ARE WE PREPARED FOR THE FUTURE OF METAVERSE IN RETAIL AND COMMERCE?
GLOBAL SUPPLY CHAIN STRATEGY
VICE PRESIDENT

DIGITAL TRANSFORMATION
NEARSHORING
ARE WE PREPARED FOR THE FUTURE OF METAVERSE IN RETAIL AND COMMERCE?
My Intention

Call to action...

USE CASES INSPIRE NEW BUSINESS MODELS
This is the moment
To see Faraway
THE SKY’S THE LIMIT.
The best way to predict the future... is creating it.

Peter F. Drucker
What Is Metaverse?
Looking Back At History
1992 Snow Crash: the 30-year-old novel that predicted today’s twisted Metaverse
“The people are pieces of software called **avatars**.”

“They are **audiovisual bodies** that people use to communicate with each other in the Metaverse.”

First published in 1992, *Snow Crash* revolves around Hiro, a pizza deliveryman and freelance hacker (so far, so 90s) who’s roped into an investigation of an apocalyptic virus alongside his new sidekick, Y.T., a young skateboard courier surfing the freeways of near-future LA. The problem is, the **virus**, AKA Snow Crash, is spread via a highly addictive drug in the real world, and an unassuming bitmap image in the Metaverse; crossing the line between the two realities, it obliterates avatars and sends IRL users into a **vegetative state**. Together, Hiro and Y.T. race against time to prevent the “Infocalypse” and uncover the virus’ ties to a shady tech monopolist and his army of brain-chipped acolytes. **Sound familiar?**
METAVERSE

THE NEXT VERSION OF THE INTERNET
The **METAVERSE** will be an evolved version of the internet. One that is a social and immersive real-time blend of our physical and digital lives.
What is Metaverse?

01 Vision of a digitally native world where we will spend our time working, socializing, and engaging in activities.

02 Those environments might use extended reality technologies such as virtual reality (VR), augmented reality (AR), and mixed reality (MR). Avatars/Holograms.

03 Token-based economy to benefit from emerging blockchain-enabled business models.
XR (Extended Reality)

Collective term applied to immersive experiences incorporating varying degrees of digital and real information

**AR** (Augmented Reality)
User views static digital information or visual elements integrated into the real environment

**MR** (Mixed Reality)
User interacts with responsive virtual elements integrated into the real environment

**VR** (Virtual Reality)
User is immersed in an interactive, digitally-generated environment

Source: GAO. | GAO-22-105541
VR Headsets
Meet, share, and work with others in virtual spaces using VR headsets
NFT noun
\',en-(,)ef-'tē\n
: NON-FUNGIBLE TOKEN : a unique digital identifier that cannot be copied, substituted, or subdivided, that is recorded in a blockchain, and that is used to certify authenticity and ownership (as of a specific digital
GLOBAL METAVERSE MARKET 2018-2028

Market is expected to **REGISTER** a **CAGR of 43.3%**

**45.3%** of global market revenue was accounted for by North America in 2020

The market was valued at **$47.69 Billion** in 2020

Based on component, hardware segment is expected to register a **CAGR of 43.9%**
The metaverse could be a $800 billion industry by 2024.

Source: Bloomberg Intelligence
METAVERSE APPLICATIONS

- Healthcare
- Travel & Tourism
- Education & Learning
- Remote Working
- Gaming
- Real Estate
- Bank & Finance
- Product Experiences: Entertainment
- Social Media
- Commercial NFT
- Industrial / Manufacturing
- Supply Chain
- Sustainability
- Remote Working
- Gaming
USE CASES

Commercial

It will enable us to enter the virtual stores as digital avatars and engage in shopping the same way we shop at physical stores. Trying on clothes, no queues, paying using digital currencies, and hassle-free doorstep delivery, all this from the comfort of your space.
NFTs & VIRTUAL MERCH

CONFIDENTIAL – DO NOT DISTRIBUTE – PROPERTY OF GLADIS ARAUJO
Exclusive: Mattel makes its play for the metaverse—and the metaverse plays back

The famed toymaker will turn its iconic characters into playable avatars in Cryptoys’ NFT gaming world.
Toy firm Mattel launches NFT marketplace for Barbie, Hot Wheels

November 23, 2022 • by Ledger Insights
REV UP YOUR NFT COLLECTION
Hot Wheels NFT Garage Series 4
SOLD OUT

YOUR NEW HOME FOR NFTS
You made the Hot Wheels NFT Garage such a huge success, we built a new space for your collection. Series 4 is the first to drop right here at Mattel Creations.

3rd Party Wallet NOT Needed. Just sign in and purchase your NFT packs. Afterward, you'll receive a confirmation email with a link to claim them. Once claimed, open your NFT packs and your NFTs will be minted into a new Mattel Creations wallet or your existing Mattel Creations wallet.

CONFIDENTIAL – DO NOT DISTRIBUTE – PROPERTY OF GLADIS ARAUJO
Mattel Creations Launches Digital Collectibles Marketplace

EL SEGUNDO, Calif., (November 21, 2022) – Mattel, Inc. (NASDAQ: MAT) announced today it has launched its own digital collectibles (NFT) marketplace on Mattel Creations, the company’s collector and direct-to-consumer platform. Series 4 of the Hot Wheels NFT Garage, set for release on December 15, will be the first offering of Mattel Digital Collectibles to launch on the new marketplace.

The Mattel Creations Digital Collectibles Marketplace is built on the Flow blockchain, a fast, decentralized, and eco-friendly blockchain designed to support consumer-scale decentralized applications serving mainstream audiences. Made for mainstream consumers, the Mattel Creations Digital Collectibles Marketplace will not require users to own cryptocurrency to make purchases and will integrate a peer-to-peer trading platform that will allow collectors to trade their digital collectibles between them in early 2023. Also coming in early 2023, customers who own Hot Wheels Garage NFTs on the WAX blockchain will be able to transfer their tokens to Flow in a 1 for 1 exchange.

