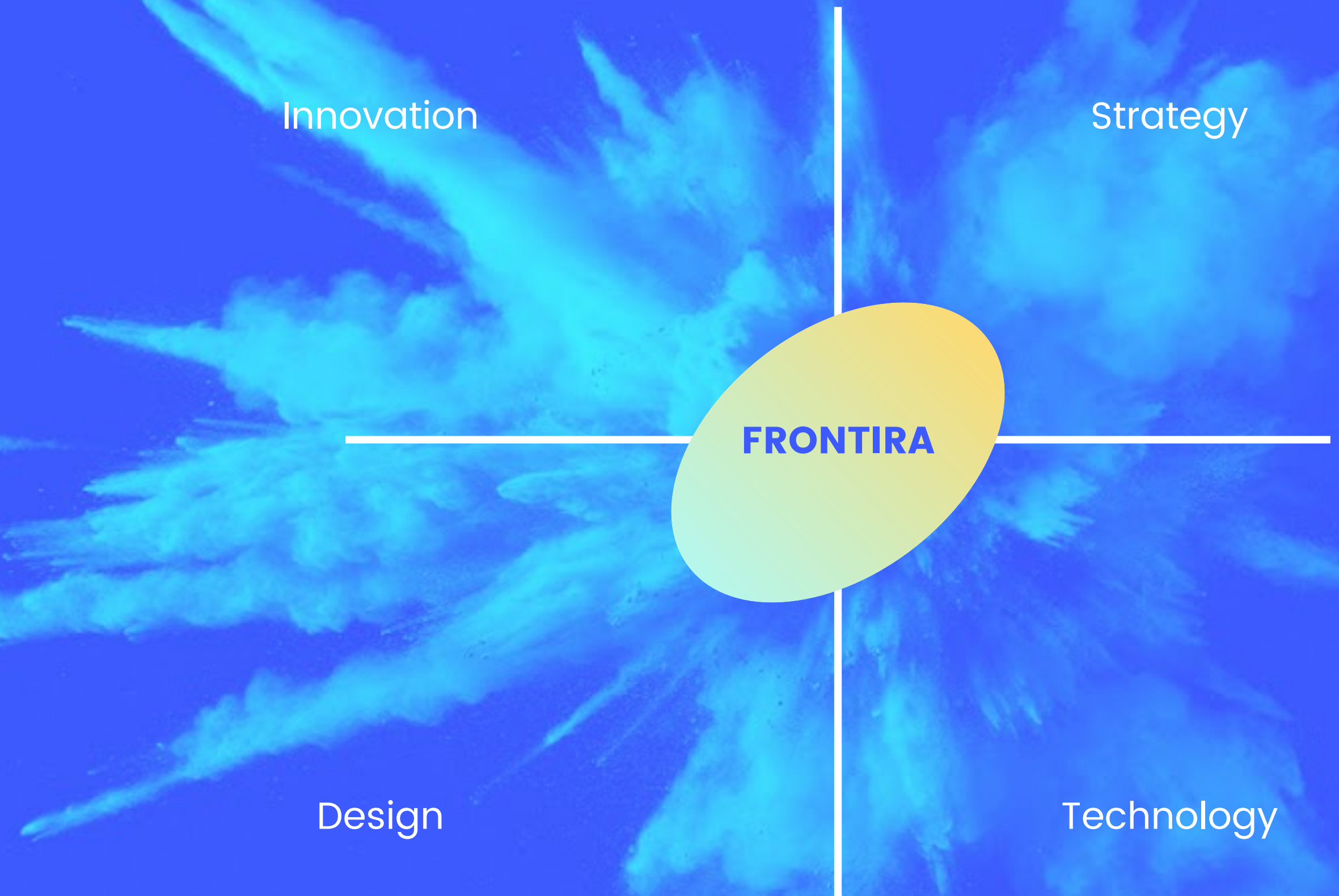


# But first, let us introduce ourselves

**We believe that every business has a digital upside.**

Frontira is a Strategic Design firm that helps to define, build, and scale your digital business. As new enabling technologies evolve, so does our definition and application of what 'digital' could be.

From our 11 years in business, we learned that organisational success is built around collaborative processes between people and business, and we pride ourselves in being able to provide our clients with both strategic, and hands-on support to achieve business growth.





# Meet the creators of the report



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# **1. Introduction to web3, NFTs, and the metaverse**





# What is web3 exactly (roughly)?

## Web 1.0

- ▶ “Read-only” web
- ▶ Users played a passive role
- ▶ Webpages were hosted on web servers

## Web 2.0

- ▶ Centralised internet
- ▶ Power is in the hands of tech giants
- ▶ User-generated content, content sharing, interactions etc.
- ▶ Data is controlled by corporations like Facebook or Google

## web3

- ▶ Decentralized internet
- ▶ Networks are built, operated & maintained by users
- ▶ Gives users control of their data
- ▶ Provides more privacy & security to users



# Let's clear the concepts



- ▶ Based on blockchain technology
- ▶ Virtual **certificate** of ownership & authenticity
- ▶ Widely accessible through NFT marketplaces, such as [OpenSea](#), [NBA Top Shot](#), [Binance](#), [Nifty Gateway](#), [SuperRare](#).

- ▶ Based on blockchain technology
- ▶ Open, shared, and decentralized space
- ▶ Accessible through platforms, such as [Roblox](#), [Decentraland](#) or [The Sandbox](#).



# What are the potentials?

## NFT's in the most simple terms

A store of value, proof of ownership in/with a non fungible token.

Though beginning with 'collectibles', namely art (and pop art), NFT's have evolved, as every new use case of new technologies, to include memberships, access-ships, subscriptions, digital fashion, deeds and many more.

## Metaverse in the most simple terms

Metaverse as a term and concept was not coined by Zuckerberg. The term "metaverse" was first used in Neil Stevenson's 1982 novel, Snow Crash. Stevenson's metaverse was a virtual place where characters could go to escape a dreary totalitarian reality.

Today, it is largely a 3D immersive experience and a place for realistic simulations.

Initial applications started in the sphere of gaming and have moved on to more use cases such as design simulations, social spaces, events, real estate, education, work and many more.

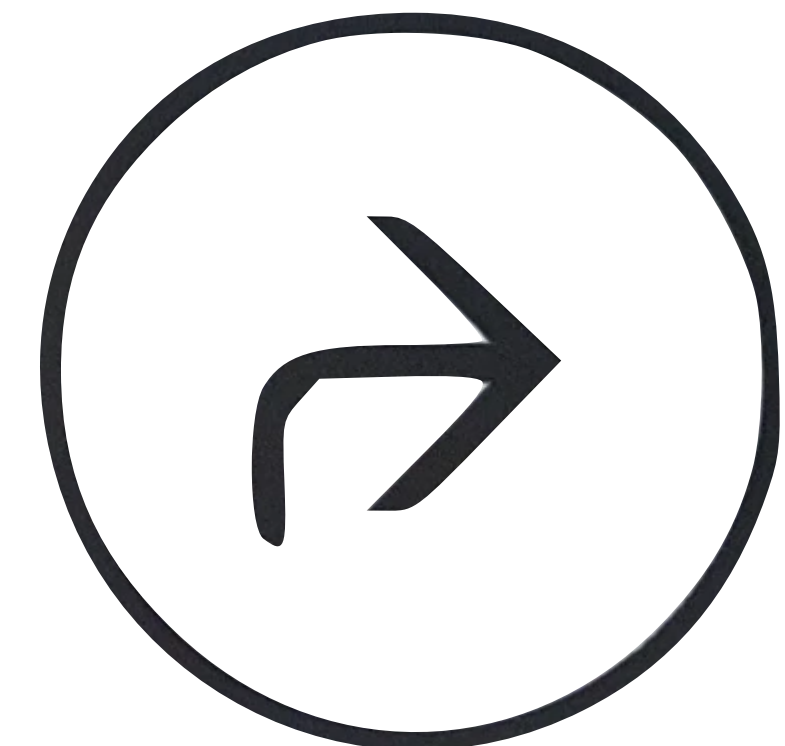
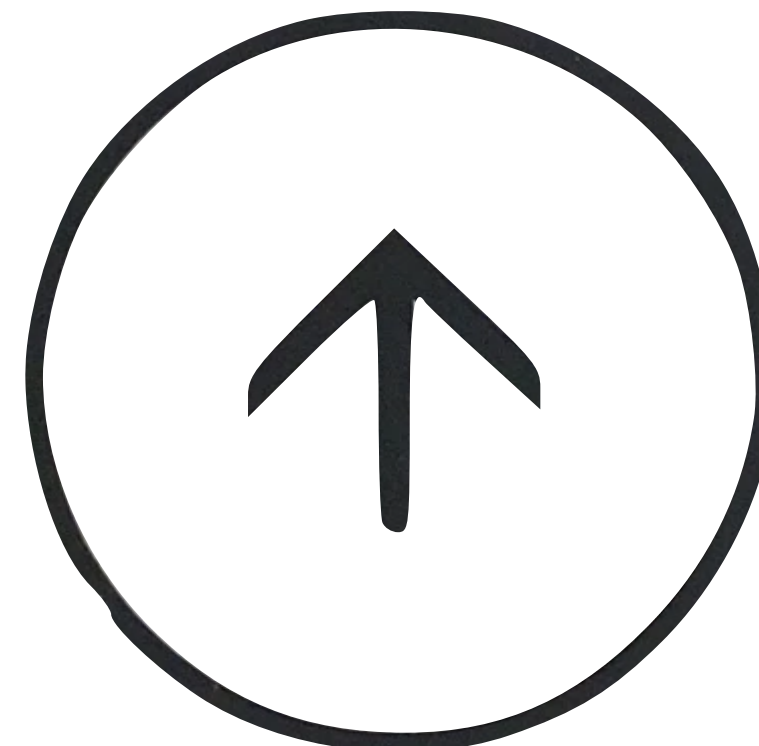
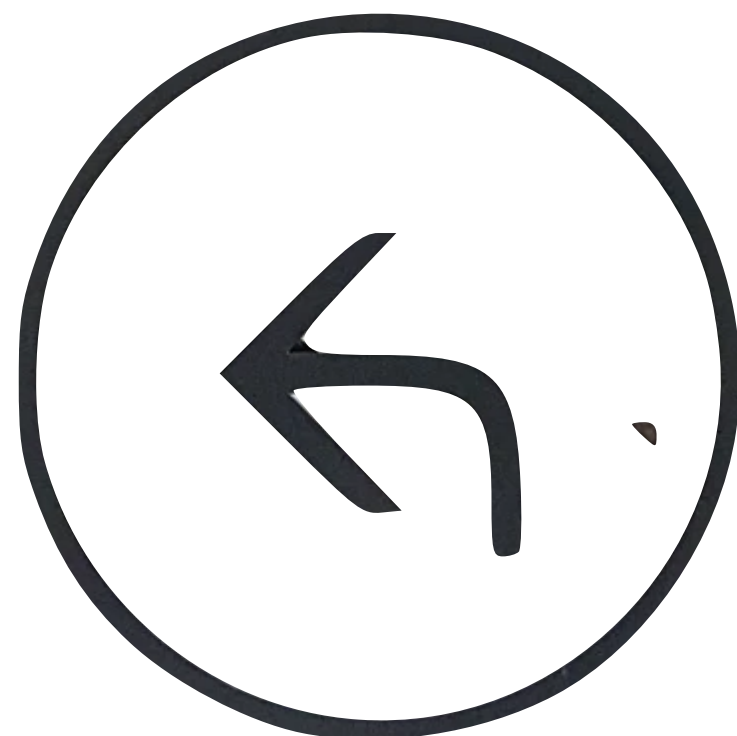


