Ogilvy | Social.Lab

17 March 2022

THE AGE OF THE SUPER REALITY

METAVERSE, WEB3 AND IMMERSIVE EXPERIENCES

AVATARS COURTESY OF

READY PLAYER ME

DICKON LAWS

Head of Innovation Services, EMEA
Partner, Ogilvy Super Reality Studio

MATHIEU GILLAIN

Chief Growth Officer

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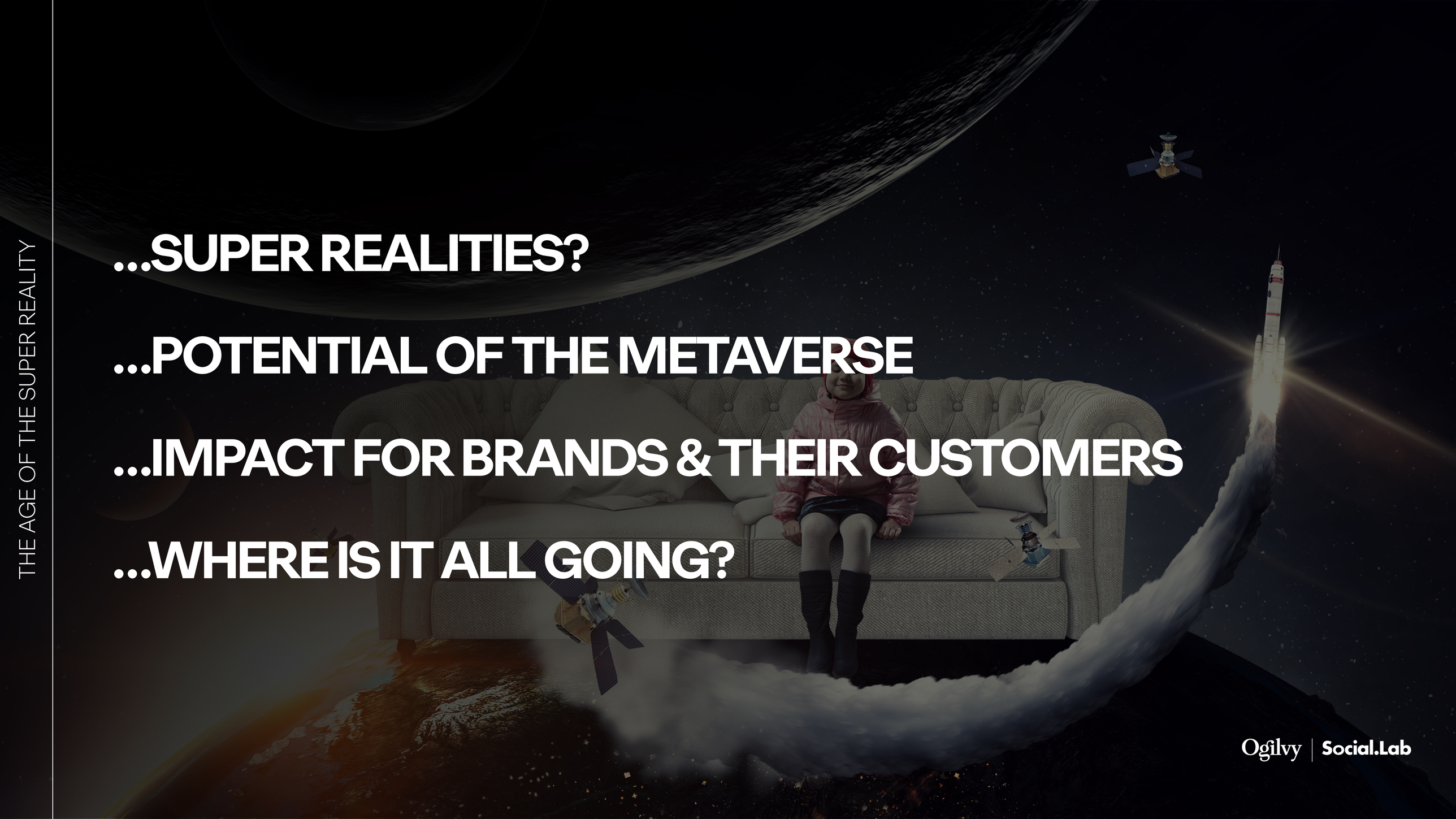


...SUPER REALITIES?

