Should we jump into the metaverse?

6 questions to ask ourselves before FOMO-ing in.

1 What is our goal?

Why do we need to be part of this?

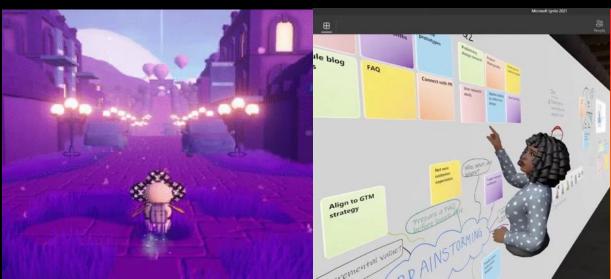Is it just for brand awareness?

Is it right for our brand or product?

Are we trying to create loyalty?

Are we simply showing that we are innovative or willing to experiment?

Is it for utility or to drive sales?

LVMH MICROSOFT MESH NIKELAND HYUNDAI

2 Should we partner with a platform?

Who is our target audience?

Where does our brand fit in best?

Should we build our own presence or join an existing platform? (the open / owned choice)

Can we be in many places consistently?

ADIDAS x TENCENT TMELAND

GUCCI x ZEPETO

PRADA x BAIDU XIRANG

3 How can we appeal to our audience?

Should we simply advertise or promote our products at the right place and time?

Should we create immersive experiences?

Can we create real-world activations to align with our virtual presence?

How can we reward our audience for their loyalty?

VANS   BALENCIAGA   TRAVIS SCOTT

4 Should we consider this a source of revenue?

Are our products or services a natural fit for the virtual world?

Should we experiment with new virtual product or services?

How can we connect from metaverse to offline?

Can we offer more utility or functional benefits? (real estate)

GUCCI x ROBLOX

Gucci Dionysus Bag with Bee
By Roblox

Best Price	⚙ 300,000 ($3,405.69)		Buy
	See more Resellers		
Type	Accessory | Back		
Genres	All		
Description	The classic Dionysus with the prominent Gucci Bee over the top. Item created by RookVanguard. This is a collectable item.		

LIMITED   Try On   3D
☆ 545

CHIPOTLE x ROBLOX   NIKE   DELIVEROO x ANIMAL CROSSING

BAIDU 618 FESTIVAL

5 What about partners and skillsets?

What will we need to achieve our goal?

Do we need to hire new roles and forge new partnerships?

Can we learn from others?

Should we partner with developer communities or tech communities?

Can our agency help?

What about KOL's and influencers?

AYAYI (VIRTUAL INFLUENCER)   TME LAND   PARTY ISLAND   SOUL   XIAOMI

6 Risks / Success?

Do we need some rules of engagement?

Do we need policies around data, safety, misinformation etc…

What about responsibilities around social issues?

How do we secure our digital assets?

Can our content evolve?

What does success look like?

Thanks, and start experimenting.