# Where is it all going

Although there is still a lot of ambiguity about the future of the metaverse and NFTs, **we can't ignore the reality that the sector is developing** and companies are trying to acquire a piece of it.

Statistics and descriptions of trademark applications submitted thus far provide concrete evidence of this.

Taking the trend into account, we expect an increase in these submissions in the following years.





## **2. Use cases – NFTs**



# 2.1 Digital swag

Cool collectibles





## Cristiano Ronaldo and Binance Announce NFT Partnership

The initiative will see Binance launch a global campaign to engage with Ronaldo's fanbase and offer them an introduction to web3 with a compelling entry to the world of NFTs.

Over the course of the partnership, Ronaldo and Binance will launch a series of NFT collections available exclusively on the Binance NFT platform. The first NFT collection will be designed in collaboration with Ronaldo and be launched by the end of 2022.

Commenting on the initiative, Binance said: **“We are thrilled to provide his fans with exclusive engagement opportunities to connect with Ronaldo and own a piece of iconic sports history.”**





## Prada Unveils Monthly NFT Offering

Prada's Timecapsule presents a limited-edition item on the first Thursday of each month. The luxury brand has hosted the event since 2019, as part of which consumers have to purchase the exclusive item within 24 hours.

Now, to lure more customers, **Prada is offering a free NFT along with each Timecapsule item.** The NFT gives shoppers access to experiences that will debut in a marketing effort called Prada Crypted, the brand's community server on Discord. Although the NFTs will be gifted, holders will have the option to sell them on the secondary market.





## Jägermeister's First NFT

Jägermeister and web3 NFT community HAPE launch the brand's first own Genesis HAPE which makes the brand perceptible in a completely new environment. The new character provides the community with new digital items and another special feature. It combines two personalities: a day version in street style and a night version with exciting visual effects.

Sven Schindler, Jägermeister's Head of Global Brand Management and Digital Marketing, explained that authenticity, individuality, and the goal of transforming these attributes into unique looks bring the perfect connection between brands and target groups.

Together the two brands bridge the gap between physical and digital experiences. **HAPE brings the expertise for the new era, while Jägermeister brings long-time experience in creating unique live events and entertainment.**

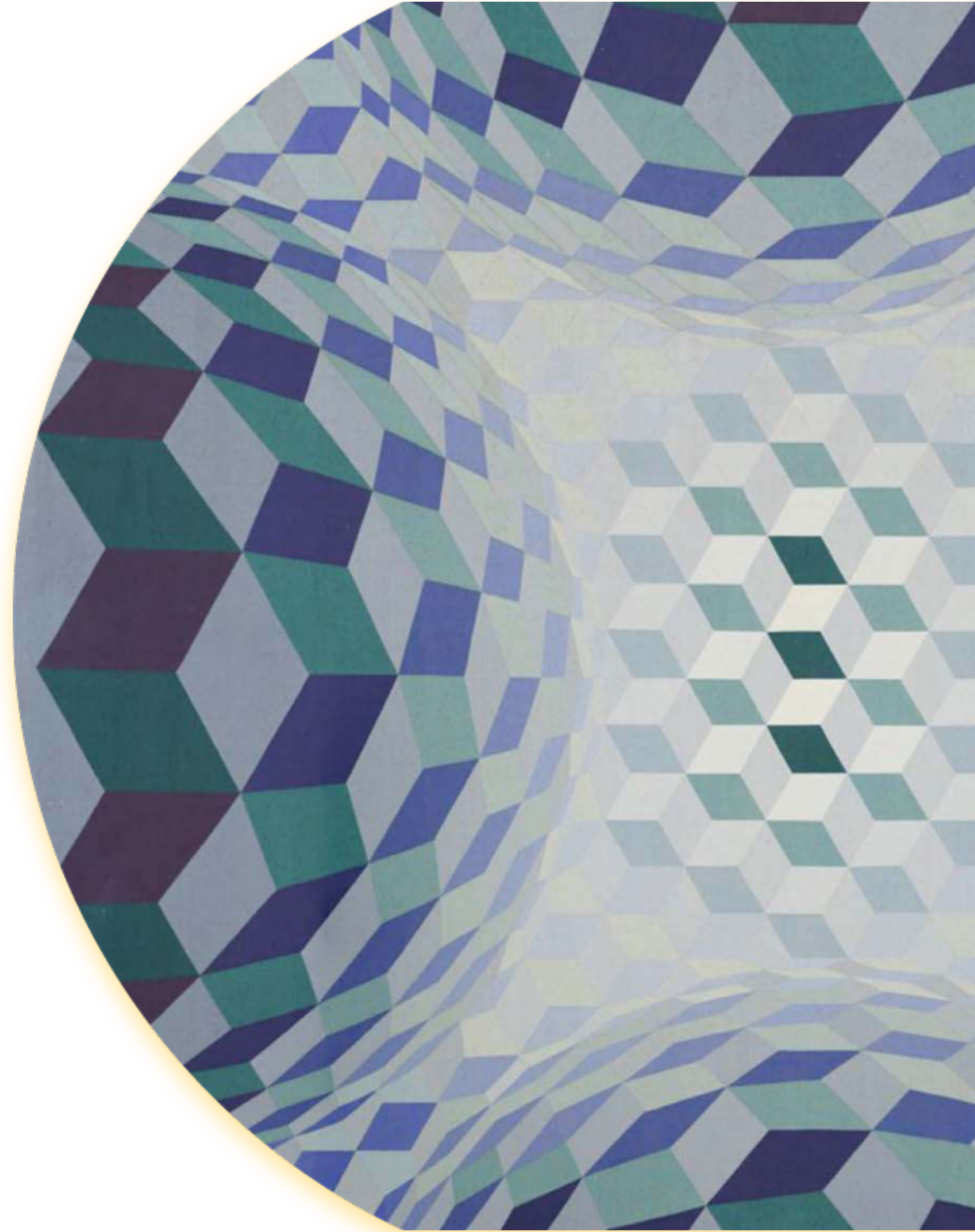




## Selfridges Entering The Metaverse And Selling NFTs

The British department store chain enters the metaverse with NFTs available in the stores. According to a statement, Selfridges will be the only retail company worldwide that will sell NFTs for fixed prices via its physical stores. The company will sell more than 1,800 NFTs between 2,000 and 100,000 British pounds.

The step into the metaverse is part of the project "Universe," an extensive, multi-dimensional project which Selfridges started with Fondation Vasarely and the French fashion house Paco Rabanne. **The NFTs include artworks of the op-art pioneer Victor Vasarely and digital versions of the first twelve dresses, which Paco Rabanne ever designed, called "Unwearables."**





## Adidas And Prada Start Joint NFT Project

In a collaboration with Prada, called "Adidas for Prada re-source" 3,000 photographs were combined in the form of tiles into one big digital NFT by digital artist Zach Liebermann. Participants could keep the property rights of their own tiles.

The finished NFT got auctioned via the NFT marketplace SuperRare. The majority of the intake has gone to the non-profit organization Slow Factory and the rest to the individual artists who contributed photos for the project.

The 3,000 photos get selected randomly, while 1,000 spots got reserved for the owners of the Adidas Original NFT "Into the Metaverse." **Besides the auction, the NFT gets exhibited as a digital art installation in Adidas' and Prada's flagship stores.**





## Adidas Wants To Conquer The Metaverse with swag

For the new NFT partnership, Adidas collaborates with Bored Ape Yacht Club, Gmoney, and Punks Comic. People, who already own an NFT by the companies, receive access to the sales of the digital Adidas Original products.

Besides Indigo Herz, **the NFTs by Adidas will be virtual pieces of clothing**, which avatars in the blockchain-based game "The Sandbox" can wear: A hoodie, a tracksuit, and an orange cap. Owners of the NFTs can also purchase the products in the real world. The second edition of the Punks comic addresses the collaboration textual.





## RIMOWA's NFT Collection

RIMOWA launched its first NFT collection together with the multidisciplinary design practice NUOVA. The collection called "Blueprints from the Metaverse" got inspired by the brand's own design heritage and airline memorabilia.

The RIMOWA x NUOVA collection includes a vintage mobile dinner service cart with elements of the iconic luggage, a speaker system resembling an imaginary public announcement system in a terminal, an austere lamp mimicking cabin lighting, as well as a telescopic table, reminding in-flight plane lounges of the 1960s.

**The unique physical artworks were transformed into digital art and will get auctioned in May for 24 hours on Rarible exclusively.**





## Rémy Martin, Usher Launch AI-Powered Cognac Bottle

The campaign, called “Usher x Rémy Martin 1738: A Taste of Passion,” includes a limited-edition cognac bottle made with artificial intelligence and an accompanying non-fungible token (NFT).

Dubbed “The Usher x 1738 A.I. Powered,” the bottle’s packaging was created using artificial technology that translated Usher’s musical vocabulary into images. The end result was an AI-produced visual that was then used on the bottle’s packaging.

