As more of our lives are spent online, it's becoming harder and harder to distinguish "real" life from life lived digitally.

Daniel Miller, professor of anthropology at University College London

EASY DEFINITION

"A VIRTUAL-REALITY SPACE IN WHICH USERS CAN INTERACT WITH A COMPUTER-GENERATED ENVIRONMENT AND OTHER USERS."

METAVERSE

One of the hottest topic of web 3.0 is without a doubt the "Meteverse".

Many brands have already chipped in to different platforms like ROBLOX, SANDBOX, DECENTRALAND and many more.

So far the majority of these activations are experiments that allow brands to understand what they will need to do to engage with the public using this new languages.

We are still far from seeing successful metaverse activations made by brands, but the brands who are investing now, will have a huge advantage in the future.

Brands will not benefit from the virtual lands that they are buying, but from the knowledge that comes in the process of buying that land and decide what to do once they own it.

THE METAVERSE OPPORTUNITY

IF WEB2 WAS THE STORE WINDOW, METAVERSE IS THE STORE EXPERIENCE

Today there is no successful strategy, but Metaverse is giving brands a unique opportunity to change their online presence.

We can say that while in Web1 and Web2 brands where able to digitalize their store windows as e-commerce platform, with Metaverse they have the chance to recreate the digitized experience of entering in a store.

It is more immersive and offers many ways to increase the communication with brand's values.

Screenshot from TheSandbox.game

Social
A place where interact, build communities and meet with other people.

Persistent
Metaverse exists independently from people to being online.

De-centralized?
On chain Metaverse are considered to be De-Centralized even though they are not completely decentralized

Metaverse is...

Reactive
Ambient and the people who populate it react to the actions of users.

Limitless
No limits to the number of users, lands or worlds that can live in it.

Interoperable
Can be used independently from the device used to access it.

Centralized	De-Centralized on Blockchain
Roblox	SandBox
Minecraft	Decentraland
NVidia	WebbLand
The Nemesis	CryptoVoxels
Fornite	Somnium Space
Meta	Otherside

ROBLOX

ROBLOX INC. - FREE TO PLAY - 60M DAILY USERS

Roblox is an online game platform and game creation system developed by Roblox Corporation. It allows users to program games and play games created by other users. ... Roblox is free-to-play, with in-game purchases available through a virtual currency called "Roblox".

So far is the most used platform by both gamers and brands.

MINECRAFT

MICROSOFT - 30$ X MONTH - >100M MONTHLY USERS

Minecraft has been the first game-platform to allow the concept of user generated-contents.

On Minecraft users do not only act like players, but they become Creators of assets and games creating a flourishing in-game economy.

FORTNITE

EPIC - FREE TO PLAY - 500M REGISTERED USERS

Fortnite could be considered as a metaverse where people from all over the world meet to play with and against each other.

Probably the biggest commercial success, with Roblox, Fortnite has been deeply exploited by brands for their activations

From Balenciaga to Wendy's, many brands have opt in this game who saw the biggest expenses pro-capita for DLC.
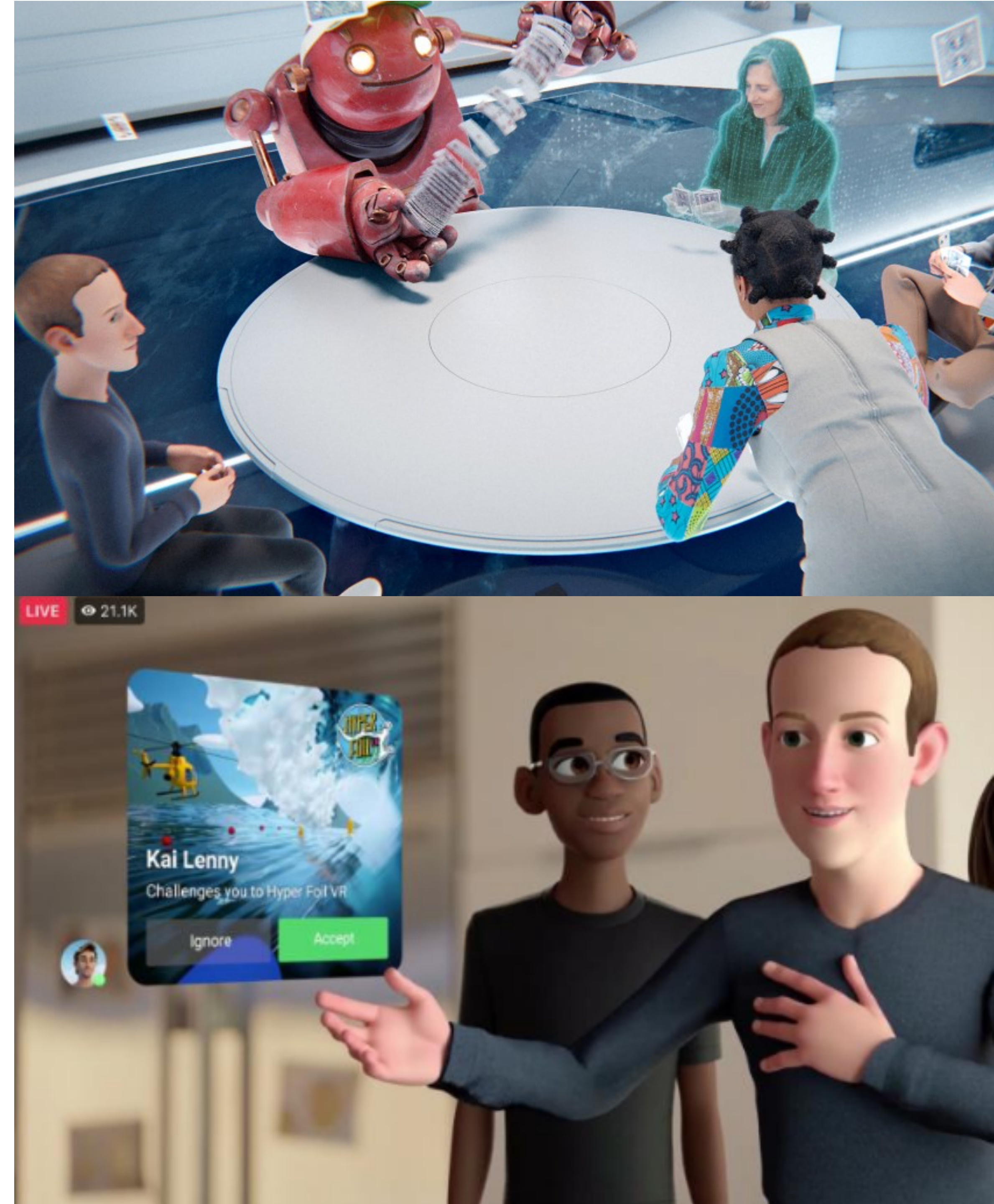
HORIZON