...POTENTIAL OF THE METAVERSE

...IMPACT FOR BRANDS & THEIR CUSTOMERS

...WHERE IS IT ALL GOING?

SUPER REALITIES

NFT

Non Fungible Tokens

BBWorlds

Browser Based Worlds

AR

Augmented Reality

METAVERSE

Anything and everything!

GAMING

Console, PC

VR

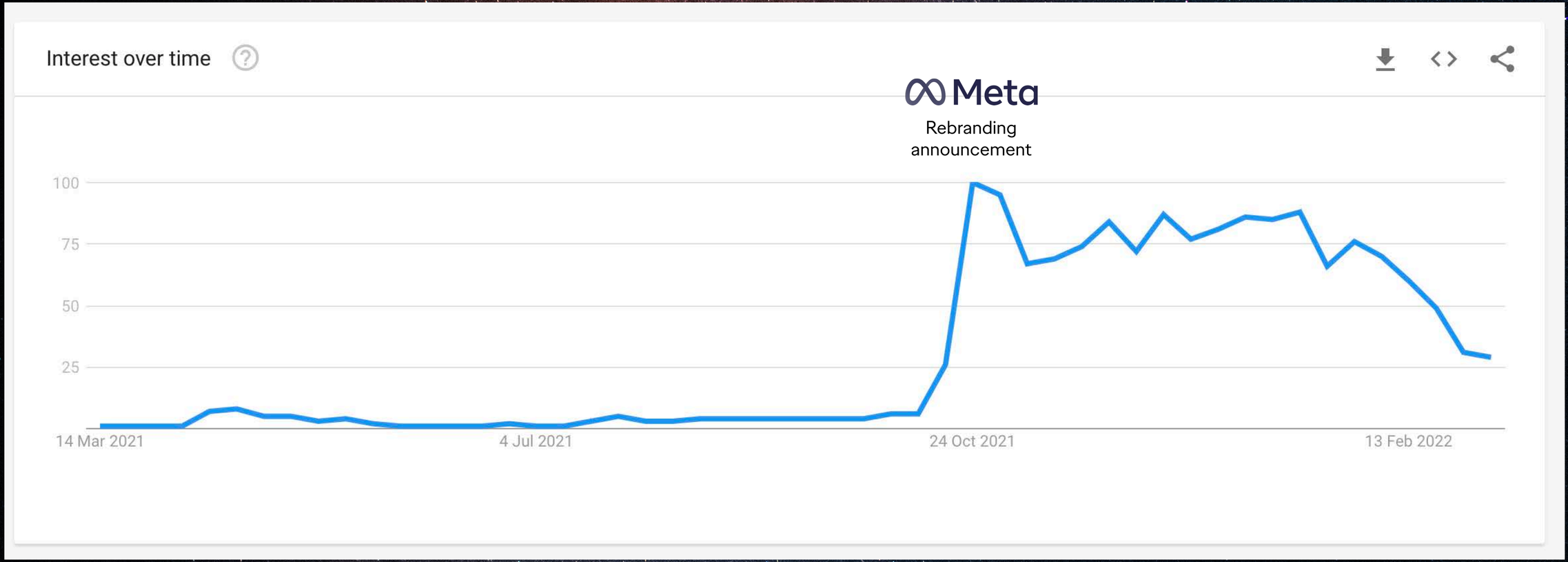
Virtual Reality

METAVERSE

Anything and everything!