**In total, 50 limited-edition bottles will be made, out of which 25 will be on sale for \$500 each on BlockBar, an online marketplace.**





## Iconic Audiobook Covers Becoming NFT Art

The cult covers by the German graphic designer Aiga Rasch for the German version of the book and audiobook series "**The Three Investigators**" will become NFT art. Six German NFT artists will newly interpret the cover images of the detective adventures, as Sony Music and NFT platform twelve x twelve announced.

The covers' characteristics are vivid colors and pop art-style imagery. The first NFT drop will be at the beginning of September.

The Three Investigators is the most successful audiobook series in the world, with 4 billion audio streams in the last year.





## Kia's TV Advert Offers NFTs To Viewers

**The 30-second spot, which promotes the new Kia Soul cross-over SUV, offers 10,100 Kia-themed tokens to viewers.**

As part of the advert, popular characters from the Dead Army Skeleton Klub (DASK), are shown driving the new car model to the countryside for a picnic. At a certain point in the advert, viewers are invited to scan an on-screen QR code and redeem their non-fungible token (NFT).

What is more, each NFT in the advert will have its own unique feature, highlighting the individuality of the new car model.

Kia partnered with creative agency David&Goliath and NFT marketplace Sweet to launch the TV advert.





# Belvedere Museum Selling Klimt's The Kiss As NFT

**The Belvedere Museum in Vienna enters the NFT train and offers digital parts of Gustav Klimt's famous work "The Kiss" for sale.** For that, a high-resolution copy of the valuable painting from the museum's own collection gets laid in a 100x100 grid, with in total 10,000 NFT single parts emerging.

The selling price for these digital one-offs will probably be €1,850, the Belvedere stated. In total, €18.5 million will get gained. Interested people can sign up on the platform [thekiss.art](https://thekiss.art), where the 10,000 pieces of the total artwork will get given away randomly. The drop of the NFTs will be on Valentine's Day at the latest, including an individual love message, which can get added online.





## Vodafone Auctioning First SMS Ever

The first SMS ever sent, is from December 3, 1992, and consisted of only 14 characters. "Merry Christmas," said the first SMS ever, which got sent in the network of Vodafone. It was announced in a press release that the historic SMS will get auctioned on December 21, 2021, in the French auction house Aguttes.

The buyer will receive a unique reproduction of the original communications protocol, with which the SMS got sent. Vodafone also promises additional extras and add-ons: an animated video sequence. Thanks to saving in an "Infinite Object" frame, it can get played online and offline.

**The money made from auctioning the first SMS will get donated to UNHCR, the United Nations' refugee aid.**





# 2.2 Buy NFTs, get offline perks

Digital analogue cross over



## NFT Rental Platform

As of right now, NFTs provide a limited amount of monetization opportunities to token holders. To change that, platform ReNFT now allows NFT owners to turn their passive investments into active vehicles.

ReNFT lets NFT owners lend or rent out their NFTs for a limited amount of time. **For instance, a token owner could rent out its Flyfish Club NFT, which provides people membership access to Gary Vaynerchuk's dining concept and club.** This way, consumers who want to visit the club can do so without buying an NFT. On the other hand, the NFT owner can earn money without giving away ownership of the NFT.

In the future, ReNFT wants to let users rent out digital real estate on metaverses such as The Sandbox. Users will be able to rent out digital ad spaces, as well as museums to host exhibitions.





## Boohoo Launches NFT Avatar Collection

In collaboration with four digital artists, Amy Kilner, Reem El, Aoife O'Dwyer and Shar.eth, the fast fashion retailer has launched an NFT avatar collection. The 30,000 one-of-a-kind collection includes 230 unique traits that represent the brand's product range.

The aim of the initiative is to champion female representation in the metaverse, as well as give consumers an affordable way to enter the NFT space. **Consumers who purchase one of the NFTs will gain access to Boohoo's future metaverse projects, as well as an exclusive Discord community. The brand will also randomly select some NFT holders and reward them with travel vouchers and discounts.**





## Chevrolet NFT Comes With Real Corvette

An NFT by artist Xsullo, which shows a bright green Corvette by Chevrolet, got auctioned for four days in June on the SuperRare platform. **The auction is called "Own the Color" because only one "real" Corvette in this color exists, which the winner of the NFT auction receives additionally for free.** The vehicle is a brand new Corvette Z06 2023, which got colored coordinated with the NFT.

Everyone can participate, regardless of their place of residence. But it is only possible to bid in Ethereum Coins, as SuperRare is an Ethereum-based platform. The proceeds of the auction get donated to the NGO DonorsChoose.





## Pizza Hut launches a virtual shopping experience

The virtual experience allows users to **redeem NFTs for a year of free pizza**. It taking place in ComplexLand, features custom delivery vehicles, cyberpunk-themed delivery driver avatars and nine NFT tokens. The skeletal drivers are placed at various locations around the map, accepting submissions from users for a chance to win one of the NFTs, each of which unlocks a year of free pizza.

ComplexLand is a virtual shopping-focused event that will enter its third year. Pizza Hut will rely on the hype surrounding the event to deliver an unforgettable metaverse experience to consumers, whilst offering real-world rewards.





## Petaverse Generates NFTs From Photos Of Real-Life Pets

There are two ways to own a 'MetaPaw.' On the one hand, users can upload photos and information about their real-life pet, which then gets created by 3D designers and animators to custom NFTs. The other way is to simply adopt one of the virtual pets in Petaverse.

**The NFT owners gain early access to the first virtual pet park launched in Decentraland and also have a chance to win wearables. Moreover, they are rewarded with discount offers from partners.**

The first collection of NFTs arrived in May 2022 with 1000 custom-created 3D pet avatars.





## Outside Interactive's Metaverse To Bring People Outdoors

**Outside Interactive announced to launch of Outside.io an NFT marketplace that aims to bring more people outside, called the Outverse. The marketplace will publish outdoor-focused content and feature a loyalty program to encourage people to spend time outside.**

The platform's first offer will be a limited NFT, called the Outverse Passport, including owner benefits. These include a three-year Outside+ subscription and early access to additional NFTs by different artists, influencers, outdoor-focused brands, and non-profits. A rewards program will recompensate people for outdoor activities like backpacking, skiing, or hiking.

Later, Outside Interactive will expand the NFT marketplace together with crypto company SuperLayer, to provide a platform for creatives to publish their work.





## Tiffany NFTs Can Get Redeemed For Real Jewelry

**Jewelry brand Tiffany announced to launch of a collection of 250 NFTs, which can be redeemed for a real-life pendant called "NFTiff" by the buyer.** The pendant looks like a non-fungible token. The NFT plus the pendant cost 30 ethers. One buyer is limited to buying a maximum of three NFTiffs that are worth over \$140,000.

The real jewelry pendants get made of 18-karat rose or yellow gold. All of them will be one-offs, with variations in the colors and materials used. Each one will include at least 30 stones, varying from diamonds to sapphires.

The crypto jewelry got designed to emulate the CryptoPunk NFT avatar that is purchased.





## Asics Launches NFT Sneaker Collection

The NFT collection was hosted and minted recently on the Binance NFT marketplace. It had over 195,000 participants, with the total trading volume exceeding 10 million US dollars. The floor price for the NFT was over 3,000 US dollars.

**Stepn is a lifestyle app that rewards users with crypto for moving, whether walking, jogging, or running. Users can then go on to spend their earnings within the Stepn ecosystem, or cash out the profit with an external account.**

The companies will donate 100,000 US dollars of the NFT earnings to a charitable cause.





## Barbie And Balmain Entering NFT Partnership

U.S. toy company Mattel aims to enter the NFT business. It recently announced a partnership between its Barbie brand and French luxury fashion label Balmain. **Besides a manufacturing collection and an accessory line, it also plans to launch three NFTs.**

**The three NFTs are Barbie and Ken avatars equipped with a unique set of Balmain fashion.** The so-called "Barbie x Balmain NFTs" will get auctioned on the e-commerce platform Mattel Creations. The highest bidder wins the avatar and a physical version of the outfit in Barbie size.





## Patrón Launches NFT On Direct-To-Consumer Marketplace

BlockBar.com claims to be the world's first direct-to-consumer NFT marketplace for alcohol and spirits. Tequila brand Patrón has now partnered with the platform to release its first ever NFT.

Consumers who purchase the NFT will get ownership of a physical bottle of Chairman's Reserve, which is limited to 150 individually numbered bottles. It's a one-of-a-kind type of aged tequila, representing the ultimate form of luxury.

**With this initiative, Patrón aims to hop on the trend of brands launching new digital products.**





## Luxury Hotel In Italy Offers Reservation Via NFT

Through the adoption of new technologies, luxury hotels are trying to appeal to niche audiences. One of these hotels, Ca' di Dio in Venice, recently announced it will offer a reservation via the trendy asset class NFT.

**The hotel's parent company, VRetreats, is hosting an auction on the OpenSea platform where consumers can bet on an NFT which can be used to enjoy the entire property for a night.**

Although NFTs traditionally rely on blockchain technology, this time, people can bid on this hotel's NFT using a standard form of payment such as a credit card.





## 2.3 Access to exclusive events

VIP experience with exclusive access





## Cameo's Offering NFT Memberships

Cameo recently announced to open a community of "talent and fans along with web enthusiasts" through NFTs. **Users of the personalized video app can buy a Cameo Pass to access limited-release arts, events, Q&As with celebrities, and early access to new app features.**

The collection of non-fungible tokens includes art by Vinnie Hager, Burnt Toast, and Luke McGarry.

The passes cost 0.2 Ethereum, which currently equals \$343.



