

[Artefact]
**SEIZING THE METAVERSE
OPPORTUNITY FOR BRANDS**



April 2022

If you are a CMO willing to be part of the Metaverse adventure, you are in the right place. Welcome.



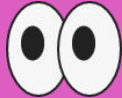
What are you about to read?

This document shares Metaverse basics because we know it can be sometimes a little bit confusing and 'nerdy'. It also shares examples on how your brand can embrace this \$500 billions* business opportunity. And last but not least, it presents our team of experts ready to fire up your brand during this new chapter. So, don't hesitate to contact us.

Time to jump into the metaverse(s),
The Artefact Team

*based on our analysis and Newzoo, IDC, PWC, Statista
and Two Circles data.

**THE METAVERSE,
LONG STORY SHORT.**

Spoiler Alert,  you already know the metaverse.

The metaverse is a generic to name every virtual worlds where people interact.



**There is not one metaverse,
but many metaverses.**

Facebook is not the only one launching Meta.
There are many others.



Decentraland

horizon
Worlds

THE
SANDBOX



ROBLOX



STUDIO
ARTEFACT3000

The metaverse will become mainstream, because it become easier to use every day.

4 reasons democratizing the metaverse

INTERNET IS GOING FASTER

The global adoption of broadband internet + LTE/5G makes the metaverse easier to access.

CRYPTO AS AN INTERNATIONAL CURRENCY

The Crypto money boom is smoothing out trade & exchange

INTEROPERABILITY

One unique login through your crypto wallet for browsing every metaverses

FEW RISK

Your log is crypto based, thus blockchain based, thus ultra safe to purchase, own, sell stuff.

**YOU SHOULD EMBRACE
THE METAVERSE NOW**

**Snobbing out the metaverse
these days feels like snobbing
out social media 10 years ago.**

YOUR FUTURE CONSUMERS ARE SPENDING TIME ON THE METAVERSE.

38% of Gen Zs think the metaverse is the next big thing and will become part of everyday life.

7 out of 10 Gen Zs and millennials are interested by the metaverse.

**IT'S ALREADY MASSIVE,
AND IT'S ONLY THE BEGINNING.**

By 2024, it's estimated that the metaverse market will be worth \$800 billion (a figure based on ad spend and transactions within the metaverse)

WHAT THE H* BRANDS
CAN DO INTO THE METAVERSE?**

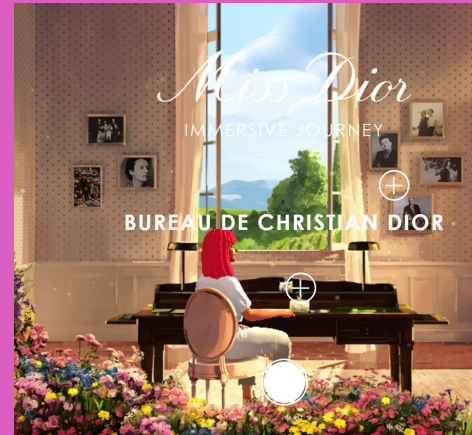
Immerge visitors into inspiring branded spaces

The Metaverse celebrates culture and digital arts. People from all walks of life meet virtually in these unique places.

Brands imagined immersive experiences or exhibitions in which visitors connect to the brand universe.

“Metaverse Based Nikeland Get’s 6.7 Million Visitors”

Acceleration economy, 2022



Nikeland - Miss Dior - Balenciaga

Create entertaining shopping experiences

In the metaverse, you are represented by an avatar. You can personalize this “skin” to make it match your identity. For the youth it is getting more and more important. And in school playgrounds, ‘Default’ (avatar by default) is the worst insult.

As a result, brands propose visitors to buy collectibles in order to style their virtual double.

“The Gucci Dionysus, a logo enveloped bag with a distinctive tiger closure, was sold for 4,115 dollars compared to its store price of 3,400 dollars.” *Fashion United.



Create brand communities around games & events

The metaverse is a place to meet, play and exchange with people. In the metaverse, you can invite friends, create discussion groups and play multiplayer activities.