META - FREE TO PLAY - 300K REGISTERED USERS

Horizon world is the fist Metaverse iteration developed by META.

Inside Horizon it is possible to develop customized worlds and interact with other people. It is possible to access Horizon using also Oculus VR for a deeper experience.

This is clearly a centralized off-chain metaverse.

OMNIVERSE

NVIDIA - 9.000 $ PER YEAR

Differently form the other Metaverse that we mentioned before, Omniverse has professional focus. It is used by companies to develop complex 3d projects.

Bmw is using it to develop a new plant in China.

Thanks to omniverse developers are able to work remotely even on super complicate projects.
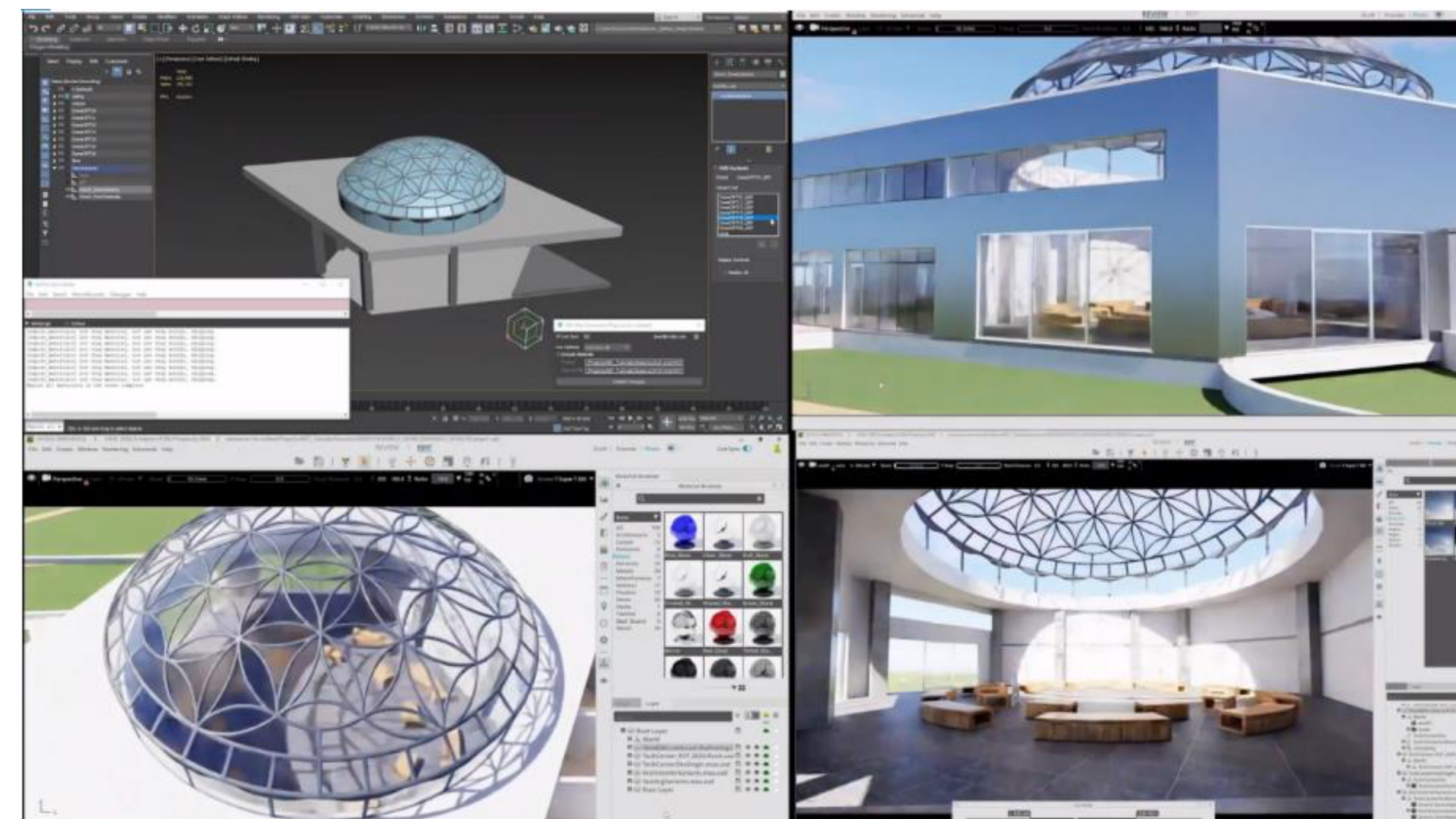
SANDBOX

SANDBOX - FREE TO PLAY - 10K USERS

Probably the most famous decentralized Metaverse, Sandbox is still in Beta and doesn't have the same number of users of Roblox or Fortnite.