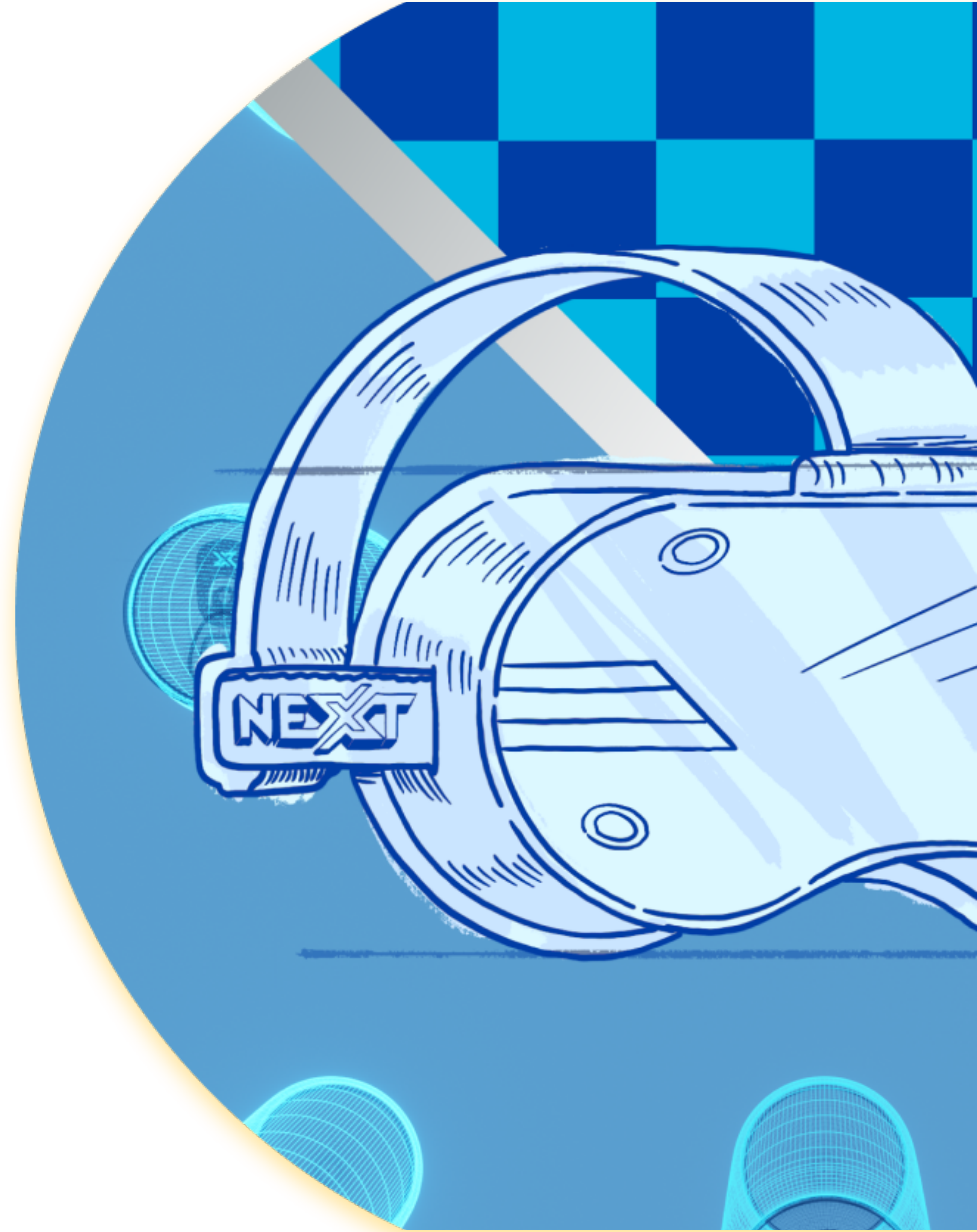


## Bud Light's Zero-Carb Beer NFT

The collection includes 12,722 NFTs designed in the blue and white colorway to represent the new brew's branding. Priced at \$399 each, the tokens are available to those US citizens aged 21 and above, and who purchase using ethereum or fiat currency.

**Buyers of the NFT will get access to brand and partner events, as well as be able to vote on Bud Light Next merchandise.**

The tokens will roll out a week before the Super Bowl. What is more, parent company Anheuser-Busch will also run an in-game commercial to introduce the offer.





## World's First NFT Restaurant Opening In New York

**The Flyfish Club in New York, is a club, restaurant and cocktail lounge where people can only enter with a membership card which gets only sold as an NFT.**

The VCR Group and the famous American entrepreneur Gary Vaynerchuk stand behind the project. There will only be 2,650 tokens for the regular membership. This membership includes access to the cocktail lounge, the seafood restaurant, and private club events. The basic membership token costs 2.5 Ethereum, which currently is \$8,000.

There will be 385 additional tokens for premium memberships. With this membership, people can also enter the Omakase room, an exclusive and private dining room.





## Karl Lagerfeld With New NFT Collection

The digital fashion marketplace, The Dematerialised, launched two new NFT collectors' figures of the master. In 2021, the Karl Lagerfeld brand entered the NFT market for the first time with two Lagerfeld figures. The newest NFT collection results from a collaboration with a street artist. The limited collection includes 500 pieces for €100 each. Additionally, there will be a more exclusive version of only seven copies for €777.

**The NFT figures also access passes for an exclusive Lagerfeld event. People purchasing one of the seven exclusive NFTs can take part in the real Karl Lagerfeld Cocktail Event.** It takes place in June 2022 in the KL headquarters in Paris. The owners of the €100 figures receive digital access to the event.





## Starbucks Announced NFT-Based Loyalty Program

The coffeehouse chain recently announced that it will add "new concepts such as ownership and community-based membership models that we see developing in the Web3 space." The coffee shop chain plans on creating a series of branded NFT collections.

The plan should function as a kind of a digital collectible loyalty program. CMO Brady Brewer and advisor Adam Brotman wrote, **"We plan to create a series of branded NFT collections, the ownership of which initiates community membership, and allows for access to exclusive experiences and perks. The themes of these collections will be born of Starbucks artistic expressions, both heritage and newly created, as well as through world-class collaborations with other innovators and like-minded brands."**



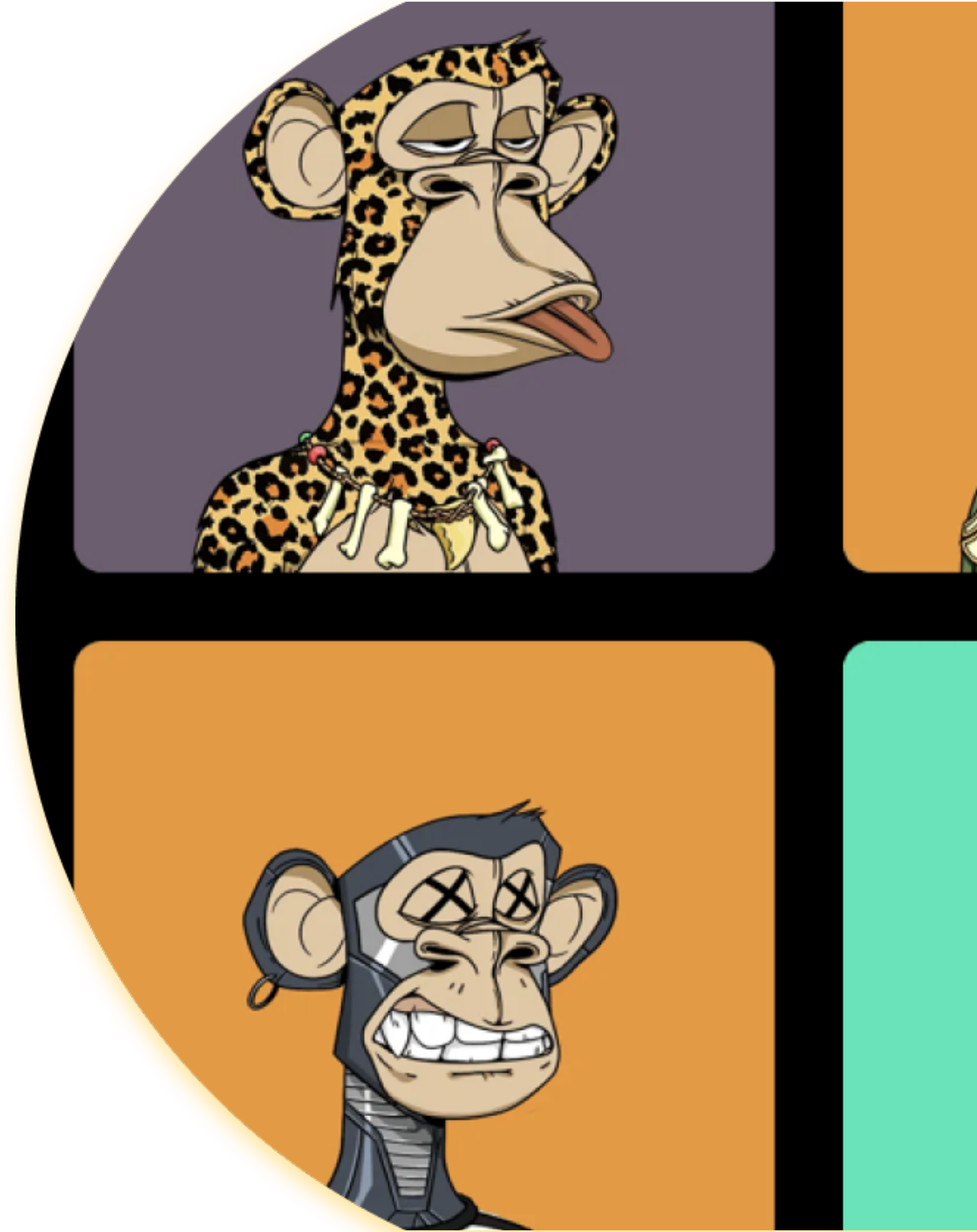


## Bored Ape Yacht Club

The club welcomes members who own one of the 10.000 NFTs of the Bored Ape collection based on the Ethereum blockchain. The Nfts works as a membership card, providing access to benefits and events. The initial sale has already sold out, so people can only purchase the NFTs on OpenSea.

There is no two identical Bored Apes, as each one is generated from 170 possible traits. The shape of the ape is the same; however, its expression, headwear and clothes differ. Bored Ape NFTs grant ownership and commercial usage rights to the customer.

**Bored Ape Yacht Club counts several celebrities among its members, such as Justin Bieber, Serena Williams, and Madonna. The Club has its own Youtube channel and Lo-Fi Radio.**





# 2.4 Inclusivity & value

NFT's for social good





## Visa's One-Year Program For NFT Creators

Visa launched a one-year NFT creator program to support gig workers, entrepreneurs, and artists to explore the commercial aspect of non-fungible tokens. **The program allows selected creators to access Visa's extensive technical NFT knowledge, an undisclosed one-time stipend, and a network of other emerging NFT creators, big companies, and their clients.**

"We want to build a small cohort of amazingly talented creators from different geographies across the world that are focused on leveraging NFTs for different use cases," Cuy Sheffield, head of digital assets with Visa, explained.





