



#GWFF2023

2-5 May 2023, Rotterdam, The Netherlands

Speaker

**GLADIS
ARAUJO**

VP Global Quality Systems & Supply Chain
Mattel, Netherlands

**ARE WE PREPARED FOR THE
FUTURE OF METAVERSE
IN RETAIL AND COMMERCE?**



www.geospatialworldforum.org





Hot Wheels

RESCUE HEROES

PopParoos

Enchantimals
LIVING IS OUR EVERYTHING

Rolly Poppo

UNO

Lil' Gleemerz

Fisher-Price

MEGA BLOKS

MATCHBOX

Bob the BUILDER

MATTTEL

Barbie

MEGA CONSTRUX

American Girl

Angelina Ballerina

Little People

THOMAS & FRIENDS



Barbie™

July 21

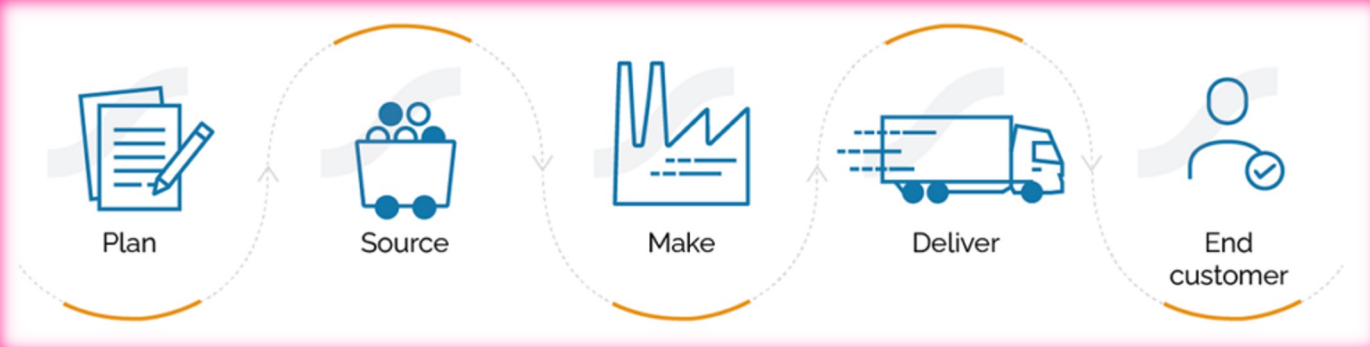
This Barbie is a work in progress.



Barbie

Only in Theaters
July 21

GLOBAL SUPPLY CHAIN STRATEGY
VICE PRESIDENT



DIGITAL TRANSFORMATION NEARSHORING



This Barbie is
a work in progress.



Only in Theaters
July 21

**GLOBAL SUPPLY CHAIN STRATEGY
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GEOSPATIAL WORLD FORUM

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My

Intention

USE CASES
INSPIRE NEW BUSINESS MODELS

Call to action...



This is the moment To see Faraway



A bright blue sky with scattered white clouds. The clouds are of various sizes and shapes, some appearing as soft, wispy patches and others as more distinct, fluffy masses. The overall scene is clear and bright, suggesting a sunny day.

**THE SKY'S
THE LIMIT.**

The best way to
predict the future...
is creating it.

Peter F. Drucker



What Is Metaverse?