Being an onchain metaverse it allows users to develop, create, buy, sell and share in assets as NFTs.

In the last year many brands have announced that they have bought lands on Sandbox even if the activations deployed are still far from what the community is expecting and they have been done with the goal of use it as a communication tool.

DECENTRALAND

DECENTRALAND - FREE TO PLAY - 20K USERS

The first decentralized Metaverse, Decentraland gained a lot of popularity during the last 15 months with many artists and brands doing activities on this platform.

Like Sandbox, Decentraland has seen many brands investing in lands and activations.

EXAMPLES OF BRANDS ACTIVATIONS
(CLICK ON IMAGES TO SEE THE VIDEOS)

GUCCI

VANS

ROBLOX

HYUNDAI
MOBILITY
ADVENTURE

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MONCLER

BALENCIAGA BALENCIAGA

FORTNITE

MONCLER

1017 A L Y X 9SM

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WENDY'S

SNOOP DOGG

ATARI

SANDBOX

THE WALKING DEAD

COMING SOON IN
THE SANDBOX

WALKING DEAD

PASS
SNOOP DOGG

THE SANDBOX

ANDREA LORINI - WEB3 3.0 & LUXURY BRANDS

www.cryptotimes.io

WHAT BRANDS CAN DO?

TYPE OF ACTIVATIONS

Ci sono vari modi in cui i brands possono attivarsi nel Metaverso:

-Buy Land

-Create live events (concerts, sport events streaming, ...)

-Create Exclusive Clubs for NFTs holders

-Creation of products for Avatars

-Avatars creation

-Brand Storytelling deployment

-Sweepstakes and competitions

-Creation of Branded Games

-Start conversation with clients and stakeholders

ATARI ACTIVATION ON SANDBOX

ANDREA LORINI - CHAINBLOCK.IT

TAKEAWAYS FOR BRANDS

THINGS TO REMEMBER	WHAT THIS MEANS
ENJOY THE RIDE AND LEARN THE WAY	Brands who are investing today in the Metaverse are going to be the first to understand this new language and the skills needed to communicate their message with it.
FIND THE RIGHT TALENTS	Web 3.0 requires new professional figures. Your Instagram community manager won't be effective on DIscord as this community needs specific languages and constant engagement. Brands need to focus on finding the right talents for their web 3.0 activities.
OUR DIGITAL LIFE IS CONSTANTLY EXPANDING INTO NEW CHANNELS	Brands need to be where people are spending their time. In today world we are zooming to work, learn to dance on TikTok, discussing sports and politics on Twitter, shopping on Amazon. Tomorrow we will probably use more immersive tools. Brands will need to be present in those spaces.
COME AS YOU ARE	To engage with consumers inside the metaverse, storytelling and games alone won't be enough. Consumers need to see consistency on all channels. So don't transform your brand identity to chase the hype, but use it as the foundation of your Metaverse presence.
BUILDING THE METAVERSE VS EXPLOITING THE METAVERSE	Do you want to contribute to the functional and technical creation of the metaverse, or do you want to focus on how you—and your consumers—exist within it? Every brand need to decide between this two approaches.
NO WINNERS IN THE METAVERSES BATTLE, GO WHERE YOU BELONG	Roblox, Sandbox, Fortnite, Oculus, Otherside and I can go on for a while. Diversify and experiment. You don't need massive budgets to start to put your fingerprint in this new world.

ANDREA LORINI - WEB3 3.0 & LUXURY BRANDS

WINDOW VS STORE

WHY WEB2 IS NOT ENOUGH

During the first decade of this century, all businesses where rushing to create their website and their e-commerce. It was something completely new for brands and not everybody was sure that it would last. Today many business have an online presence and it is not even conceivable to stay offline.