## Clinique's NFT Campaign To Diversify The Metaverse

**Beauty company Clinique collaborated with digital artist Daz 3D to launch an NFT campaign called "Metaverse More Like Us." It addresses the lack of representation in the metaverse.**

Different global make-up artists, like Sheika Daley and Tess Daly, curated two looks for non-fungible people (NFP). They feature varying skin tones, face shapes, hair, and make-up styles, inspired by Clinique products.

In three drops over this summer, the digital art gets offered to 1,968 randomly chosen avatar NFP collection holders.

"Our ground-breaking NFT collections, like NFP and our partnership with Clinique, are breaking barriers and challenging the status quo. Through this campaign and the stunning NFT make-up looks, we are proud to bring this to life in the metaverse," Jessica Rizzuto, SVP of e-commerce at Daz 3D, explained.



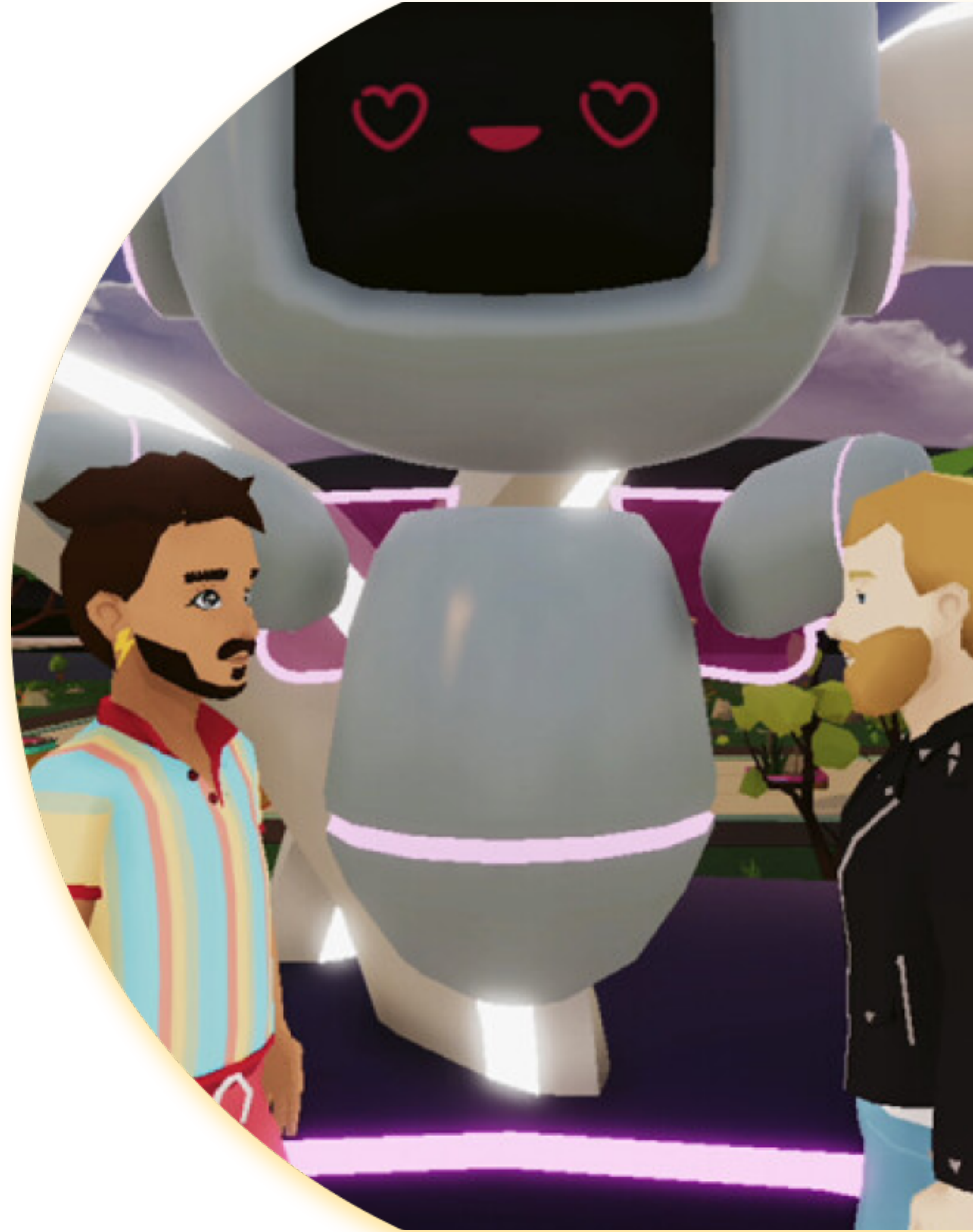


## NFT Marriage Certificates

The NFT initiative by Unilever's oral care brand Closeup aims to solve a problem of couples being denied the right to marry because of their race, faith, or sexual orientation.

Called "Closeup City Hall of Love," the experience invites users to create their own avatar and propose to their partners. They will then choose a wedding officiant in Decentraland and sign their NFT marriage certificate.

**The initiative aims to celebrate equality and inclusion, as well as create a safe space for people who want to recognize their relationships.**





## Ukraine Collecting Donations For War Materials With NFTs

"While Russia uses tanks to destroy Ukraine, we bet on revolutionary blockchain technology," Ukraine's digital minister, Mykhailo Fedorov, tweeted. With the "Museum of War" NFT range, the country wants to collect donations for acquiring war materials and lifeline products.

On the official website of the Meta History Museum of Wars, users can look at different NFTs. For each event related to the war, Ukrainian artists illustrated a piece of art. Only on the first day of the war users could purchase 23 NFTs by auction. The mission of the digital NFT museum is to keep the memories of the events, spread true information in the digital community, and collect donations for Ukraine.

**According to the website, 100% of the collected donations directly go to the crypto wallet of the Ukrainian government. One work will cost approximately \$475.**





## Orangutan NFTs To Save Threatened Species

The NFT project Utan'Clan aims to affect society positively. Each NFT offered can get assigned to an animal in the real world. **Revenues benefit threatened species and their habitat.** Utan'Clan will publish 6,500 NFTs, orientating itself at the estimated amount of 65,000 remaining orangutans on Earth.

The NFTs will not portray random orangutans but one of the ten animals that get taken care of in the Sintang Orangutan Center. The difference in the motives will mainly be visible in clothing and accessories.





## NFT Marketplace For Charities

**Developed by engineers in London, Maxity allows charities to create and sell their own NFTs through which they can fund their own cause, such as tackling climate change.**

When a newly created NFT is sold on the Maxity platform, 98 percent of the sum will go towards the charity. Maxity's own transaction fee is 2 percent, making it very competitive compared to other marketplaces. Once the NFT is traded onwards, the charity will receive another 10 percent of the sale value.

Maxity is among the few organizations that create philanthropy-minded NFT projects.





## An Eco-Friendly NFT Platform

The platform allows sellers to mint NFTs for free and buyers can purchase creations with a standard credit card.

Recently, NFTs have been under criticism for contributing to carbon dioxide emissions because they rely on crypto to be created, bought or sold. Yet, Voice's platform is powered through a blockchain network called the Delegated Proof of Stake, which demands less resources and as a result, is more eco-friendly. **In fact, the platform is said to be 65,000 times more energy-efficient than Bitcoin and 17,000 times more than Ethereum.**

What is more, Voice is partnering with curators like Kimberly Drew, Misan Harriman, Myriam Ben Salah, and Azu Nwagbogu, to create unique collections which will be available for purchase on the platform.





## NYX Cosmetics' Diversity Hub In The Metaverse

The makeup brand is an official collaborator of the People of Crypto Lab's metaverse diversity hub in The Sandbox, where users can purchase NFTs that represent all groups in the Pride spectrum. The three companies work on creating an equity and inclusivity space called "The Valley of Belonging" on the platform punctually for Pride Month.

**NYX also launched a campaign to emphasize that make-up has no gender. It created 8,430 non-binary NFTs for people to purchase, which feature vowelized make-up styles for each group represented in the Pride flag. The NFT avatars include more than 36 different skin shades, with every possible ethnicity, sexual orientation, and gender identification to choose from.**

All proceeds from selling the NFTs, which will amount to \$50,000, will be donated to the Los Angeles LGBT Centre by NYX.





# **3. Use cases – metaverse**





# 3.1 Create new worlds

From 2D to 3D for a more immersive experience





## Playboy Builds MetaMansion In The Sandbox

MetaMansion will include rich content, including NFT collectables releases, social play, programmed events and other special experiences for Playboy's Rabbitar community.

The "immersive social gaming experience" is inspired by the famous Playboy Mansion. **Visitors of the virtual mansion will be welcomed by a playmate who hands them a greeting card featuring the Playboy logo and the letters "VIP."**





## British Car Brand MG Launches Metaverse Experience

MGVERse allows users to create their own vehicle with exclusive personalization and customization tools. As an exclusive experience, available for MG Motor patrons and stakeholders, the MG Car Club members gain access to events, concerts, and exclusive perks.

**The experience also includes the MG Knowledge Center, where users can attend digital conferences and seminars to learn more about the brand's history or take classes on car maintenance and gain useful and relevant skills.**





## Australian Open In Decentraland

**Users can explore the Australian Open world in Melbourne Park, complete challenges, buy merchandise for their avatars, and interact with other fans.** Users can also virtually play tennis themselves and win prizes. They can also follow the real matches on big screens in the park.

Besides the almost-live experience, tennis fans also have another possibility to become a part of the tournament. The Australian Open also sells NFTs in the form of a tennis ball. Each ball has an individual design and got assigned to a designated 19x19 cm big spot on the tennis court. If an important point lands exactly in this plot, the information gets saved in the respective NFT and will probably increase in value.





