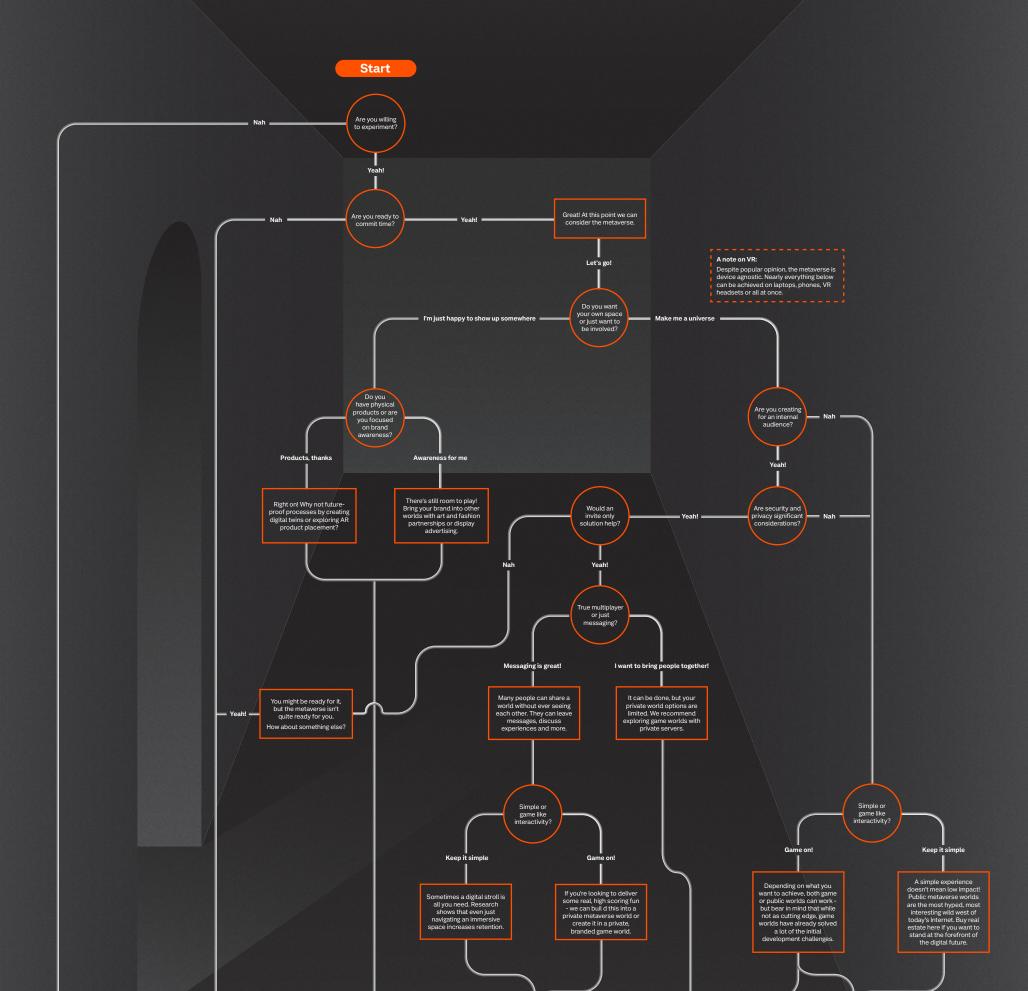
# The big question for your brand is... should YOU metaverse? (and how should you do it?)



#### You're not ready.

The metaverse is fresh, rough around the edges and requires a similarly rock and roll mindset.

If you need to play it completely safe then you're missing out on a lot of other digital fun too.

That's okay. Come back when you're ready.

#### Digital experience fun

One of the key traits of the metaverse is persistence and permanence. This can necessitate on-going updates and repeating development – which takes time. But there's a lot of other

But there's a lot of other one-off digital experience fun you can have!

#### Examples

- Data-powered live show - Interactive installation - AR / VR/ XR experience - Virtual or hybrid event

#### Digital artefact's

Whether it's an NFT (non-fungible token) artwork being sold al Sotheby's, a Fortnite skin partnership being wom by the masses, a perfect trading card highlight from basketball history or high end AR fashion on Instagram... own able, shareable digital artefact's are making a splash. This is the perfect way to bring your brand into the many worlds of the metaverse without

#### Examples

NFTs Animal Crossing desi Fornite skins AR fashion

## Private worlds

So you want to get into the metaverse, but you're not ready to go public. That's cool, there are options. Private, fully branded virtual

worlds await you and your audiences. These spaces can host conferences, learning events, even private concerts and like all metaverse worlds, they can be persistent, updateable places for your audience to return to whenever you choose.

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ff-blockchain platforr

## Game worlds

If you don't mind looking a bit playful, this is a great way to get started with high levels of interactivity.

Interactivity. Either as a highly visible public partnership or by spinning up invite-only private servers, game worlds feature true multiplayer capabilities and have a lot of fun activities to keep people engaged.

#### Examples - Roblox

- Minecra - Fornite

### Public worlds

Since everything is on the blockchain, even if you restrict access there's no hiding on public worlds.

But that's not why you come here. You enter this space to make your mark, to make a statement about being a bold, future focused brand who is ready to leap into the next evolution of the Internet alongside the public.

Public worlds are not just for hanging out, they're for creating monuments.

#### Examples

Decentraland Sandbox On-blockchain platforms

Metaverse starts here

Did we answer some questions? Raise some more? If you need a hand finding your way to the metaverse, get in touch. metaverse@jackmorton.com.au

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