

# Metaverse

The Metaverse is a virtual environment that provides an impressive and interactive environment for customers. Companies can present their brand and products in this virtual world and reach customers in an innovative and visually appealing way. It combines elements from virtual reality, augmented reality, social media and gaming to create an inclusive experience.

Examples of applications include virtual shops, virtual product tests and live events. The metaverse makes it possible to increase customer engagement and give them the feeling of being part of a community. It opens up new opportunities to present products and services and gain a competitive advantage.

Other applications include the organisation of virtual events or concerts, where users from all over the world can come together online and create their own avatars to interact with other participants and experience exclusive content.

## Booking options

- |                      |  |   |
|----------------------|--|---|
| ✗ Demo booking tool* | ✗ Programmatic advertising                 | ✗ Marketing portals, Marketing automation platforms |
| ✓ Service provider   | ✗ Self service tool, media buying platform |   |

## Media segment

- |                |                                    |                      |
|----------------|------------------------------------|----------------------|
| ✓ Internet     | ✓ Out of home, digital out of home | ✗ Household, office  |
| ✓ E-commerce   | ✗ TV, cinema, moving image         | ✗ Internet of Things |
| ✗ Social media | ✗ Radio, audio                     |                      |
| ✗ Mobile       | ✗ One-to-One                       |                      |

## Media type

- |           |         |            |
|-----------|---------|------------|
| ✓ Digital | ✗ Print | ✗ Analogue |
|-----------|---------|------------|

## Target group

- |                        |                        |                        |
|------------------------|------------------------|------------------------|
| ✓ Business-to-Business | ✓ Business-to-Consumer | ✓ Business-to-Employee |
|------------------------|------------------------|------------------------|

## Marketing objective

- |   |                  |                        |
|---|------------------|------------------------|
| ✓ Brand awareness, increased audience reach | ✓ Customer care  | ✓ Employee recruitment |
| ✓ Lead generation, new customer acquisition | ✓ Sales increase |                        |

## Customer Journey

- |                 |             |            |
|-----------------|-------------|------------|
| ✓ Awareness     | ✓ Purchase  | ✗ Advocacy |
| ✓ Consideration | ✓ Retention |            |

## Ad media

- |  |  |                                     |
|--|--|-------------------------------------|
| ✗ Advertisement, Banner                  | ✗ Google Business Profile              | ✗ Roof objekt                       |
| ✗ Advertorial                            | ✗ Influencer                           | ✗ Sales talks                       |
| ✗ Annual report                          | ✗ Landing-page, microsite              | ✗ Self service terminal             |
| ✗ Appointment calender                   | ✓ Location Based Service               | ✗ Shopping cart                     |
| ✓ Audio, radio spot, audio file          | ✗ Mobile payment systems               | ✗ Sign, labelling                   |
| ✓ Augmented Reality                      | ✗ Newsletter                           | ✗ Social media advert               |
| ✗ Beach flag, flag, roll-up              | ✗ Newspaper, magazine, periodical      | ✗ Social media company page         |
| ✗ Book, E-book                           | ✗ NFC                                  | ✗ Social media posting              |
| ✗ Brochure, flyer, inserts               | ✗ Offer, quotation                     | ✗ Social media profile page         |
| ✗ Catalogues, price lists                | ✗ Office equipment                     | ✗ Sponsoring                        |
| ✗ Chat, chatbot                          | ✗ Office files                         | ✗ Spontaneous event                 |
| ✗ Company entries                        | ✗ Operating instruction, user manual   | ✗ Structured company data records   |
| ✗ Configurator                           | ✗ Passers-by addressing                | ✗ Survey                            |
| ✗ Contact form                           | ✗ Petrol pump nozzle                   | ✗ Telephone and video call service  |
| ✗ Content SEO-optimised                  | ✗ Postcard                             | ✗ Unboxing                          |
| ✗ Credit card                            | ✗ Poster, billboard, pillar            | ✗ V-card                            |
| ✗ Customer card                          | ✗ Product live demo                    | ✓ Video spot, moving image          |
| ✗ Display, monitor, citylight, megalight | ✗ Product packaging, product labeling  | ✓ Virtual Reality                   |
| ✗ Display stand, light box               | ✗ Product sample                       | ✗ Virtual, voice assistant          |
| ✗ E-mail, signature banner               | ✗ Programmatic print                   | ✗ Vouchers, coupons, discount cards |
| ✗ E-paper                                | ✗ Promotional items                    | ✗ Web layer                         |
| ✓ Event                                  | ✗ Push, text messages                  | ✗ White paper                       |
| ✗ Exhibition stand, event modules        | ✗ Quality seal                         | ✗ WLAN for visitors                 |
| ✗ FAQ                                    | ✗ QR code, link                        |                                     |
| ✓ Games, competitions                    | ✗ Rental addresses, target group areas |                                     |

## Connected media channels

App (Advertising medium)  
App (Brand, topic)  
Community  
Consulting, support, training  
Corporate lounge areas  
Customer loyalty programme  
Digital signage, POS TV  
Event  
Gaming platform  
Guerilla marketing action  
Location-based service  
Online shop (Brand)

Out of Home (OOH)  
Point of sale (POS), Showroom  
Product, service (Advertising medium)  
Product, service experience  
Reviews, recommendations  
Social media platforms  
TV streaming platform, Connected-TV  
Website (Advertising medium)  
Website (Brand, topic)