## Duolingo Steps Into Metaverse

Duolingo recently opened a hub on Roblox where independent game developers could submit their games to be featured in the language learning app's virtual space. **Now, after reviewing the applications, Duolingo has made over two dozen games available on the Roblox platform.**

Although Duolingo developed its own game called “Spanish or Vanish” as well, players can earn two to three times more in-game currency by playing the games produced by other developers.

Players can redeem the currency they earn at Duolingo's online retail store, which features branded merchandise including a bag, hat, bodysuit, mask, and even a virtual baby owl.





## Absolut Debuts Coachella-Themed Metaverse Experience

**The initiative invites consumers aged 21 and above to explore innovative Coachella-themed experiences in Decantraland. Called Absolut Land, the experience features an anti-gravity dance floor, a bar, media room, garden, selfie room, museum gallery, among other experiences which users can engage with.**

Those who take an avatar selfie in the selfie room and upload it to Twitter with the hashtag #AbsolutLand will receive wearable fashion NFTs. These digital wearables include puffer jackets, sandals, caps, and more.

According to Absolut, there will also be ten hidden tokens across Absolut Land. Those who find them could win free merch or promo codes for Absolut's products. The main prize, however, is called a "Teleport Token." Users who find it have a chance to win a trip to the Coachella Festival.





## Wimbledon Engages Young Fans With Roblox Activation

**WimbleWorld launched just in time for the real-world tournament, allowing fans to take on their friends on the Center Court, a tribute to the iconic stadium.**

Additionally, as part of the game, players can collect rewards and redeem them in the virtual Wimbledon store. Rewards include items from the Wimbledon Ralph Lauren 2022 collection. Gamers can use the items on their avatars within the game or on other worlds on Roblox.

Finally, players can also meet British tennis player Andy Murray in the game. Fans will be offered a limited-edition Andy Murray 2022 AMC cap for their avatars as well.





## Yogurt Brand Launches Oat Milk Race On Roblox

The virtual experience, created in partnership with Thinkingbox, sees Roblox users racing through a virtual galaxy delivering oat milk to planets. Participants who finish will get rewarded with points and in-experience perks. Chobani has also set a target goal of awarded points. Once that is reached, it will donate \$75,000 to Hunger Free America.

**Oat milk has seen an increase in popularity in recent years, growing 50.3% annually. The metaverse experience is a way for Chobani to introduce its product offering to younger consumers.**





## Puma Partners With Roblox On Immersive Sports Experience

**Called “Puma and the Land of Games,” the virtual experience invites users to unlock different zones and gain access to virtual Puma sportswear pieces.**

The virtual items use Roblox’s recently launched technology called Layered Clothing, which allows users to customize any type of avatar with hyperrealistic clothing.

Puma’s vision with the experience is to allow users to unleash their inner athlete. Visitors of the world are able to take part in minigames and training activities, such as lifting weights, playing football or running on the track.





## Gucci Launches Gucci Town

Gucci already had other ventures on the online platform, Roblox, such as the Gucci Garden in May 2021. **As the luxury brand would like to further explore the possibilities of the metaverse, it decided to create a permanent place on the platform, Gucci Town.**

**Users will have the chance to experience the Gucci vision through creating art, visiting an exhibition displaying items and collaborations, and a café called 'Power-up Place.'** Gucci will also launch its own currency within the platform, GG Gems, which enables users to buy power-ups and virtual items.





## Spotify Launches Island On Roblox

The company's presence consists of one large island which is surrounded by a collection of music-themed islands. Fans and artists can come together to play interactive quests, unlock exclusive content and buy merchandise.

The world features an in-game store where exclusive Spotify and artist merchandise can be purchased. There's also a musical play box which can be used to create sounds and play music. Players have the option to pause the music or skip tracks altogether.

**Spotify's vision with this virtual world is to empower players to become creators themselves.**





## Telekom Electronic Beats Launching "Beatland" On Roblox

Telekom Electronic Beats opens a virtual club experience called "Beatland" on Roblox. **The company celebrates the step with DJ and producer Boris Brejcha playing several gigs in the virtual club.**

Besides the club, users can discover a record store and watch animated short movies in a cinema. The "Beatland" world got created by The Gang from Sweden, one of the leading global Roblox creator Studios, together with Yukiko from Berlin and the animation artist Jack Sachs.

Users can actively participate in life in "Beatland" by dancing, playing, or working. Their avatars can try out different nightlife jobs in mini-games, like record store manager, promoter, or club bouncer. Players can also purchase outfits for their avatars and various digital merchants items with the Beat Coins they receive for playing.





## Pacsun's Roblox Mall

Retailer Pacsun recently opened a metaverse mall, called Pacworld, on Roblox. **The interactive experience lets users own and run their own mall in the virtual space intending to make it as profitable as possible.**

Players can create and close shops, decorate their mall, carry out upgrades and try to attract customers.

"Considering that [Gen Z] leverage Roblox as a point of socialization, we knew that in order to further our strong emotional resonance as a brand, we needed to continue to build alongside them in the gaming world," Pacsun president Brie Olsen explained.





## Las Vegas-Style Casino In The Metaverse

The cryptocurrency casino will be created in the virtual world of Decentraland. The district will be called Vegas City. The casino itself will feature a portfolio of Atari-themed games. Players are also invited to explore and search for exclusive wearables located throughout the casino.

**According to Atari, the aim of this initiative is to test how their games can be developed into a range of social and monetary metaverse opportunities.** Given that the brand has a rich history and has been around for half a century, it will be able to attract an older crowd to the metaverse.





## Heineken Bringing Beer Into The Metaverse

Heineken launched the Virtual Heineken Silver to virtually drink beer in the metaverse. The virtual beer got presented in a virtual brewery in Meta's Horizon Worlds.

Heineken opened a virtual bar in Decentraland for people to virtually meet friends for a beer. They do not need to get ready or even leave the flat to do so.

But why does Heineken launch a beer which people actually cannot drink? The company calls it an ironic joke.





## Jose Cuervo To Open Metaverse Distillery

The distillery will be located on the Decantraland virtual world. **It will provide age-appropriate visitors with tequila education, entertainment and limited-edition products. Jose Cuervo worked with agencies Ache and Tangible to launch the digital space.**

With over 70% of Gen Z and Millennials willing to use the metaverse, brands are quick to hop on the opportunity to engage with their customers in a new way. With this initiative, the tequila brand follows the footsteps of Heineken, who recently opened the world's first digital brewery.





# 3.2 Build community through gaming

Bringing gaming fans to a new level





## Tommy Hilfiger's Roblox Store

Tommy Hilfiger opened a virtual store on Roblox, with the possibility to shop, paint, and unlock dancing skills. Tommy Hilfiger recently opened a virtual "Tommy Play" store on Roblox after already launching an immersive social space with the same name before. The virtual store will function as a hub for the brand's Tommy Jeans Pop collection, including hoodies, windbreakers, puffers, and accessories.

The store refers to the brand's heritage with animal statues inspired by the Bronx Zoo and street art tags.

**Next to the store, players can paint and tag, unlock in-game street dancing skills, and access a secret party space.**





## Honda Introduces Hondaverse On Fortnite

Available on Twitch, **the Hondaverse on Fortnite features the Honda Parkour world, which is built around the modern 2023 Honda HR-V SUV. Players can put their abilities to the test through virtual parkour runs and trivia questions.** There will be future worlds added as well, with all of them focusing on specific Honda products.

As part of the activation, Honda partnered with streamer SypherPK to host a three-episode live stream, during which he explores the different worlds of Hondaverse and invites other gamers to join the fun.

The world was created independently with Fortnite's Creative Toolset.





## Timberland's Fortnite Island

Called “Construct:10061”, the program centers around a Fortnite experience. **In the game, a custom island features a virtual version of Timberland's real-life innovation lab where players can try on a collection of four “Metaboos.”**

The footwear brand is debuting the experience during Milan Design Week where visitors can check out physical prototypes of the boots. Users are also invited to watch live gameplay and witness the fifth Metaboot being put together.

Timberland partnered with Epic Games, creative studio Conceptkicks and agency Metavision to launch the interactive experience.





## Logitech Hosts Music Awards Show In Metaverse

The Swiss manufacturer teams up with influencer Bretman Rock to host a music awards show in the metaverse. Called the Logitech Song Breaker Awards, the music show will be hosted on the Roblox gaming platform. **It will honor creators around pop music culture that have entertained people with dance challenges, memes and trends shared on social platforms like TikTok and YouTube.**

The immersive world on Roblox is designed to be creator-centered, allowing users to engage with their favourite creators in various ways. The show includes four performances throughout the weekend, all of which will be hosted by Filipino-American influencer and entertainer Bretman Rock.





## Nike Celebrates Air Max Line With Roblox Campaign

The Nike Air Max, recognizable by its bubble on the sole, has been an iconic Nike shoe for over three decades.

**To celebrate the shoe's 34th anniversary, creative agency AnalogFolk threw a question in the air asking what do children think is inside the bubble. This inspired the idea for a campaign called "Magic is in the air."**

The initiative invites children to take over Nikeland, the brand's virtual environment on the Roblox gaming platform. Children are invited to enter the virtual world to collaborate and build Airtopia, a magical world celebrating the Air Max shoe.





## L.A. Rams Opening Virtual Fan House

The Los Angeles Rams recently presented a virtual fan hub for its fans, stakeholders, and brand partners in the metaverse. The Virtual Rams House got developed together with 6Connex.

The space will be open throughout the year and host the team's inaugural End of Season Summit. It will also host digital gameday chats and discussions. Brands will be able to place their ads in the virtual space.

Season ticket holders will benefit from the advantage of being able to connect with other members in their section of the SoFi Stadium.





# 3.3 Non-brand metaverse experiences

Beyond brand





## AMFI Hosting Digital Design Summer Course

The Amsterdam Fashion Institute (AMFI) launched a digital design summer course called "Virtual Fashion Design: The New Real." It will be two weeks long. The goal is to provide extensive knowledge about 3D virtual prototyping and the development of virtual fashion as the metaverse is on the rise.

**Participants will translate their fashion ideas into designs and virtual prototypes. At the end of the course, they will present them in a virtual 3D space.**

The course, which gets taught in English, addresses professionals or advanced fashion students at bachelor's or master's levels.