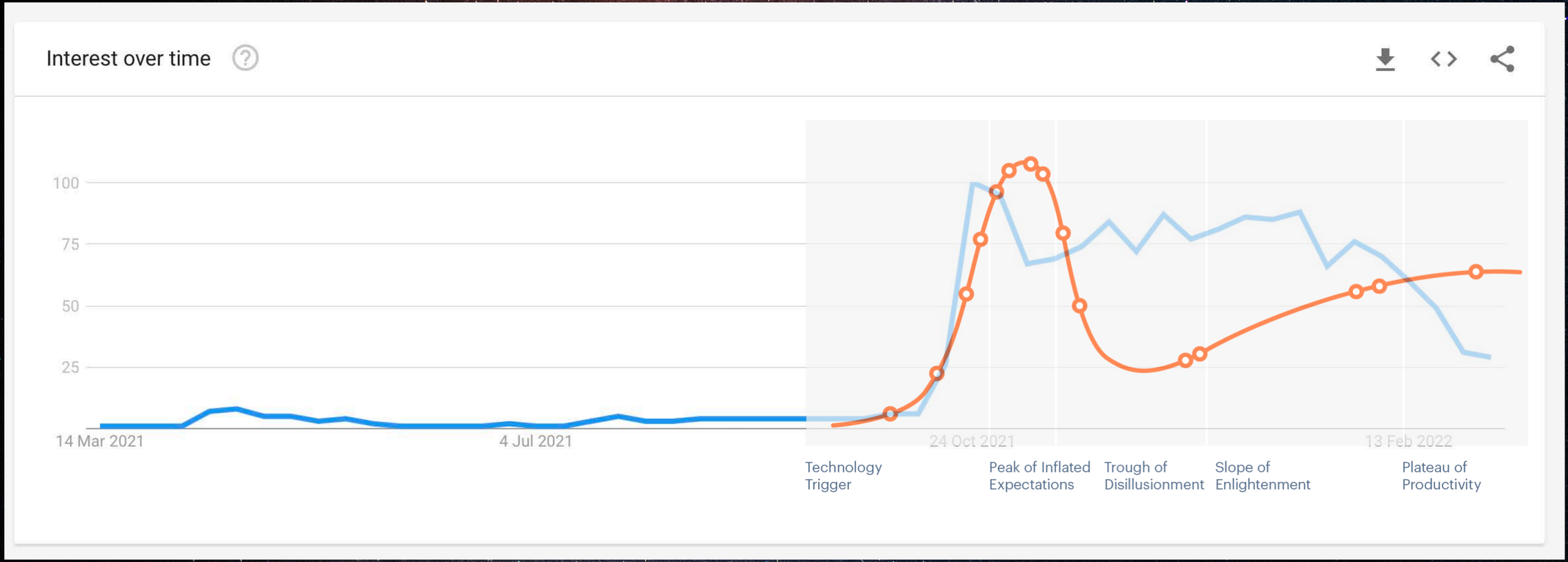
News · Gaming
Metaverse
thereum NFTs With
it Look
unique, Super Nintendo-inspired retro look,

SEARCH TRENDS FOR ‘METAVERSE’ GLOBALLY ARE MAPPING TO THE HYPE CURVE MODEL



Source: Google Trends, March 2022

SEARCH TRENDS FOR ‘METAVERSE’ GLOBALLY ARE MAPPING TO THE HYPE CURVE MODEL



Source: Google Trends, March 2022

Overlay: Gartner Emerging Technology Hype Curve

SUPER REALITIES?

POTENTIAL OF THE METAVERSE

IMPACT FOR BRANDS & THEIR CUSTOMERS

WHERE IS IT ALL GOING?