The same is happening today with Metaverse.
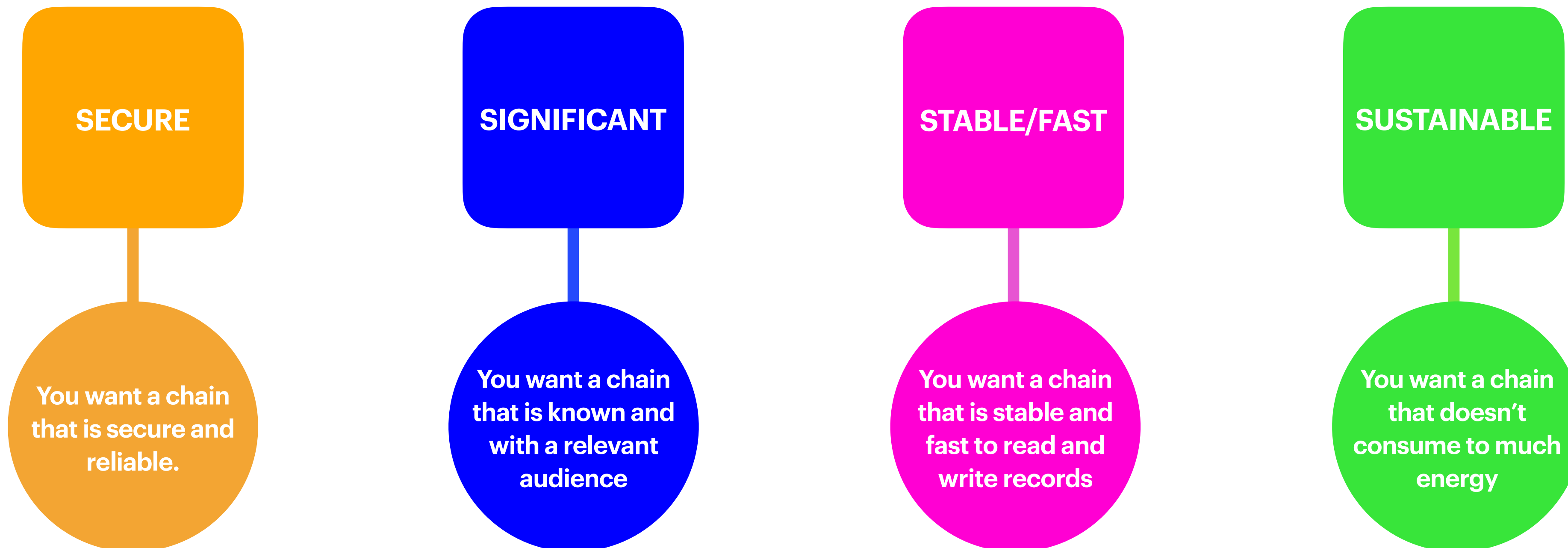

GUCCI Garden activation on ROBLOX

BLOCKCHAIN

ANDREA LORINI - WEB3 3.0 & LUXURY BRANDS
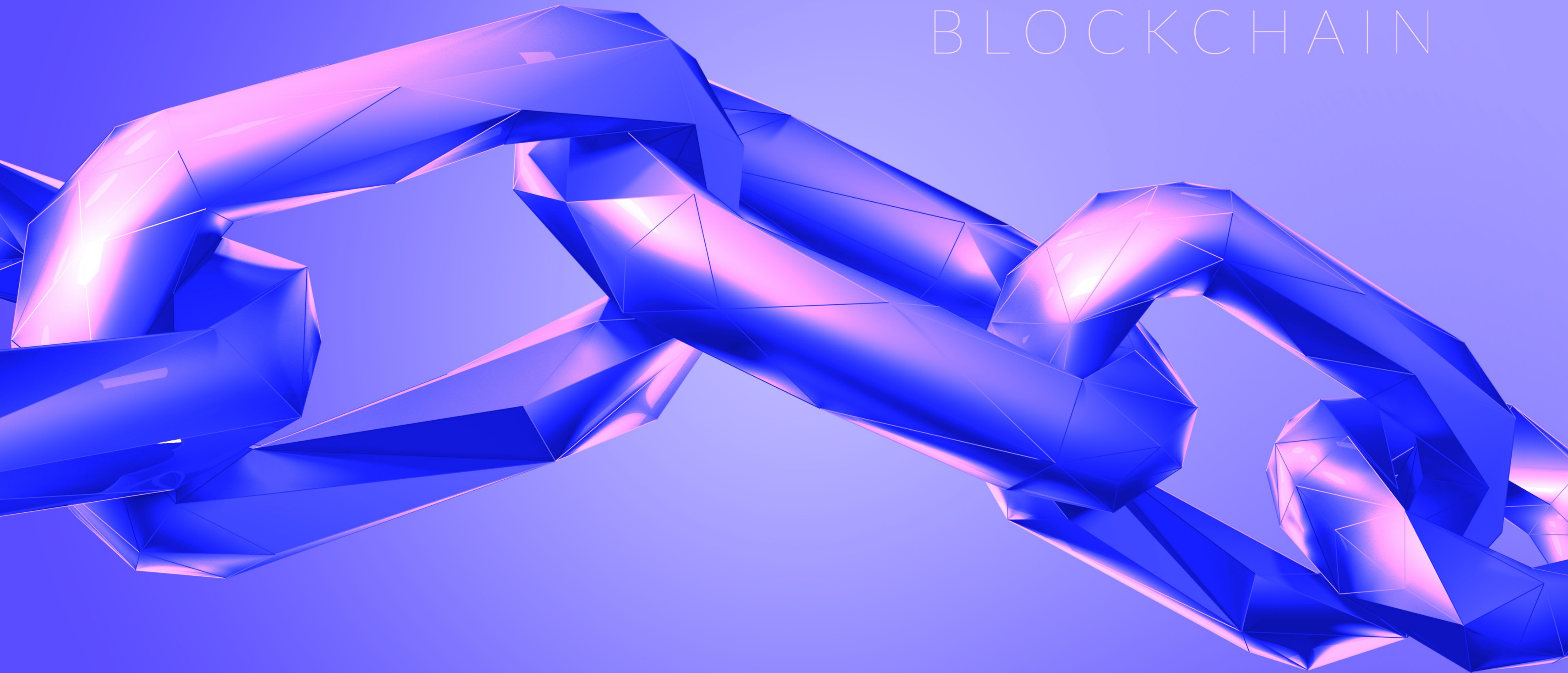
BLOCKCHAIN TECHNOLOGY QUALITIES

SECURITY	it it guarantees the fidelity and security of a record of data without the need of a third party.
TRUST	Allows for trust between parties
DECENTRALIZATION	Allow transfer of control and decision-making from a centralized entity (individual, organization, or group thereof) to a distributed network.
SPEED	Allows fast transactions and transfers
TRANSPARENCY	All records are registered on the blockchain and everyone can read them. No secret on chain....
IMMUTABILITY	Once a Block of information is validated and attached to the chain, all the informations inside it, are immutable. You can't change or modify any record.
DATA OWNERSHIP & CONTROL	On the Chain you own your data and you can control how and who can use it.