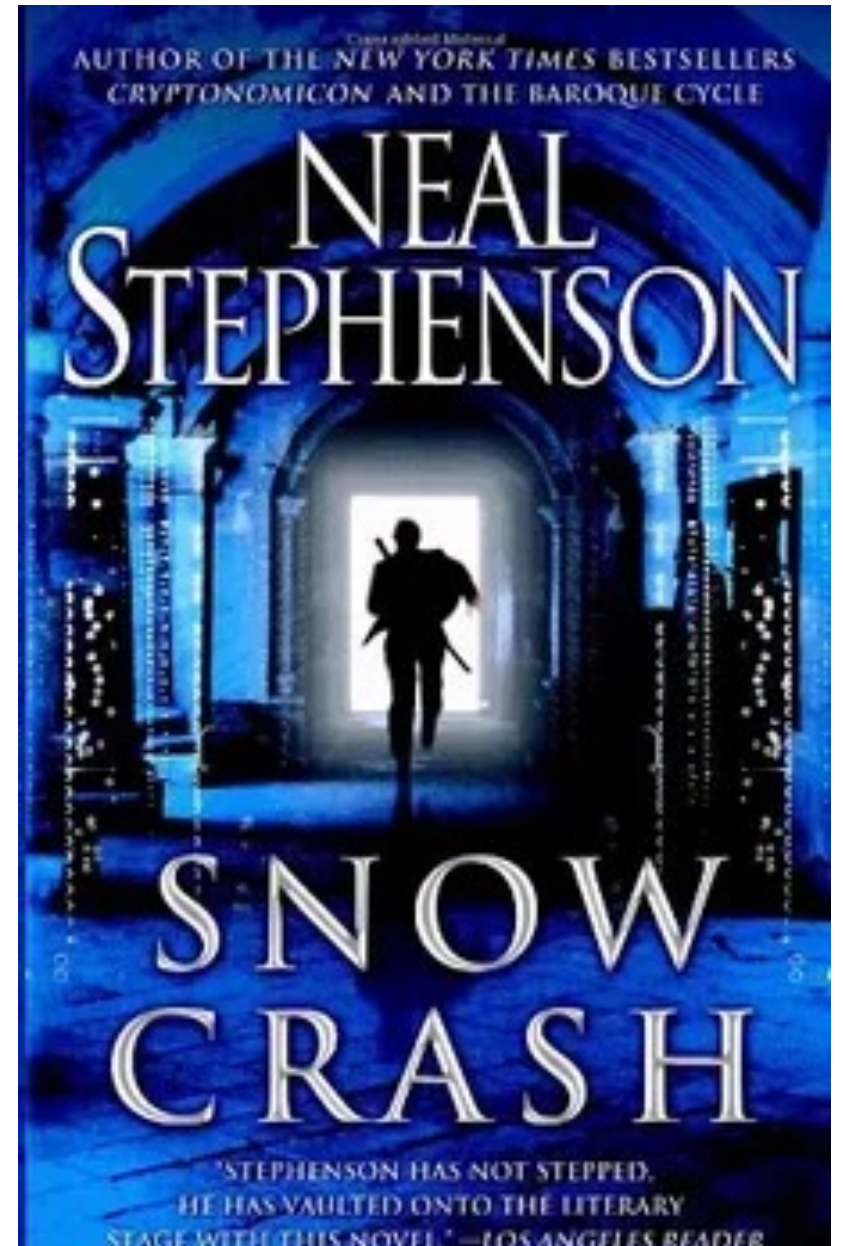


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Looking Back At History

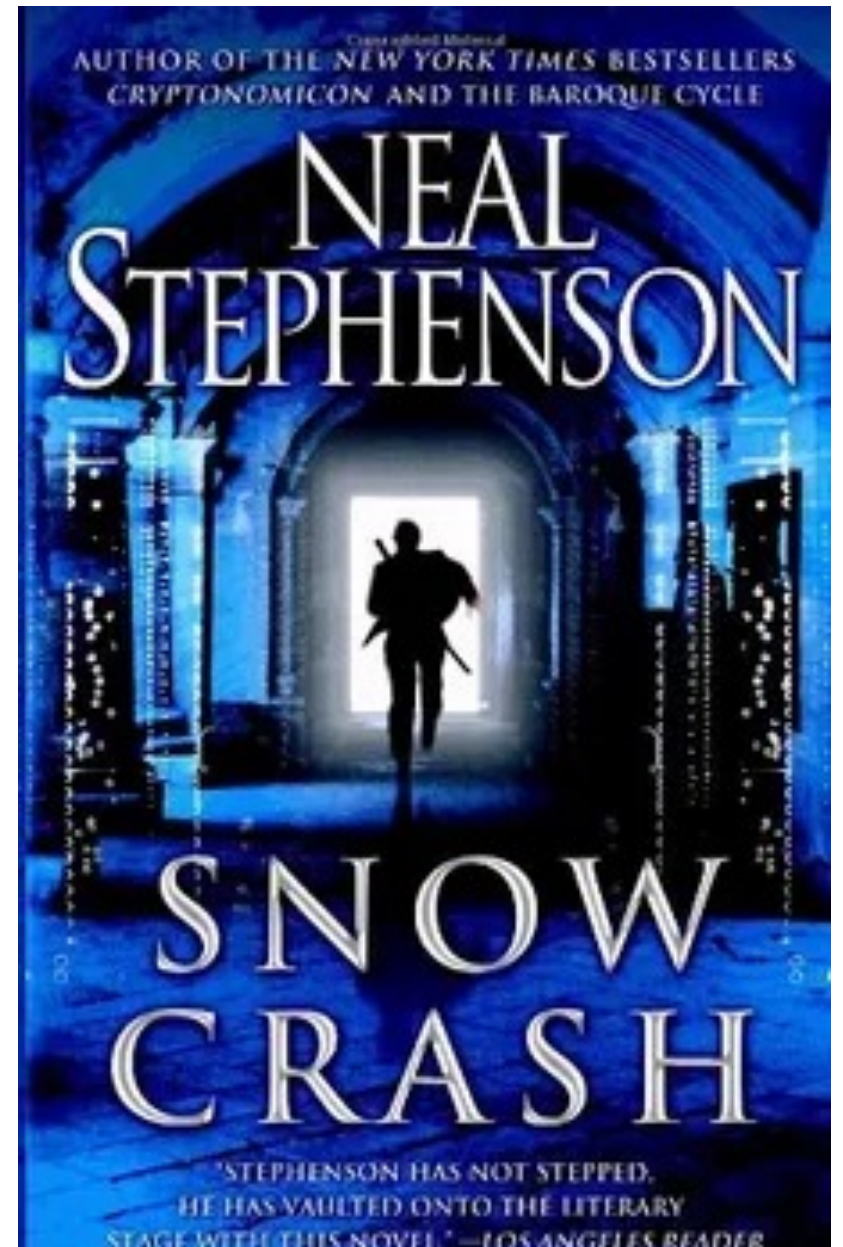
1992 Snow Crash:
the 30-year-old novel
that predicted today's
twisted Metaverse