THERE ARE ROUGHLY 3 TYPES OF METAVERSES

CENTRALIZED

Meta

Microsoft Mesh

ROBLOX

FORTNITE

DECENTRALIZED

THE SANDBOX

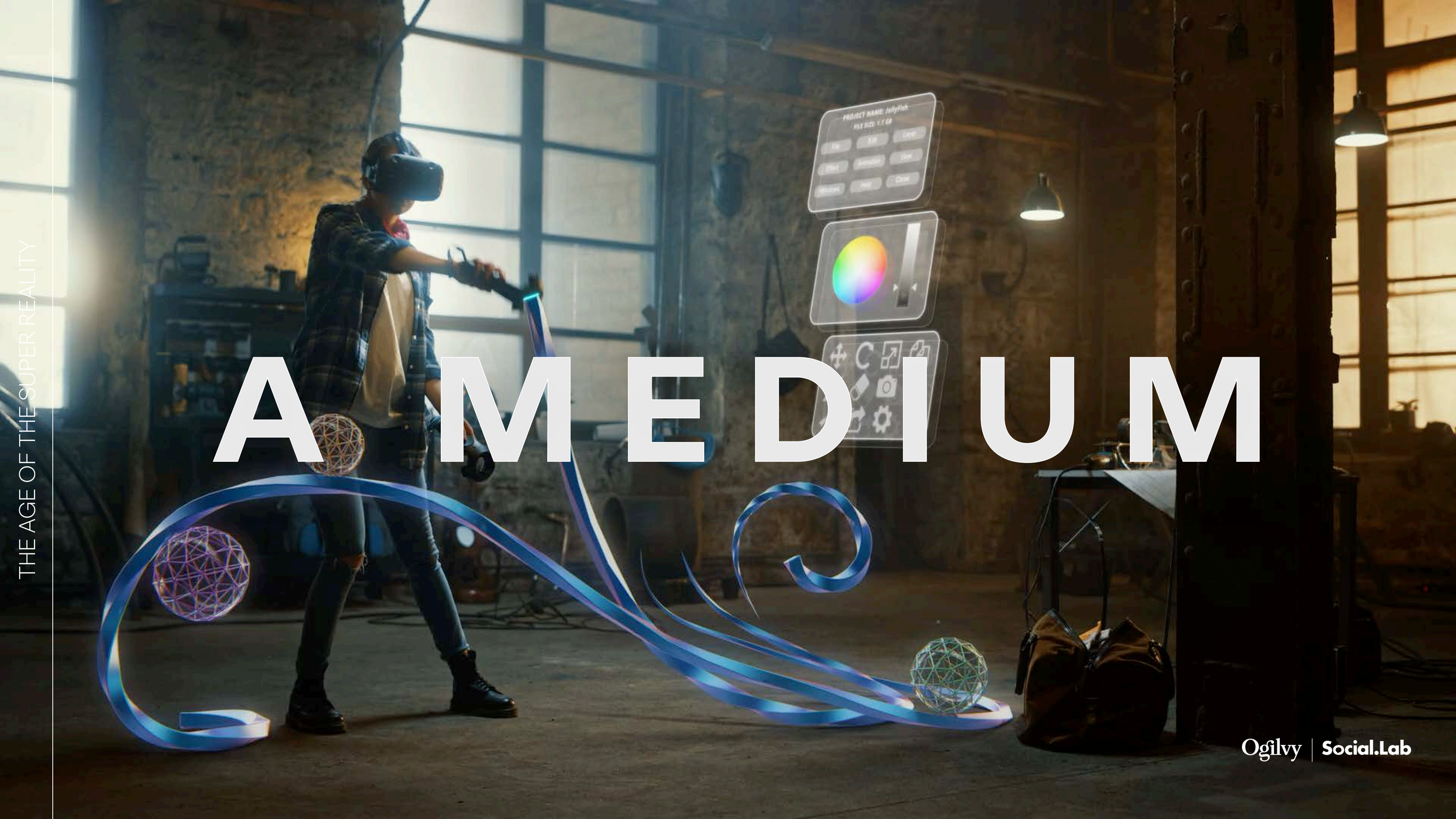
Decentraland

BESPOKE

Joytopix

adidas

A PLACE



THE AGE OF THE SUPER REALITY

A MEDIUM

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THE AGE OF THE SUPER REALITY