BLOCKCHAIN

When we analyze blockchains, we need to take in consideration:

SECURE

You want a chain that is secure and reliable.

SIGNIFICANT

You want a chain that is known and with a relevant audience

STABLE/FAST

You want a chain that is stable and fast to read and write records

SUSTAINABLE

You want a chain that doesn't consume to much energy

PRIVATE VS PUBLIC

When we want to use Blockchain technology we should understand what are we using it for. If you are releasing NFTs you should probably look into a public chain like Ethereum, Solana or Polygon.

But what if you are going to use the blockchain to track your products from production to sale? Well in that case a public chain is probably not the correct answer. Everybody can read records on a public chain and you probably don't want other people to see your activities. In this case a private permission chain is probably the correct answer. You own the chain and decide who is reading/writing blocks, so that no one else is able to write/read your chain or data.

PRIVATE VS PUBLIC VS HYBRID

	Control Mode	Write data	Reading Data	Development Costs	Works best for	PROS	CONS
Private (Permissioned)	Centralized	Creating & Modify Blocks is reserved to centralized validators	Could be public or limited to a close group	Very Expensive. You will have to develop the infrastructure and to maintain it.	Private Companies and institutions that need privacy and full control. Ideal for value chain and product tracking, counterfeiting and CRM solutions.	• Full Control • Privacy • No Last Mile Problem • Low Validation Costs • Low Energy consumption • Fast	• Development costs • Market Penetration • Trust from Users
Hybrid	Can be public but still have a limited validators	Customizable	Customizable	Not expensive as a private chain but more than a public one.	As it is customizable it can get the best of the 2 worlds.	Depending on project	Depending on project
Public (Permissionless)	De-Centralized	Everyone can create & modify Blocks	Everyone can read all records written on the blockchain	The most economic option. You use an existing Blockchain and don't have development costs beside for the application you are building.	When privacy and decentralization are not a problem and If you want to develop something for a large public.	• Cryptography security • Decentralized • Users Trust • Lower development costs • Market Penetration	• No-privacy • Slower than private chain • Validation costs • Last mile problem

ANDREA LORINI - WEB3 3.0 & LUXURY BRANDS

SUSTEINABILITY

During September 2022, Ethereum will change it's from a Proof of Work to a Proof of Stake System. Why is this important? Because it will help Etc to improve it's energy consuption making it a more sustainable Blockchain.

Infact, one of the most discussed topic on Blockchains is their high energy consumption. This is a consequence of the notorious consumption of Bitcoin, that has influenced the perception on all cryptocurrencies. In reality blockchains use different solutions and some of them consume way less energy than we think.
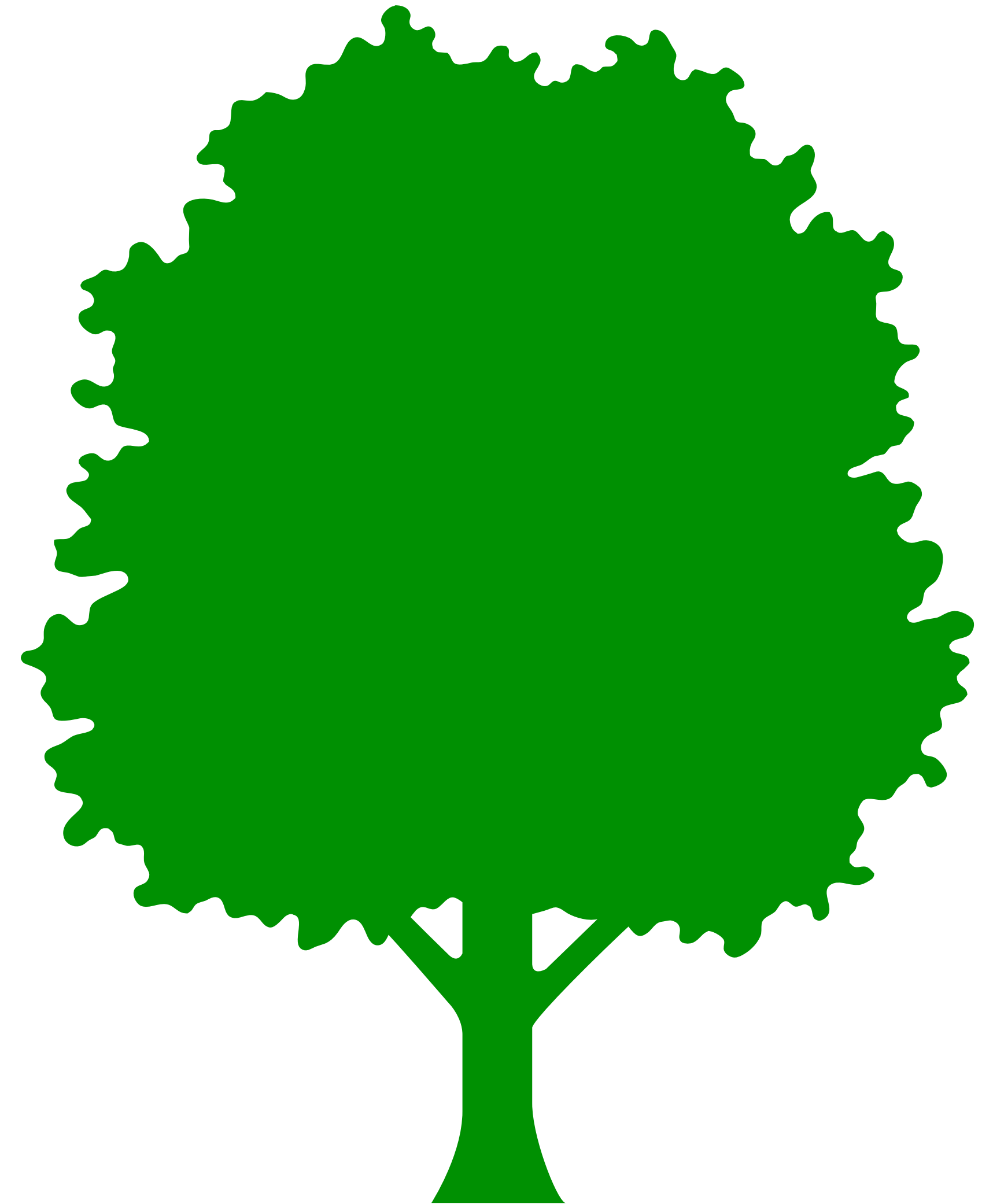
CRYPTOCURRENCIES