## 'Fashion For Metaverse' Course At Polimoda Fashion School

The initiative is in collaboration with Monogrid, a digital creative agency based in Florence and Milan. **Students of the Florence-based school will have the chance to attend the following subjects: art direction, design development, digital culture and iconography, fashion design in the metaverse, fashion future, and marketing in the metaverse.**

According to Massimiliano Giornetti, director of Polimoda: "This course will amplify the creative potential of tomorrow's designers, capable of integrating the craftsmanship of traditional fashion with hyper-augmented realities. Versatile, conceptual creativity connecting the heritage of fashion with the metaverse."

The four-week course explores avatar clothing design and the subculture of uniting digital and physical fashion design and is available for advanced students and professionals.





## Platform Allows Users To Create And Mint Digital Fashion

The Fabricant platform allows users to co-create high-end fashion NFTs with their favourite brands and sell them. The way it works is simple: users first must choose one of the garments created by leading designers and fashion labels. They can then go on to customize the fabric and the colors of the fashion piece. To finish, they can mint their NFT by registering it on the Flow blockchain and listing it on The Fabric marketplace for sale.

**By 2030, luxury goods in the metaverse could boast revenues up to \$60bn. Having recently raised \$14m Series A funding, The Fabricant is the first company to tackle user-generated content on the blockchain.**





## UEFA Unveils Three Mascots On Roblox

To build anticipation for the UEFA 2022 Women's Euros, UEFA debuts three virtual mascots on the Roblox gaming platform. The mascots, called Kai, Robyn and Ashley, have been developed by metaverse company Dubit. The characters can be used in the company's The Road to UEFA Women's Euros game.

The game itself will be distributed across schools in Europe. **Students will be able to customize their avatars and take part in various skills challenges in the game. To introduce children to the sport, real-world football players, including Manchester City star Lucy Bronze and Barcelona's Alexia Putellas will also take part.**





## The National Gallery Collaborates With Roblox

**Called “The Keeper Council,” the free metaverse experience invites consumers to explore the most famous artworks which can be found in The National Gallery. Furthermore, users are encouraged to complete in-experience quests and even curate their own virtual art collections.**

The aim of the experience is to spark additional interest in The National Gallery, located in Trafalgar Square.

The Keeper Council experience was co-created in collaboration with children working with Arcade, a London-based immersive experience agency, as well as researchers from Royal Holloway, University of London, and the Brunel Design School.





## Seoul's City Government To Enter Metaverse

**The South Korean capital recently announced its plans to make a variety of public services and cultural events available in the metaverse. If successful, this means that Korean residents will be able to visit a virtual city hall and do everything from sightseeing to filing a civil complaint.**

The city's metropolitan government will build its own metaverse platform by the end of the year. In five years, it will be fully operational, featuring a variety of public functions, such as spaces serving the business sector; a fintech incubator; and a public investment organization.

The initiative is part of the mayor's 10-year-plan to improve social mobility among citizens.





## Virtual Shibuya Is The World's First Linked Metaverse City

The “Virtual Shibuya” project started with a goal in mind to prove the power of 5G. Yet, once the pandemic hit, the need for a virtual space skyrocketed. In May 2020, there was a launch event hosted in the virtual city. It attracted 53,000 visitors, and was quickly accepted by the public as a new entertainment space.

Now, with the emergence of the metaverse, brands and companies in Shibuya are working hard to participate in this form of digital city building. **This could eventually turn into a completely new commerce experience where consumers can stroll around the virtual version of the city they know and buy exclusive items and digital clothing.**





## Kaws Launch Art Exhibition In Fortnite

American artist Kaws and video game Fortnite have teamed up to launch an art show in the metaverse. Called the “Kaws New Fiction,” the exhibition features paintings and sculptures, as well as augmented reality (AR) artworks. The gallery is based on the Serpentine North Gallery located in Kensington Gardens in London.

**The exhibition, developed in partnership with VR and AR art production platform Acute Art, is available to Fortnite players all around the world.**





## Very Serious Offering Virtual Offices For Jobs

The agency specialized in creative concepts, copywriting, and art direction launched a unique acquisition campaign. **The two founders Alex Morris and Oliver Finel, offer rent-free virtual offices in the metaverse "AdLand" to big ad agencies if they hire Very Serious in return.**

On Twitter, the creatives directly address Jung von Matt, Mekanism, Droga5, Mischief, Media Monks, and Preacher and give them a taste of how their hip virtual accommodation could look like. The neighborhood is promising. The AdLand building is located in Voltair, Decentraland's most creative neighborhood, close to Sotheby's and SuperRare.

To see the virtual office in advance, people can leave their e-mail address and a message on the website.





## Whole NFT Museum On The Market

**The Museum of Digital Life (MoDaL) is a whole museum in the form of an NFT, created by XR studio Delta Reality. It holds 12 artworks, including 2D pictures and videos and 3D interactive items and experiences. MoDaL is continuously evolving and displaying new artworks, environments, and animations.**

"Digital art and NFTs have an enormous undiscovered potential, so in creating MoDaL, we wanted to show that by pushing the limits of both technology and artistic expression. Our goal was to show just how vast the scope of digital art is. That is also why we created it as an NFT of MoDaL, to make sure it has life of its own and grows with every change of hands," Darian Skarica, Delta Reality's founder, explains.

The buyer of the NFT receives access to all project files, codes, and assets within MoDaL, but they can only edit it with Delta Reality.





## Paris Hilton's World On Roblox

Paris Hilton recently launched "Paris World" on Roblox, a **"virtual oasis of fun, possibility and, of course, #sliving"** (a term created by Hilton that merges the terms "slaying" and "living my best life").

The Roblox Paris World includes the it-girl's own house, a private jet, a yacht, her personal island, DJ stages, and a zoo. Fans can virtually join Paris Hilton while relaxing at the beach, DJing at a virtual festival, or cooking in her kitchen.

Online radio Dash Radio's gaming studio division, DXSH, is responsible for all events and experiences in the Paris World. Dash's founder DJ Skee explained that the company aims to build "a one-of-a-kind experience that mirrors happening IRL to the OG influencer, Paris Hilton, into that metaverse that all can experience."





## Virtual Festival On Roblox

Roblox teamed up with music event promoter Insomniac to host music festivals on the online gaming platform. The companies announced they want to create the "world's largest dance music festival, Electric Daisy Carnival (EDC)" in "the metaverse." Besides the 500,000 in-person attendees at the Las Vegas Speedway, an unlimited number of fans could also immerse themselves in the festival on the platform.

**A selection of artists also joined the festival in the metaverse through server hopping and held a meet and greets inside the experience. Together with Wonder Works Studio, the EDC festival on Roblox featured five "party all-night tents."** The space included mini-games for fans to collect cuddly animals, dance battle with friends, race through the vast world, win real and virtual merchandise, and build their home on their festival campsite.





# 3.4 Inclusivity & value

Democratisation of the metaverse





## Virtual Hub Supports Entry To Metaverse

Called “Dirty Laundry,” the online platform was created by Cult Futures in collaboration with metaverse spaces developer Spatial. **It acts as a hub for educational content, including events, presentations, and exhibitions to guide the beauty, fashion and luxury industry in the digital space. The initiative hopes to remove any fear or confusion brands might have over entering the metaverse.**

The first event on the platform will showcase a curated non-fungible token (NFT) collection called “The Senses” made by Cult’s creative team. The event will be followed by internal training events, as well as one-on-one brand masterclasses. The first topic of the masterclass will cover the opportunities metaverse presents for brands. It will then move onto becoming a regular event series.



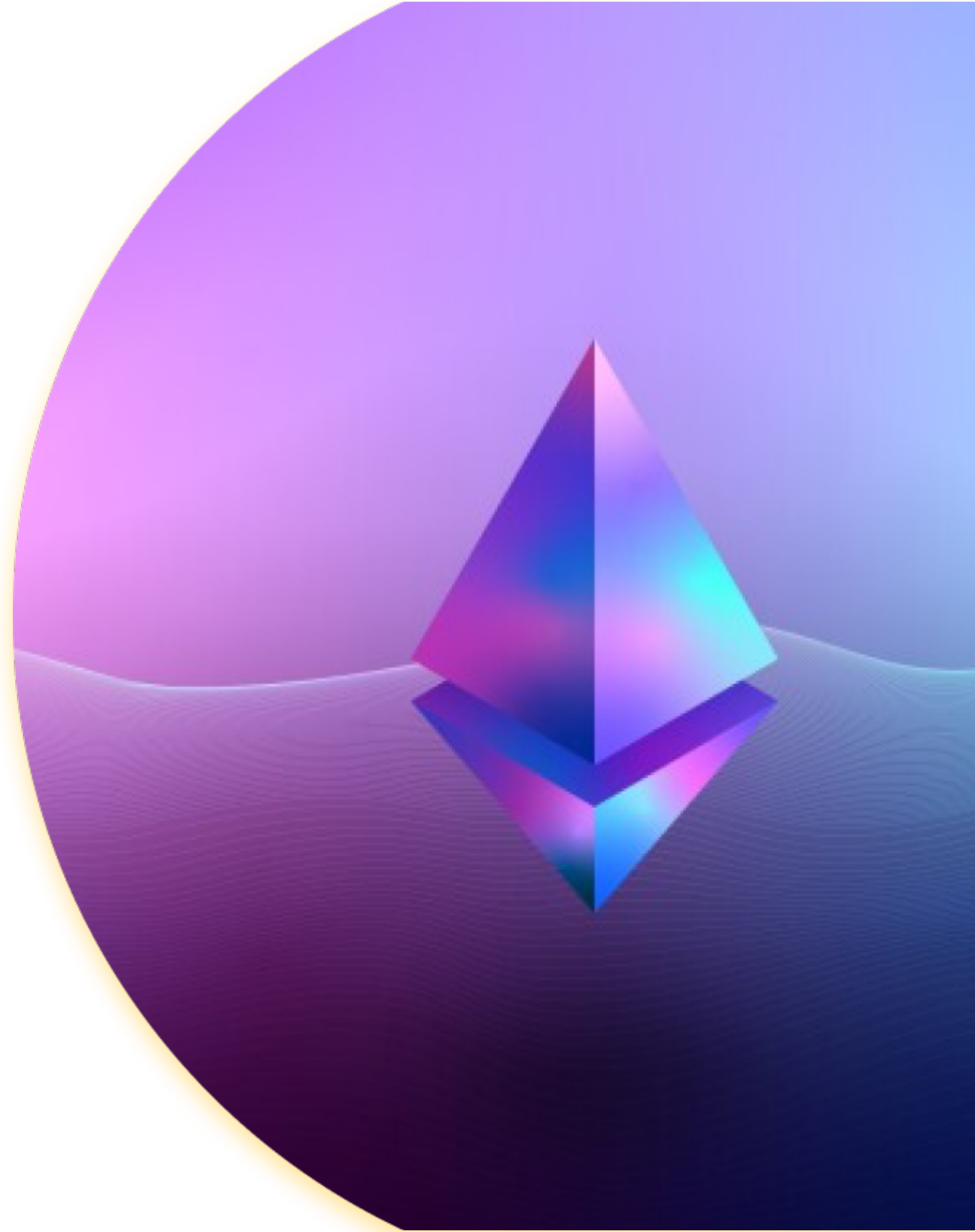


## Mastercard Empowers Women To Use Web 3.0

The goal of The Belle Block project is to educate a diverse community on fintech, cryptocurrency, and blockchain. Backed by Mastercard's Global Crypto and Blockchain team, the project was inspired by a recent study by the payments firm. It found that 90% of women know what cryptocurrency is, but the majority of them haven't engaged with it.

