

splendid!

THE 6 BEST BUSINESS OPPORTUNITIES OFFERED BY THE METAVERSE



UNLIMITED

HYPE BECOMING REALITY

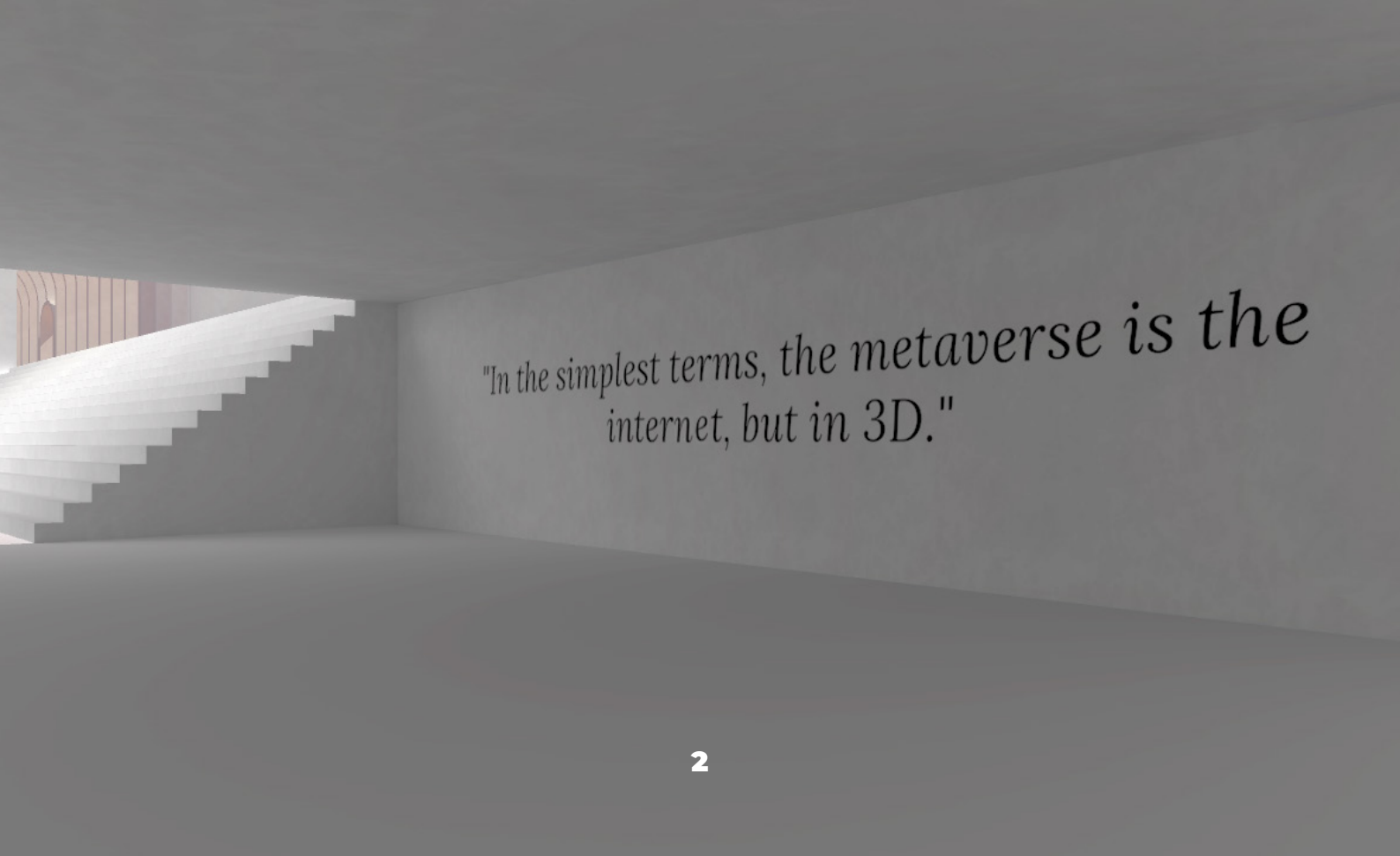
The metaverse is paving the way for new opportunities and blurring the line between the physical and the digital across a range of sectors. For a long time, it was merely a concept represented in various forms of media, but now the metaverse has taken on a life of its own and become a major business asset. Companies are using the metaverse to create authentic online shopping experiences, virtual events and gaming, to improve their services and digital presence.

This new digital realm is an immersive experience of multiple worlds that incorporates virtual reality, AI and mixed reality, for users to socialise, work and play. Businesses can expand their brand awareness, monetize online digital assets and reach audiences from anywhere. The metaverse has ushered in a new phase of the internet where virtual simulations and 3D spaces are at the forefront.

At Splendid Unlimited, we help brands improve performance, increase conversion, and deliver better business outcomes through human understanding. We have extensive experience in web3 and the metaverse. We've partnered with award-winning games company Glitchers to produce engaging metaverse experiences for our clients across retail, education, homes, and finance.

The metaverse is still only in its infancy, so there's huge potential for brands to build fascinating experiences. With that in mind, what exactly does the metaverse offer businesses?

Read on to find out!



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

1.

MARKETING AND AWARENESS

DRIVE CUT-THROUGH ACROSS CAMPAIGNS

The metaverse has opened up a range of opportunities for marketing and awareness campaigns. Brands can utilise it to make their campaigns much more immersive and engaging for their audiences. For example, Gucci collaborated with the online gaming platform Roblox to create a virtual garden space, which was built as a counterpart to the real-world Gucci Garden Archetypes.