“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?](#)



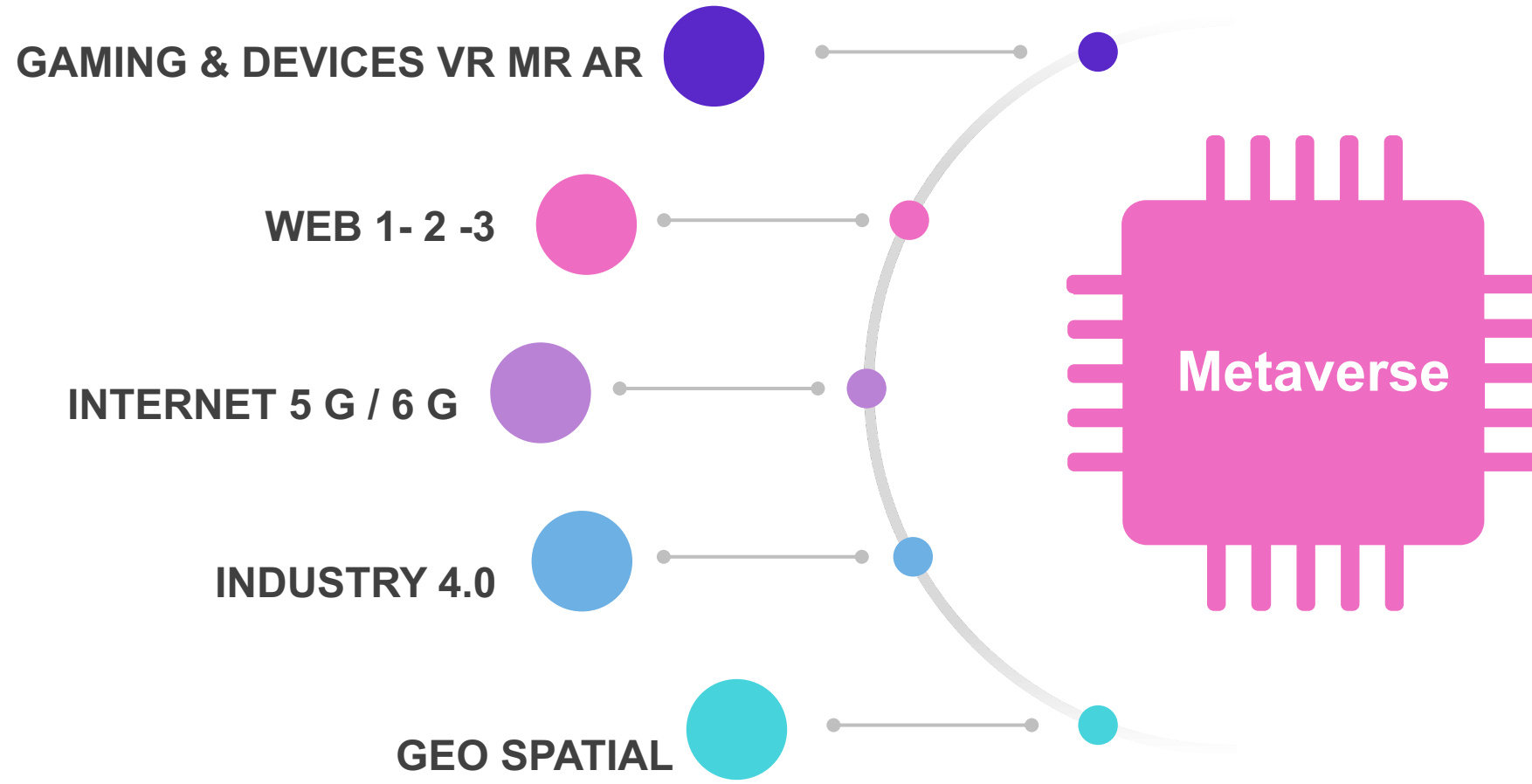


UNIVERSE

METAVVERSE

MORE COMPREHENSION

METAVERSE EVOLUTION



BLOCKCHAIN & CRYPTOCURRENCY

METAVVERSE

THE NEXT VERSION
OF THE INTERNET

METAVVERSE

IMMERSIVE

Our digital and physical lives will be blended seamlessly.

INTEROPERABLE

Virtual assets, data and identities will be usable across individual experiences.

PERSISTENT

The metaverse will exist regardless of a time and a place. It can't be turned off and is readily available in real-time.

DECENTRALIZED

The metaverse will be more open and decentralized (web3-enabled) than today's internet platforms.

INFINITE

