



A merging of both physical and virtual worlds will allow:

- A fully functioning virtual economy
- Virtual office platforms ([Facebook Horizon Workrooms](#) & [Microsoft Mesh](#))
- Educational immersive field trips anywhere and at any point in history
- Real Estate application for fully immersive virtual home tours
- Virtual versions of bricks-and-mortar stores



Avatars

How we represent ourselves in the Metaverse (living 3D version of profile pics)



Photo-realistic avatars for work



Fantasy avatars for gaming or fun



Stylised avatars for socialising

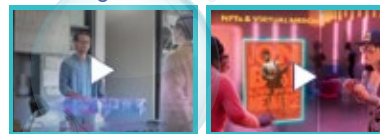


What can we expect in the metaverse? (Applications)

- Building our own houses (Horizon Homes).
- **Education:** Teleport to any place and any time in history; get a sense of life 1000s of years ago.
- **Horizon Worlds:** Building worlds, games, events, shops etc.
- **Gaming:** Experiencing old games in new, virtual ways. Playing with people from all over the world.
- **Entertainment:** Join concerts virtually on the other side of the world, buy NFT merchandise for your favourite artist.
- **Better for the environment:** Working in the metaverse means less flights and travelling by car stuck in traffic.

Business & Brand Opportunities

Horizon Workrooms & Microsoft Mesh – with room customisations to add logos and custom brands.



Businesses will be able to

- Sell digital goods & services
- Run ads to make sure the right customers can find them
- Create events and spaces to invite customers to
- Run workshops, training sessions, product demonstrations, live help
- Conduct product launches, launch parties
- Provide exclusive product/services in the Metaverse only available to customers who pay exclusivity fees/subscriptions



What is the Metaverse?

The future of the internet. A decentralised 3D virtual environment, accessible through VR headsets, AR glasses, smartphones, laptops and gaming consoles.

Marketing & The Metaverse

Some of the possibilities:

- Create brand experiences that are more engaging & exciting.
- SEO for brand discovery in the Metaverse
- Billboards, posters, POS designed & developed for the Metaverse
- Targeted push notifications in the Metaverse
- Branded avatar apparel
- Branded virtual brand communities
- Unlocking content by completing challenges or leveling up in the Metaverse
- Targeted digital advertising campaigns in the Metaverse
- Virtual versions of traditional bricks-and-mortar stores



The Metaverse will redefine marketing & advertising as we know it.