It gives customers the chance to experience different themed rooms, and when they enter the Gucci Garden, visitors' avatars become neutral mannequins. This campaign received an eye-watering **20 million visitors in 2 weeks** and there's now a digital gathering space called Gucci Town. The power of the metaverse to boost marketing campaigns is palpable.



GUCCI TOWN
20 MILLION VISITORS IN 2 WEEKS



2.

LEARNING, ONBOARDING AND DEVELOPMENT

BUILD BETTER EXPERIENCES FOR EMPLOYEES

The metaverse has great potential to redefine learning and development for employees. Businesses can take advantage by providing their employees with advanced training and onboarding. Information technology company *Accenture* has given new hires virtual reality headsets as part of the onboarding process, to replicate an in-person work environment.

Developing employees will always be hugely important in a business context and the metaverse is creating an opportunity for organisations to ensure their employees are growing and learning with unique, more engaging digital experiences.

3.

EVENTS, LAUNCHES AND CONFERENCES

AS IMMERSIVE AS IT GETS

For events and conferences, the metaverse offers an unlimited space for ideas and debates. Participants will be able to discuss and network in a 3D, virtual world. With the metaverse, businesses can hold events of any size or scale, including major trade fairs. Take Decentraland's Metaverse Fashion Week. It's one of the biggest virtual reality events of recent times, one featuring luxury brands and designers – with the entire experience taking place on a decentralised, blockchain platform. The event showcased how designers and brands can engage with consumers using NFTs.

At Splendid, we partnered with StartArt, a channel for global artists. Splendid created the brand's visual identity, as well as the art platform – introducing the ability to purchase products with cryptocurrency and NFT art directly. We've also worked with Canon, one of our long-term group clients who have delivered multiple trade shows and events, and supported car launches for our auto clients.



SPLendid'S STARTART PLATFORM



ROBLOX'S GUCCI GARDEN



METAVVERSE FASHION WEEK



4.

DIGITAL TWINS

REFLECT THE PHYSICAL IN THE VIRTUAL

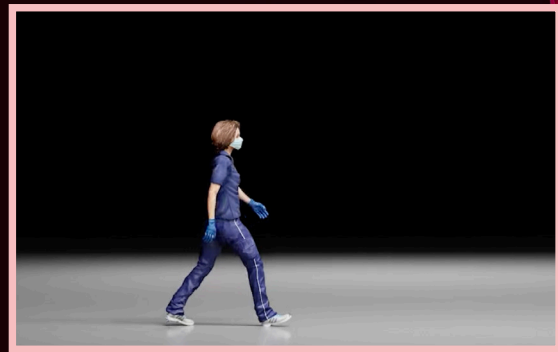
A digital twin is a virtual representation of a model, physical system or process that serves as a digital counterpart. This pairing of the virtual and physical worlds allows the analysis of data and monitoring systems. There are huge advantages of digital twins for businesses, including:

- Accelerated risk assessment and production time
 - Real-time remote monitoring
 - Better financial decision-making

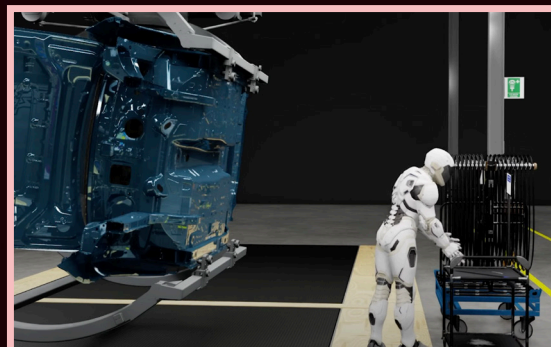
FOR EXAMPLE:

BMW used Nvidia's digital twins with the Omniverse platform to simulate the manufacturing process and optimise production time and cost. Contractor Lockheed Martin also used Nvidia's omniverse to create visual and virtual world simulations to combat and prevent wildfires.

The metaverse and digital twin technology allow businesses to detect problems and reduce defects in real-life production. With virtual reality, businesses can assess their products early and discover actionable insights.



BMW'S DIGITAL TWINS



5.

VIRTUAL SHOPPING

INNOVATE THE RETAIL EXPERIENCE

Virtual shopping is another benefit for customers as it enables them to browse and shop for products instantly in an in-store experience. The metaverse allows companies to conduct market research more efficiently as well as test different concepts and shop layouts.

By bridging the gap between digital and real-life shopping, businesses can expand their offering and create a much more immersive experience for customers. **Already, a whopping 70% of consumers who visit virtual stores, make purchases.** An example of virtual shopping in action is Epic Games' partnership with luxury brand Balenciaga, which launched on Fortnite. The brand designed virtual outfits that players can purchase alongside a real-world clothing line.

We're no doubt seeing a permanent shift in the way that consumers buy, and brands sell products. The metaverse is paving the way for brands to create more exciting and interactive experiences in real-time.



BALENCIAGA'S FORTNITE EDIT



6.

UNLIMITED OPPORTUNITIES IN THE METAVERSE

While it remains challenging to define, the metaverse is brimming with potential for brands. As new technologies like 5G, edge computing, MR and VR continue to mature, the value and possibilities will only increase across all industries.

Splendid can help you get boots on the ground early. To succeed in this new and exciting space, brands will need to understand what consumers want and what pushes them to purchase products, sign up for services and absorb media.

We can tap into human emotion and decision-making to understand what drives action anywhere in the customer journey.

No matter what stage of the metaverse adventure your brand is on, we can help you with the next steps. Speak with our team to discover how Splendid can power value, returns and conversion as you develop brand experiences in the metaverse.



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