There are no fixed boundaries – only those that are purposefully created.

ECONOMICAL

Cryptocurrency and blockchain ownership paradigms will enable true virtual economies across metaverse experiences.

SOCIAL

We will be able to socialize, work, transact, play, and create with few limitations.

The **METAVVERSE** 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

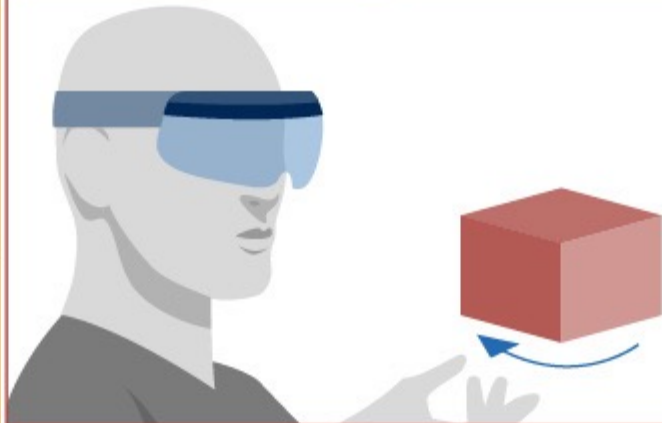
(Augmented Reality)



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 \

: **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



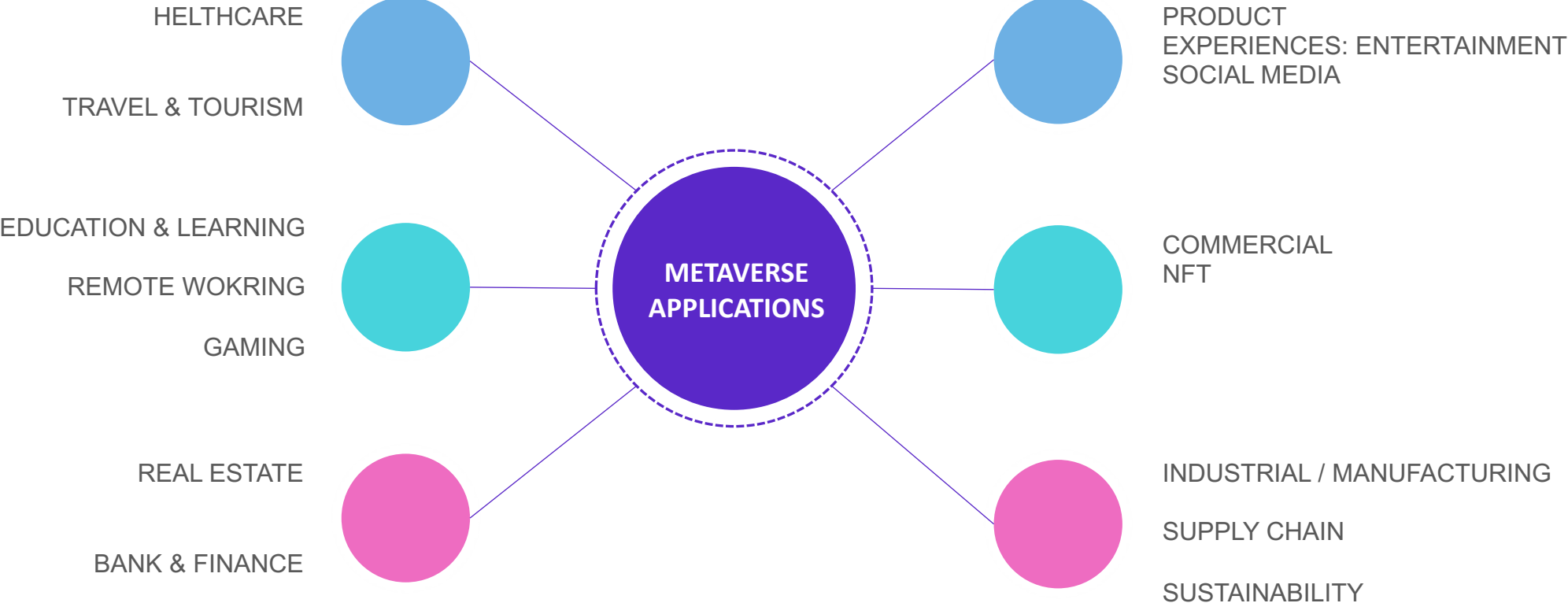
Based on component, hardware segment is expected to register a **CAGR** of **43.9%**