The sense of community pushes the players and visitors to gather around a common passion or a brand. This distinguishes it from traditional VR experiences that are often solitary.

“10.7 million users have participated in online concerts via Fortnite.” *The Verge



Open Australia space on decentraland “AO METAVERSE” where you can play tennis with friends and make tournament - Travis Scott concert on Fortnite

**MEET THE ARTEFACT
METAVERSE TEAM.**



Guillaume Franssen
Digital producer

Guillaume works at the Production Studio, of Artefact3000, the creative agency of Artefact. Guillaume loves photography, Guillaume loves the Web3, Guillaume sells photo NFTs on Opensea.



Clara Duval
Sr Strategist

Clara works for Artefact' advertising agency. She digs consumer insights, identifies emerging trends and imagines creative experiences for brands. You can bump into her in Decentraland.



Axel tasciyan
Consulting Director
NFTs early adopter

Axel helps automotive players build data driven marketing hands-on approach. Besides he leads Artefact's Consulting Crypto & NFTs guild, being involved early in crypto and NFTs. Involved in Tezos blockchain for green and responsible decentralized finance.



Hubert de Benoist de Gentissart
Consulting Manager

Hubert is managing agile Artefact squads (PO, DA, DS, SE) designing & delivering data products. He initially entered Web 3.0 world through gaming (Minecraft, WoW, SecondLife, SoRare...). His focus now is to support clients unlocking business value through NFTs & investments in metaverse.



**If you want to jump
into the metaverse,
we're here to help!**

We develop a structuring approach

Marketing Strategy

Interviews to evaluate the acculturation of client team

1. Workshops
2. Define business and marketing Objectives
3. Define creative and Media strategy
4. Define the project deployment

Design & integration

1. Creative Design

Design the NFT and/or Metaverse space

Create communication content (landing page, teaser video...)

2. Technical Integration

Setup smart contract, NFTs, Metaverse space

Sell NFTs on marketplaces

Promote

1. Launch and animate the community
2. Set up the campaign
3. Launch the campaign

Measuring success

1. Analysis of campaign performance
2. Optimize the ongoing campaign
3. RETEX
4. Define the next release (optional)

to answer to your questions as...

Marketing Strategy

What is the level of acculturation of my company?

Are there opportunities for my company?

What is my Marketing / business objective?

Who are we targeting?

What budget am I willing to invest?

How I can deploy this project ?

How far should this project be energy-efficient?

Do I expect a positive ROI?

Design & integration

Should the NFT be usable in metaverse?

Which formats for my digital assets?

Which content / messaging for my digital asset?

Which skills do I need? Which artists should I partner with?

Which blockchain to use?

How to setup my smart contract ?

Which marketplace to use?

How to upload my NFT?

How to set up my company wallet?

Who will mint my NFTs? How long will it take?

How do I make sure I respect the legal constraints? (*copyright, fraud, etc.*)

Promote

Which price should I set up my NFT at?

What can be my media plan?

Who should be promoting my campaign?

How to animate my community?

Measuring success

How to measure the success of my campaign? (*Definition of KPIs, uplift, etc.*)

How many NFTs have I sold?

Who has bought my NFT?

Have my NFTs been resold afterwards?

What is the return of experience of the project ?

and in particular to the question of how much it costs?

*I am a company that wants to launch a 30,000 NFT collection of clothes that my avatar can wear in the metaverse for example :
30 000 shoes that are all different by having 6 distinct characteristics (laces, sole colour etc...) and are designed by an artist.*

Scope	Marketing Strategy 🔍	Design & integration 🛠️	Promote 💡	Measuring success 📊
Time required	1 month	2 months	1 month	2 weeks
Price (estimated)	15 000€	60 000€	10 000€ (without media or influence cost)	7 000€
Team Timeboxed	Strategist Account Manager Project Manager Data consultant Media expert Tech Lead Digital producer	Digital producer Creative Director Artistic director Copywriter Tech Lead 3D Artist Programmer Tracking expert	Community Expert Media expert Community Manager	Data manager Data consultant Data Analyst Project manager Account manager
Price model	Time and Materials			

DROP US A LINE

Digital Producer - Artefact3000

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