CRYPTO

Cryptocurrencies are probably the most tricky components of a Web3 strategy for a Brand.

For huge corporations and established brands, handling crypto is always a pain.

Legal, Finance and Compliance will always be cautious when it comes to crypto as it could be dangerous on many level if not handled properly.

CAUTION

CRYPTO

The are 2 major ways in which a company/brand are working with crypto right now:

-**Create their own ecosystem**

-**Accepting payments with cryptos**

walledo.com Pos

CREATE A CRYPTO

Few brands so far have opted to create their own cryptocurrencies and even those who did it have, they still not launched or they had change plans radically.

The best example could be found with Facebook "LIBRA". Announced in early 2019 the project has been renamed in 2021 and sold to a small California's bank in 2022 for around 200M.

Why Brands are doing so? Cause it is complicate, dangerous on a financial, legal and even pr level.

If you are an established brand downside are probably bigger than upside.

ACCEPTING CRYPTO

Some of you can still remember the times when people where criticizing Crypto by saying "you can't use them anywhere". Well those times are gone and all major companies and brands are implementing technologies to allow their costumers to pay with cryptocurrencies.

This is definitely the most common approach as it is the safest one. You can choose which crypto to implement and many tools are offering solutions for those brands that only want to accept cryptocurrencies without keeping or handling them.

What Gucci did by announcing they will accept ApeCoin, is basically tap into an existing community by simply implementing a new token in their payment tools.

TOKENS & SECURITIES

SECURITIES LAW FRAMEWORK FOR BLOCKCHAIN TOKENS

In 1946 The Howey Case defined a framework to clearly define what is a Security and what is not. This Whitepaper composed by Coinbase in collaboration with Coin Center, Union Square Ventures and Consensys, "A Securities Law Framework for Blockchain Tokens" tries to bring this last century regulations to the contemporary world of Tokens.

At this link you'll find a Framework Tool that will help you understand what time of Tokens you are evaluating.

This is crucial when you are evaluating a token or even more important, when you are releasing one.

WHEN YOU SHOULD NOT TAP INTO WEB 3.0 ?