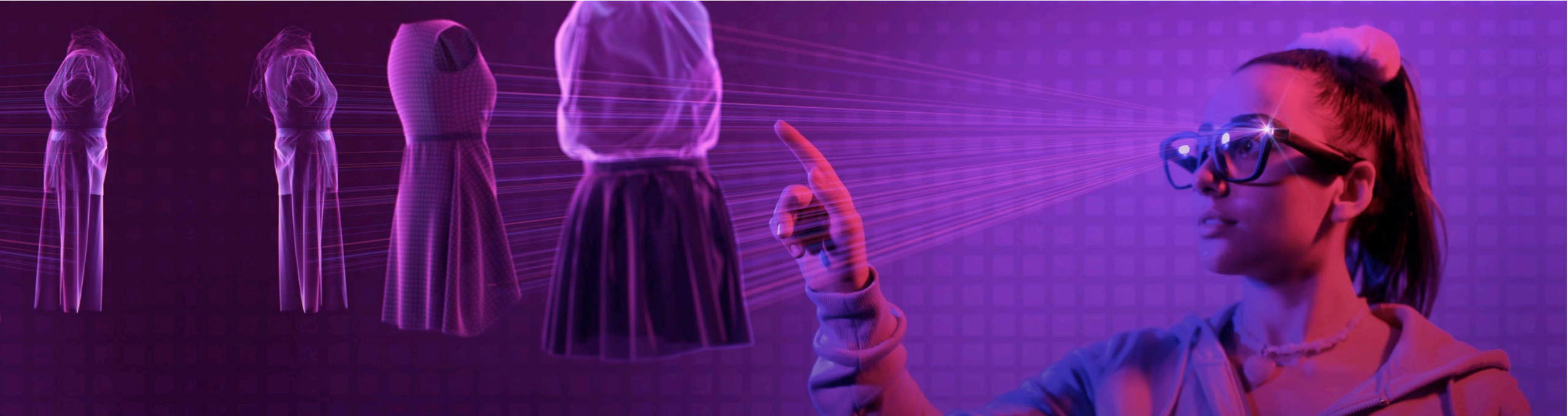
The metaverse could be a **\$800 billion industry** by 2024.

Source: Bloomberg Intelligence

METAVVERSE APPLICATIONS



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



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FUTURE
LAB
PLAY

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06-09-22 | MOST INNOVATIVE COMPANIES

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.



News · Technology Media Telecoms

Toy firm Mattel launches NFT marketplace for Barbie, Hot Wheels

November 23, 2022 · by Ledger Insights



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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.



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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

News · Technology Media Telecoms

Mattel, Nickelodeon to launch new NFT projects, explore future of toys

June 14, 2022 · by Ledger Insights



The image shows a Balmain Barbie NFT, rather than the Cryptotoys experience



MATTEL CREATIONS

BALMAIN x BARBIE

mint^{NFT}

BARBIE NFT 1

BARBIE NFT 2

BARBIE NFT 3

FAQ

SIGN IN



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](#)

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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



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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 Cryptotoys to create playable, customizable NFTs based on the company's top brands.

By Mack DeGeurin | Published June 10, 2022 | Comments (4) | Alerts



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Mattel ups its metaverse game with Rec Room

Cryptoys 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 Cryptoys's NFT environment.