**According to Mastercard, the platform offers participants the opportunity to become involved in Web 3.0 in ways they haven't been offered before. It'll focus on educating the community and building inclusive conversations around the topics.**

As part of the initiative, Mastercard will partner with multiple industry leaders, including spokespeople from SheFi, HerHouse, Boys Club, and Blu3 DAO.





## Metaverse Marathon Promotes Diversity

The race, held in the digital world of Decentraland, was recently headlined by paralympic sprinter Blake Leeper and recording artist Fat Joe.

**Degree, the company behind the marathon, wanted to make the event accessible to everyone, so it created a running route that also worked for wheelchair users.** Furthermore, participants had the chance to customize their avatars with various adaptive wearables, such as running blades and a wheelchair.

The aim of the virtual marathon was to highlight the potential of the metaverse to truly represent the citizens of the world today. The initiative itself is part of Degree's five-year program to bring the benefits of physical activity to everyone.



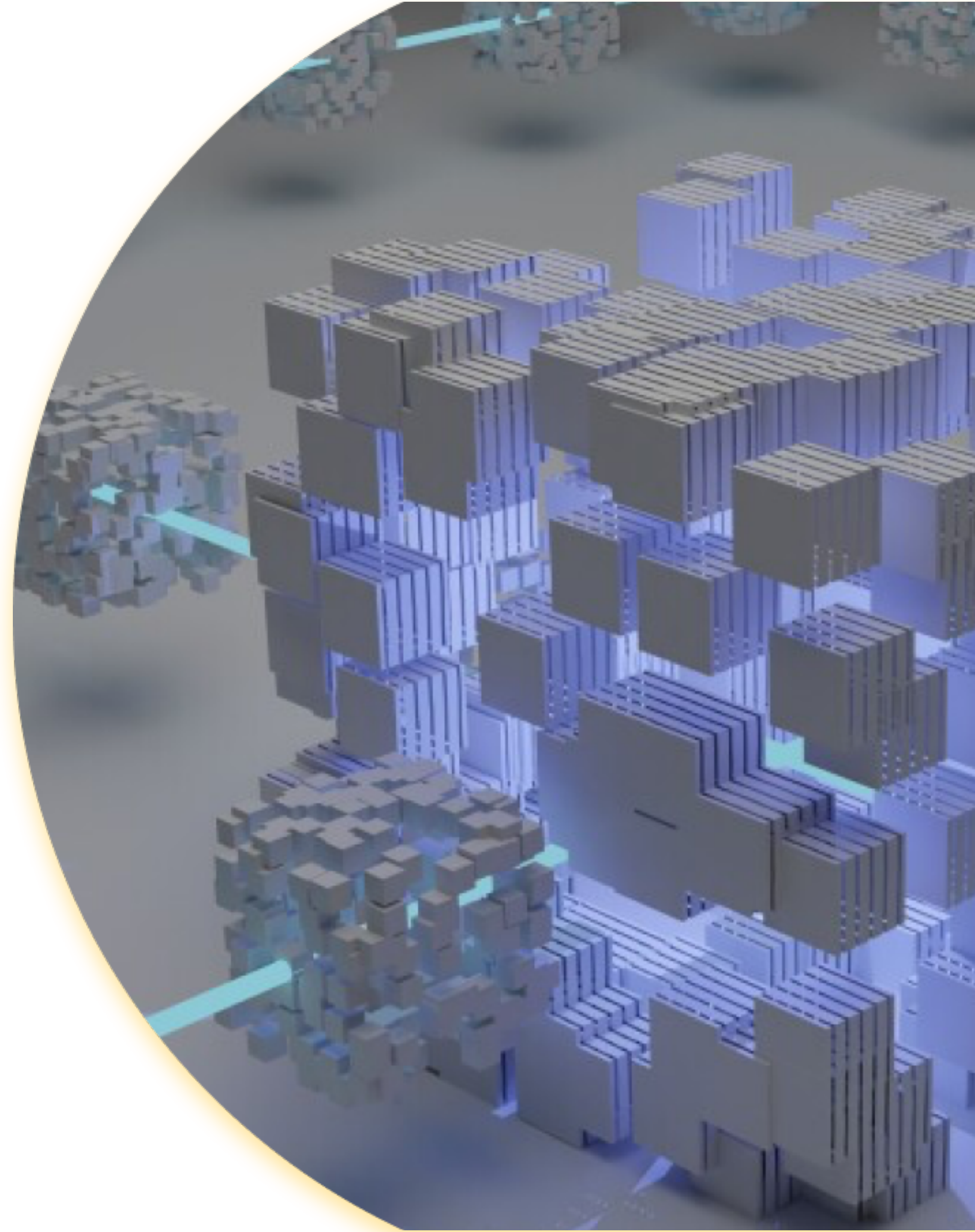


## Web3 Companies Team Up To Form Open Metaverse Alliance

**The OMA3 alliance was formed to steer the evolution of metaverse in a way that's inclusive, transparent, decentralized, and interoperable.**

Interoperability is the ability to have more than one blockchain to coexist, cooperate and seamlessly share information with one another. It's an idea that hasn't been realized by companies yet.

Commenting on the future of the metaverse, the newly formed organization stated: "We will build infrastructure to ensure the metaverse operates as a unified system where digital assets (such as NFTs), identities, and data are permission-less and interoperable for all and controlled by users, not platforms."





## Blueberry's Collaboration For Mental Health Awareness Month

**The signature striped polo shirt of the show 'Dear Evan Hansen' will be sold during a metaverse fundraising event. The shirts are available from May 13th on Roblox, with all profits being donated to the Child Mind Institute, a leading NPO in children's mental health.** In addition, two Bored Ape NFTs are being released, dressed in the striped shirt in collaboration with the Bored Ape Yacht Club.

According to Mishi McDuff, CEO of Blueberry Entertainment: "Blueberry is thrilled to be partnering with Dear Evan Hansen and The Child Mind Institute to support a cause which is so relevant to our community." She also expressed her wish for further collaboration with charities in the metaverse.





## LEGO Working On Metaverse For Children

LEGO collaborates with Epic Games to build a child-friendly metaverse. Niels B. Christiansen, the chief executive of The Lego Group, said: "Kids enjoy playing in digital and physical worlds and move seamlessly between the two. **We believe there is huge potential for them to develop life-long skills such as creativity, collaboration, and communication through digital experiences.**"

The brands did not publish many details about the new metaverse yet, but the gaming brand's other gaming projects suggest it might look like a multiplayer creative space. It is likely for the metaverse to get built on Epic's Unreal Engine 5.

LEGO further feels to have the responsibility to build a safe metaverse space for children.





## **4. Some learning & recommendations – the top 10**





RECOMMENDATION

1

**DO mix digital assets with offline perks and uses**

People enjoy games and digital experiences but they also live and enjoy lives off the screen. Give them something real and memorable to enjoy.



RECOMMENDATION

2

**DO use new technologies to target youth**

Young audiences are notoriously hard to target, impress and engage. Digital assets and spaces are a natural magnet for GEN Z. But, do not forget. Be authentic.



RECOMMENDATION

3

**DO think in terms of communities and social interactions**

The digital entry ways to digital experiences may be a solo act but once online, people want to socialise and feel they are part of a community. Build social spaces and experiences.



RECOMMENDATION

4

**DO consider integrating web3 applications in ESG initiatives**

Whether NFT's or or 3D space, activities can be utilised or monetised to support causes that your brand and company care about through donations, socially meaningful space, learning experiences.



RECOMMENDATION

5

**DO think in terms of collaborative advantage**

Brands are used and appreciated not in isolation. Consider collaborative partnerships with compatible and complimentary brands or institutions.





RECOMMENDATION

6

**DO create experiences**

Whether collecting things we love, have nostalgia for or all the new possibilities in 3D environment, think ‘what is the new, incredible experience might I create as a brand’ rather than ‘how might I push my brand.’





RECOMMENDATION

7

**DO NOT try to monetise everything**

You do not have to 'sell' to create value for your business. Advertising has never been directly monetised. People do not pay for ads. Think about potentially swapping some of your ad budget for a web3 enabled experience budget.



RECOMMENDATION

8

**DO NOT let bad actors get away with bad actions**

Like in real life and in social media, bad actors exist. There have been reported cases of virtual 'abuse' of avatars for instance. Be a gate keeper for good behaviour in your 3D space.



RECOMMENDATION

9

**DO NOT old thinking in new digital spaces and places**

With the emergence of digital communication, many brands entered into it with old thinking. Banner ads for instance were just digital versions of billboards. Think native and apply new thinking to new technologies. It's all about context.





RECOMMENDATION

10

**DO NOT think that we will all be  
living virtual lives**

There is no such thing as pure play. Think of your new digital initiatives as part of broader initiatives to create brand awareness, engagement and connection. Digital and analogue are complimentary. One does not replace the other.





# OK, what's next?





# Get in touch with us

**We love new technologies and new ways to build brands. Get in touch with us for a 2 hour, **FREE** inspiration session of how your brand or business might benefit from new web3 possibilities.**



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