Developed by the same team behind Hot Wheels die-cast cars, Series 4 of the Hot Wheels NFT Garage is the latest way for fans to collect valuable and rare digital artwork from the...
BALMAIN x BARBIE NFT 1

This stylish avatar is wearing a striped sweater dress with a shoulder cut out and carrying a pink maxi pillow bag featuring Balmain’s signature monogram and Balmain x Barbie logo.

Visit Auction
Forever 21 collaboration with Mattel brings Barbie to the metaverse

CHAIN STORE AGE
Holidays in the Metaverse: Macy’s Parade Goes Virtual, Mattel Debuts Marketplace for Toy NFTs

November 22, 2022 at 11:40 AM EST  By Nicole Silberstein

Two of the biggest names of the holiday season — Macy’s, producer of the iconic Thanksgiving Day Parade, and toy maker Mattel — are doubling down on the world of
Barbie's Latest Gig? Web3 Huckster

Mattel, the toy creator, announced a partnership with Web3 platform Cryptos to create playable, customizable NFTs based on the company's top brands.

By Mack DeGeurin | Published June 10, 2022 | Comments (4) | Alerts
Mattel ups its metaverse game with Rec Room

Crypttoys To Digitalize Mattel’s Masters of the Universe Franchise in the Metaverse

Mattel’s MOTU-licensed toys will be the first brand to launch inside Crypttoys’s NFT environment.
Retail, Gaming & the Next Generation

The new ways that Gen Alpha & Gen Z are engaging with retail brands

The future of retail marketing: Reaching Gen Alpha and Gen Z through gaming and beyond
Key findings

1. **83% of youth have decision-making power.**

The majority of kids and teens have sole or joint decision-making power with their parents when it comes to retail purchases. As young people enter their teenage years, they begin to make their own purchasing decisions.

2. **Over 8 in 10 youth play video games.**

Interacting with games generates positive feelings. Kids and teens say the **three benefits of choosing in-game items** are that it allows them to be creative, gives them purchase autonomy, and produces excitement.

3. **In-game exposure drives in-store behavior.**

The items kids and teens see in games inspire them to want items IRL. **Two in five kids** say that they like to buy the same items that their avatars have in-game.
These findings are also reflected in real-world examples.

SuperAwesome recently ran a gaming activation that included a multifaceted 360° media and influencer campaign, successfully generating excitement and desire for the brand IRL.

↑ 12%
increase in consideration and purchase intent, post-campaign.

8 in 10 teens
liked that the branded clothes featured in the experience existed IRL.

Source: Brand lift study from a leading retail brand.
Six strategies retail brands can use to enter the gaming ecosystem

The new media mix supports a variety of strategies for engaging the next generation that work for a range of goals and budgets.

**Create your own immersive custom game experience**
Gamers are transported to a digital world surrounded by your brand and products, and retailers have the creative freedom to engage fans in memorable ways.

SuperAwesome recently helped a fashion footwear brand create a custom Fortnite map that took players on a journey through the brand's history using a visually stunning parcour course.

**Use gaming as a content engine**
Game environments create immersive experiences for the next generation and provide amazing branded environments for influencer videos.

In a recent fashion activation, SuperAwesome drove 14.8M views around creator videos recorded in a branded gaming environment, which generated over 3.290 days’ worth of high-quality viewing time in the branded set.

**Amplify your campaign across gamers’ favorite digital destinations**
Capturing kids’ and teens’ attention requires content amplification across the digital landscape, from mobile app and web to OTT, YouTube, and social platforms.

SuperAwesome helped a leading toy brand drive traffic and create buzz around its Roblox experience by running media across popular youth sites, apps, and OTT channels, resulting in over 12.3M YouTube views and 3M+ visits to the brand’s custom-built Roblox world.

**Integrate your brand into an existing game**
Game integrations and branded in-game items give retailers a turnkey opportunity to incorporate their brand into existing youth gaming experiences.

SuperAwesome partnered with an apparel brand to create branded in-game items to reward players, distributing 718+ tote bags and over 1M clothing pieces that helped build brand awareness even after the integrations were over.

**Partner with gaming influencers**
Brands can tap into audiences on social platforms like TikTok, YouTube, or Twitch by working with influencers to create authentic content for gamers.

One retail campaign in partnership with SuperAwesome reached the #19 trending ranking in YouTube’s gaming category, delivering over 1.2M views for an entertainment brand.

**Utilize dynamic in-game ads**
In-game ads enable natural, organic reach. An in-game billboard builds positive brand sentiment and adds realism to a digital environment.

SuperAwesome can help retailers create billboards in nearly 100 Roblox games and over 300 app and console games. One recent campaign drove 156.3M in-game billboard impressions for a major retail brand.

*SuperAwesome Ltd 2013 - 2023 | www.superawesome.com*
The Future is here!
PATH FORWARD

METAVERSE IN RETAIL & COMMERCE

START NOW one action
Strategic Foresight

CONE OF POSSIBILITIES

We cannot predict the future...

...but we can map the future.
NOW...IT IS YOUR DECISION

You take the **BLUE PILL**
the story ends
You wake up
in your bed and
believe whatever
you want to
believe

You take the **RED PILL**
you stay
in Wonderland
and I show you
how deep
the rabbit hole
goes
If you do not take advantage of these opportunities now... someone else will do it.
Optimism is a strategy for making a better future. Because unless you believe that the future can be better, you are unlikely to step up and take responsibility for making it so.
Let’s continue the conversation...

THANK YOU

Gladis Araujo

gladisaraujo2017@gmail.com