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HOT WHEELS
RIFT RALLY



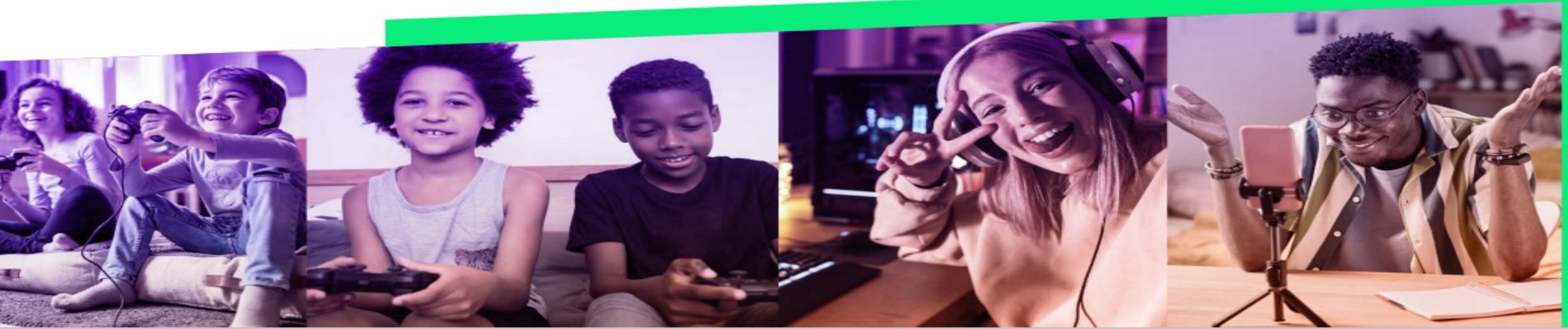
OFFICIAL TRAILER

Retail, Gaming & the Next Generation

**SUPER
AWESOME**
AN EPIC GAMES COMPANY



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**

**SUPER
AWESOME**

Key findings

About SuperAwesome

SuperAwesome is building a safer internet for the next generation. Used by hundreds of brands and content owners, our award-winning technology enables safe, authentic digital engagement with Gen Alpha and Gen Z.

**SUPER
AWESOME**



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, **their spending money doubles** and they begin to make their own purchasing decisions.



Over 8 in 10 youth play video games.

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



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.



8 in 10 teens

liked that the branded clothes featured in the experience existed IRL.

 **12%**

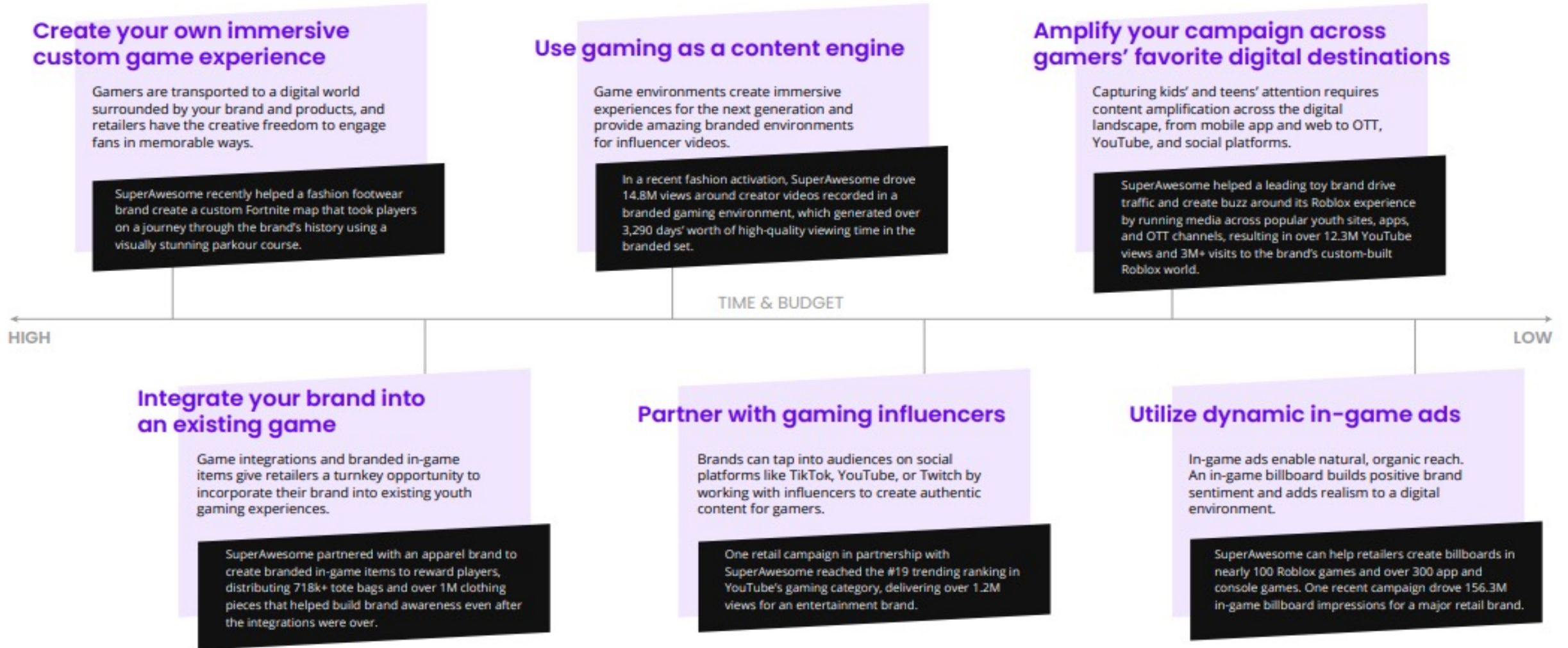
increase in consideration and purchase intent, post-campaign.