YOU ONLY WANT TO MONETIZE

Let's be honest, Web3 is seen as a quick way to make money. But if you are a brand, making money, should be the last goal to achieve when planning your presence in web 3.0. This doesn't mean you can't plan to become profitable, but money will come with time, when you will be able to create value for a strong community.
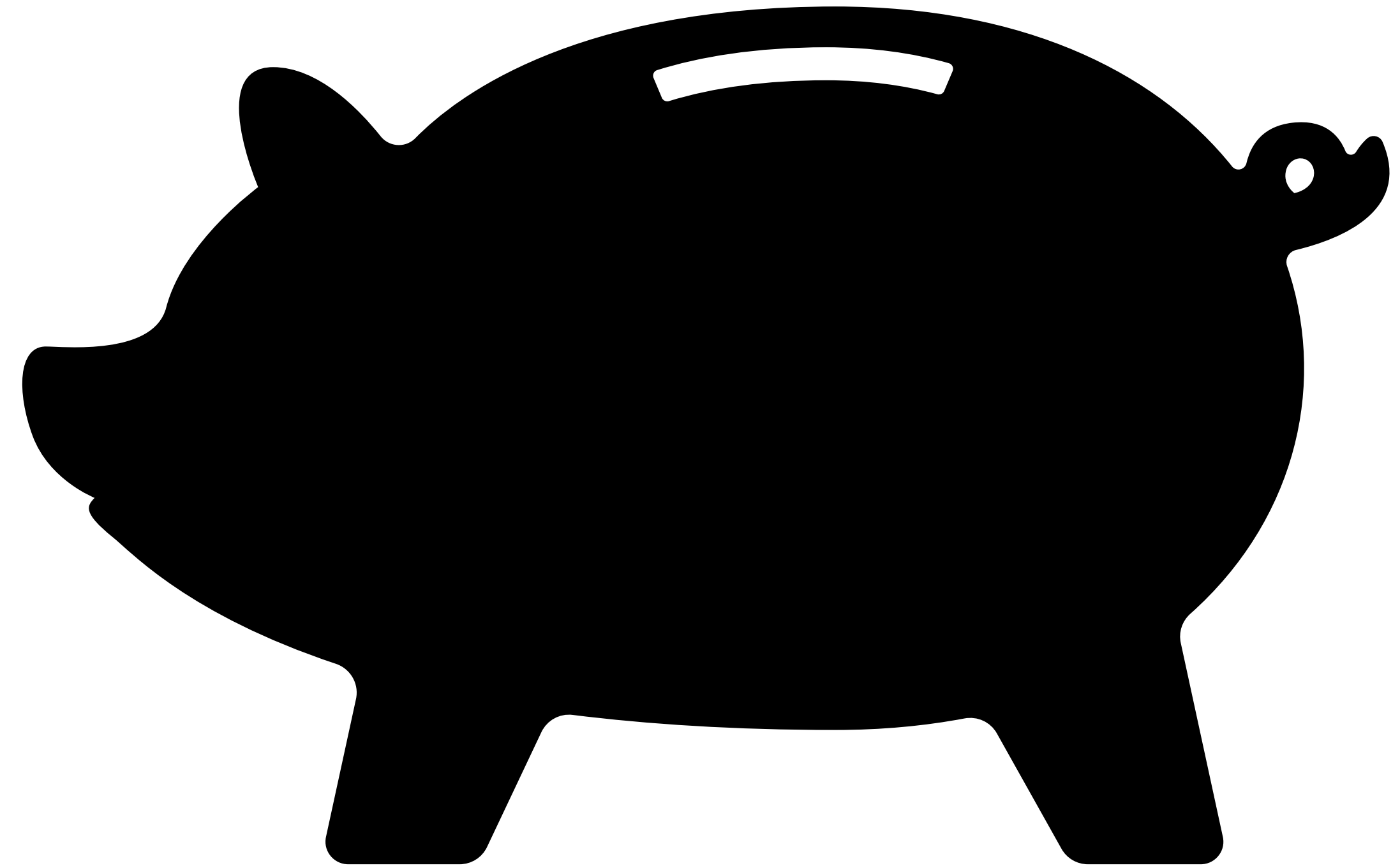
NO CLEAR PLAN

Dropping NFTs without a clear plan is useless.

The NFTs should be the first brick of your future Web3 strategy. You don't need a 20 year plan, but you need to define what you plan to do next and how to create value for you and most importantly your holders.