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.



The image features a central perspective view of a tunnel formed by a series of concentric, glowing rings. The rings alternate in color between a vibrant blue and a magenta/purple hue, creating a sense of depth and movement. The background is a dark, deep blue. In the center of the tunnel, the text "The Future is here!" is written in a large, bold, white sans-serif font.

The Future is here!

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**PATH
FORWARD**



**METAVVERSE
IN
RETAIL &
COMMERCE**

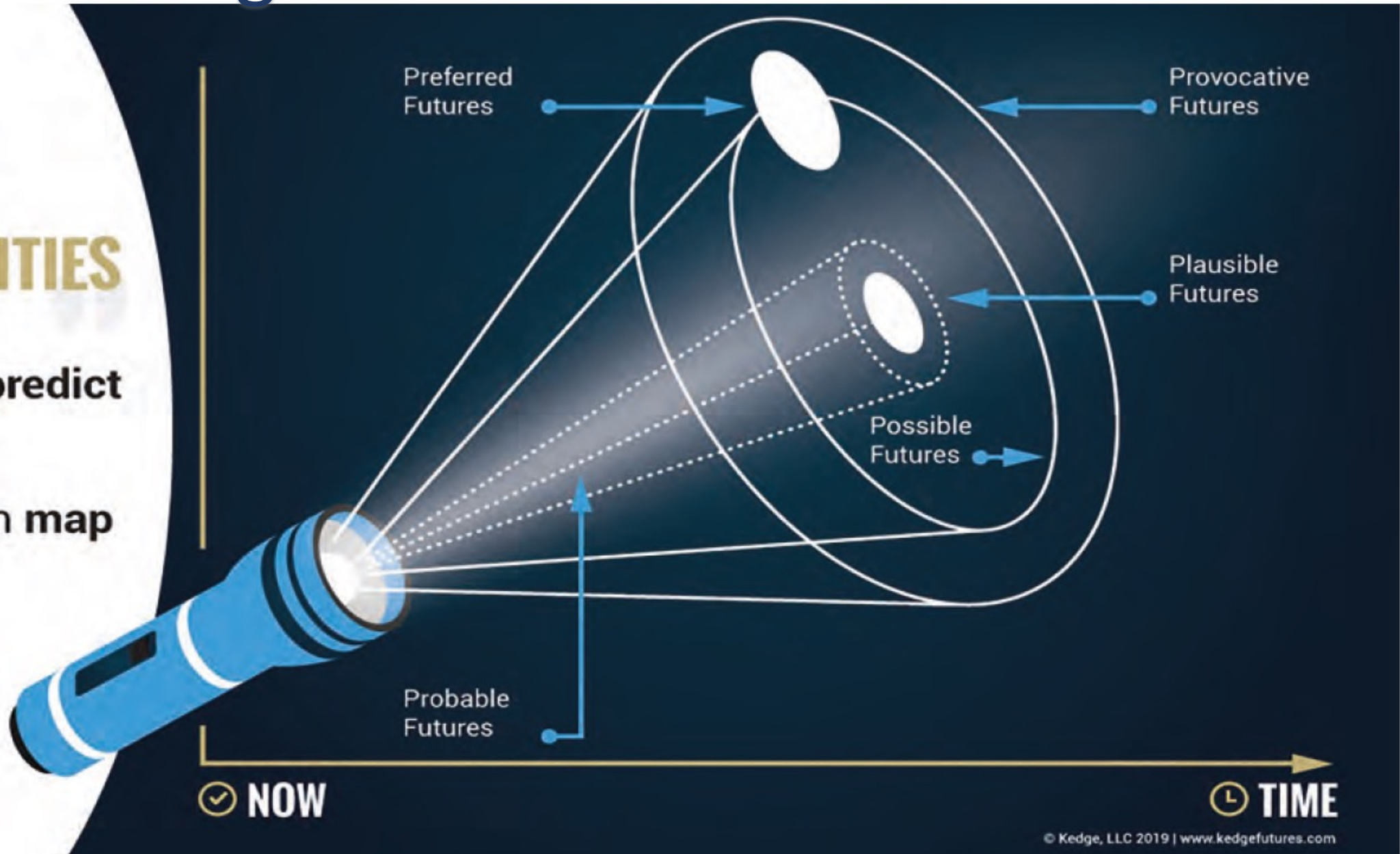
**START NOW
one action**

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



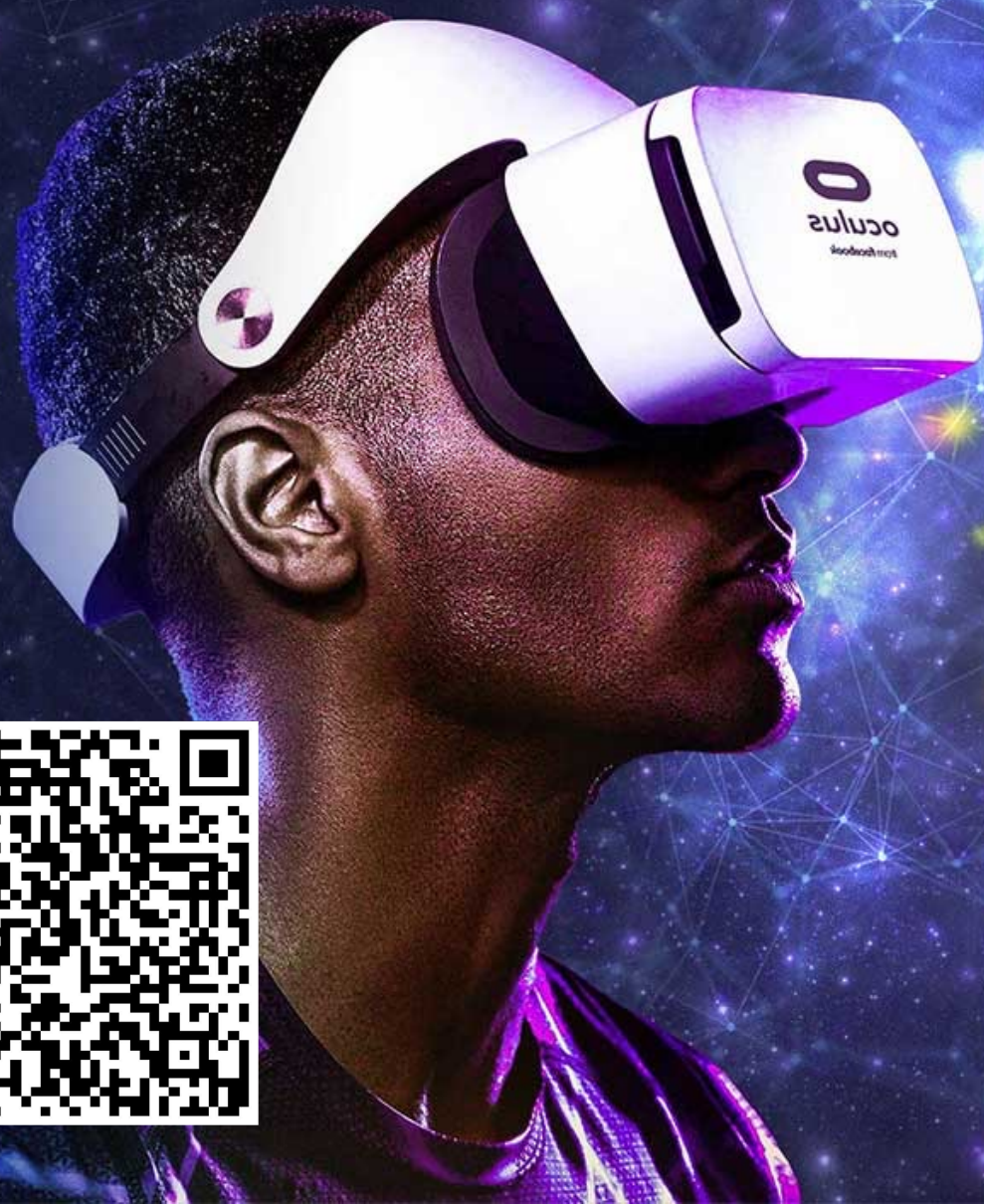
If you do not take
advantage of these
opportunities now...
someone else will do it



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



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