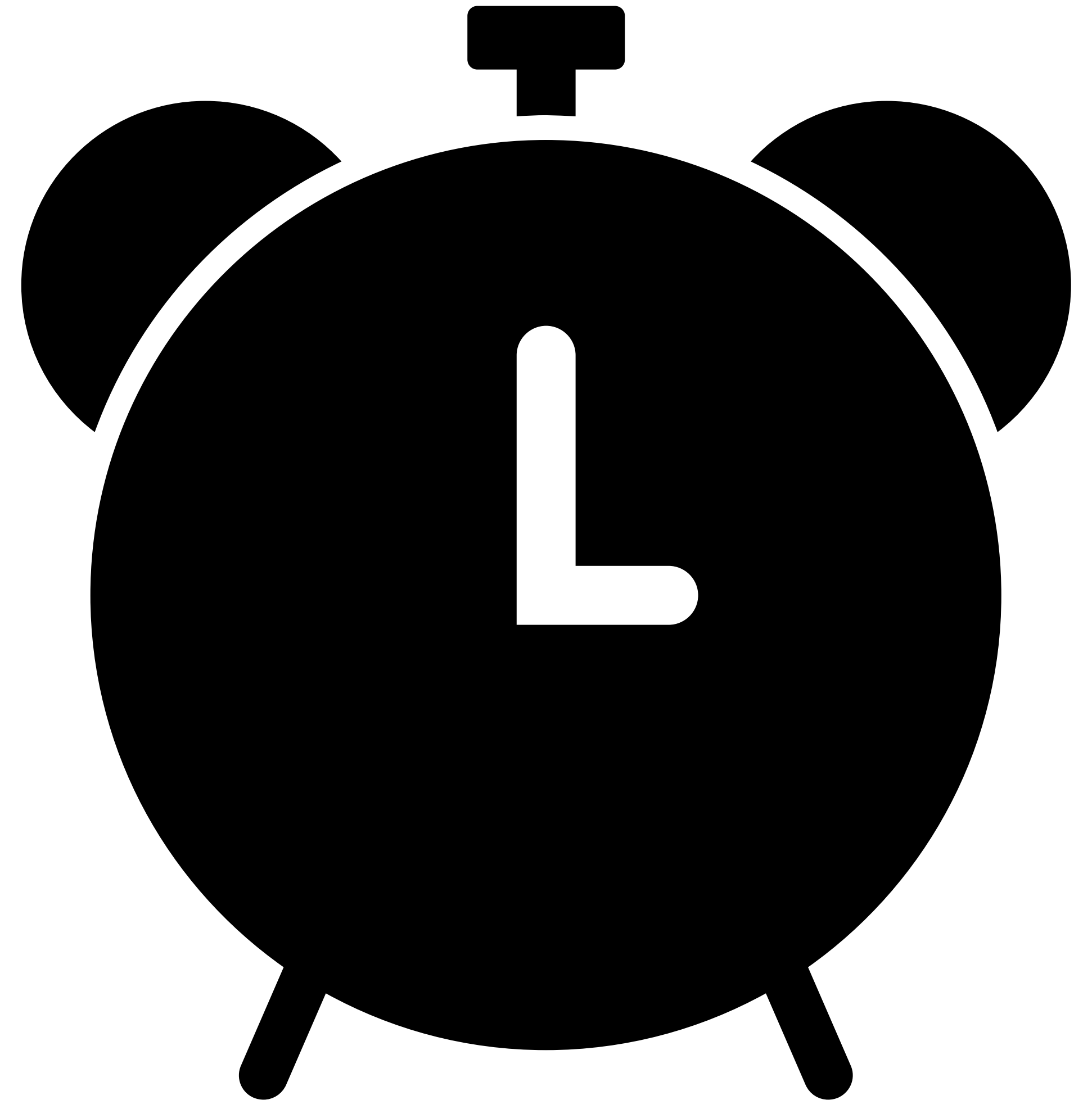ANDREA LORINI - WEB3 3.0 & LUXURY BRANDS
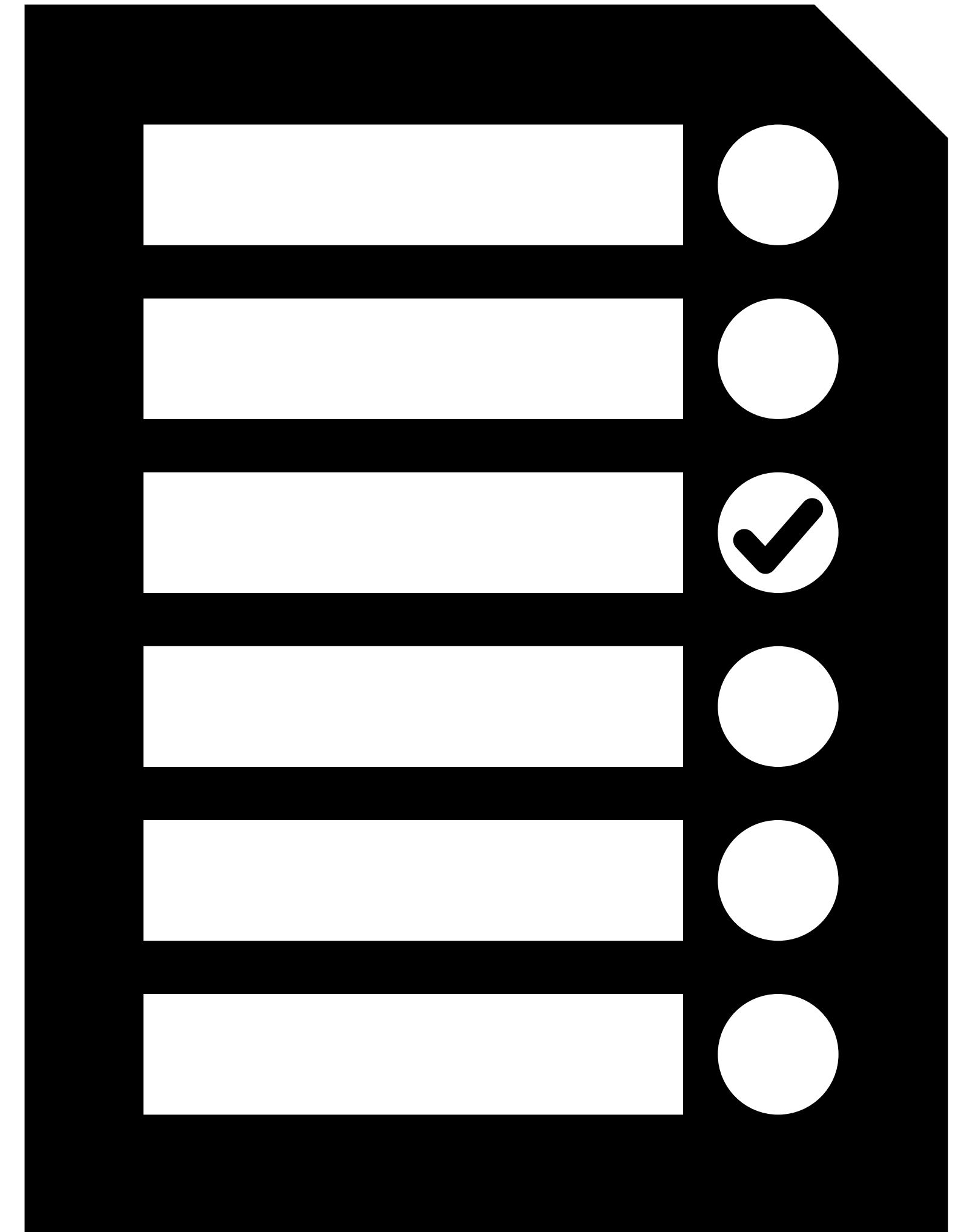
SHORT TERM

Spot operation often fail to maintain value, causing damage to the brand.

Your project can sell out in 5 minutes, but its success will be valued on the long term.

Holders are attached to VALUE. Yesterday, Today and more so Tomorrow.

TO BE CONTINUED...

Chubbies #4217