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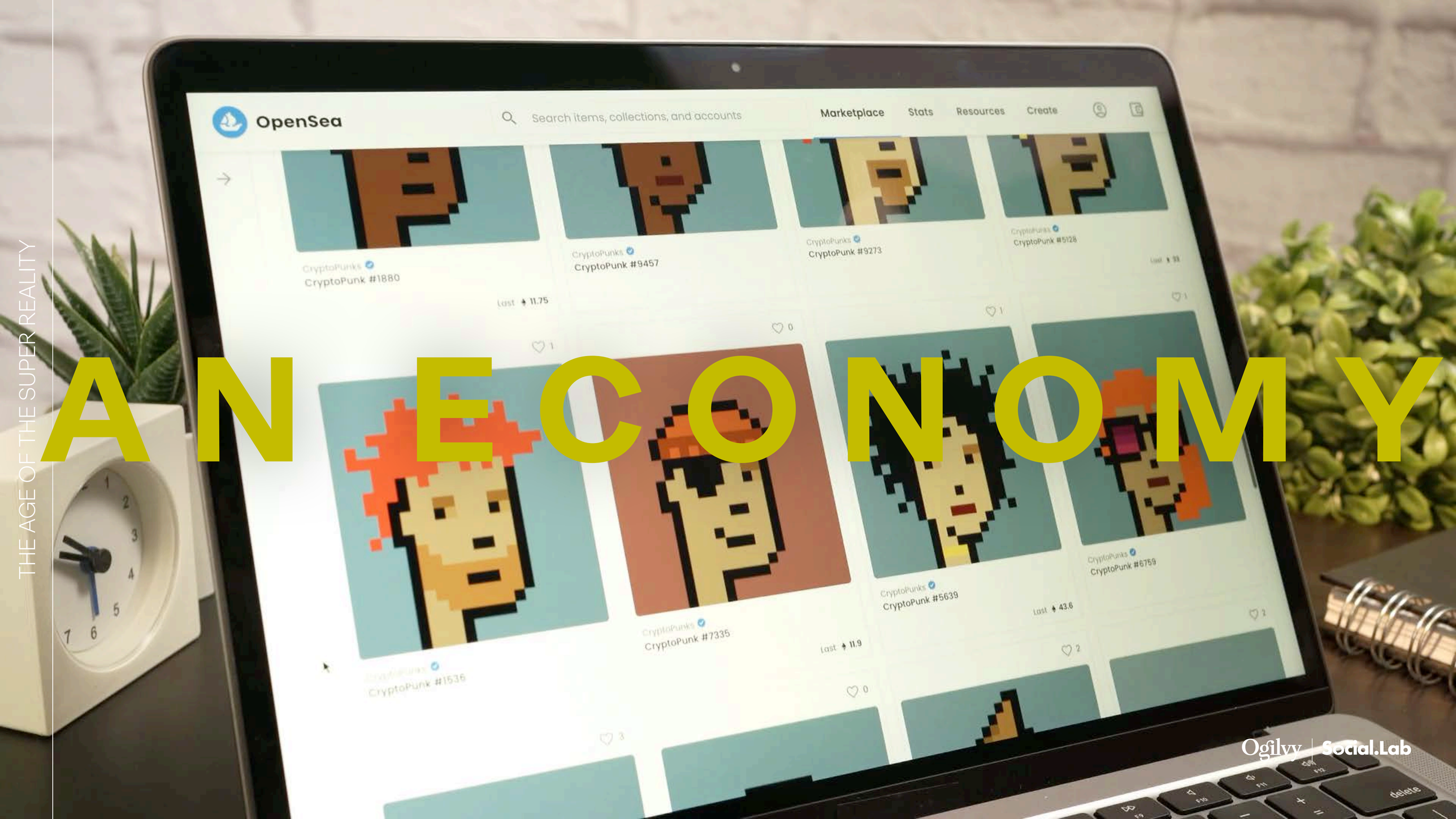
AN ECONOMY


OpenSea
Search items, collections, and accounts
Marketplace
Stats
Resources
Create
CryptoPunks
CryptoPunk #1880
Last 11.75
CryptoPunks
CryptoPunk #9457
CryptoPunks
CryptoPunk #9273
CryptoPunks
CryptoPunk #5128
CryptoPunks
CryptoPunk #1535
CryptoPunks
CryptoPunk #7335
Last 11.9
CryptoPunks
CryptoPunk #5639
Last 43.6
CryptoPunks
CryptoPunk #6759

SUPER REALITIES?

POTENTIAL OF THE METAVERSE

IMPACT FOR BRANDS & THEIR CUSTOMERS

WHERE IS IT ALL GOING?

WEB 2.0 HAS BEEN A TEMPORARY SUBSTITUTE FOR REAL LIFE

THE 15 NEEDS

REAL LIFE

WEB 2.0

10 / 15

SUPER REALITIES

OUR

PURPOSE

TO UPGRADE REALITY FOR ALL THROUGH CREATIVITY, TECHNOLOGY & MISCHIEF

THE BURNING PLATFORMS FOR MOST BRANDS

USAGE, PURPOSE & IMPACT

Escapism ⟷ *Utility*

FREQUENCY, VALUE & REACH

Occasional ⟷ *Daily*

DON'T DO ANYTHING IN THE METAVERSE THAT CAN BE DONE IN REAL LIFE.

Be authentic. **Identify unmet needs.** **Impact in real life (IRL).**

THE REALITY EXCHANGE FRAMEWORK

What is the value add of a super reality?

How can unmet needs In Real Life (IRL) be addressed in the metaverse environment?

Should you be investing in this, gaming-led, iteration of the metaverse?

What is your business readiness to create value from Web3?

Are your customers in the metaverse? Do they need to be migrated? What is the cost and ROI of migration?

THE AGE OF THE SUPER REALITY

GREENPEACE

Creating purposeful impact in the real world through immersive expeiences

CASE STUDY

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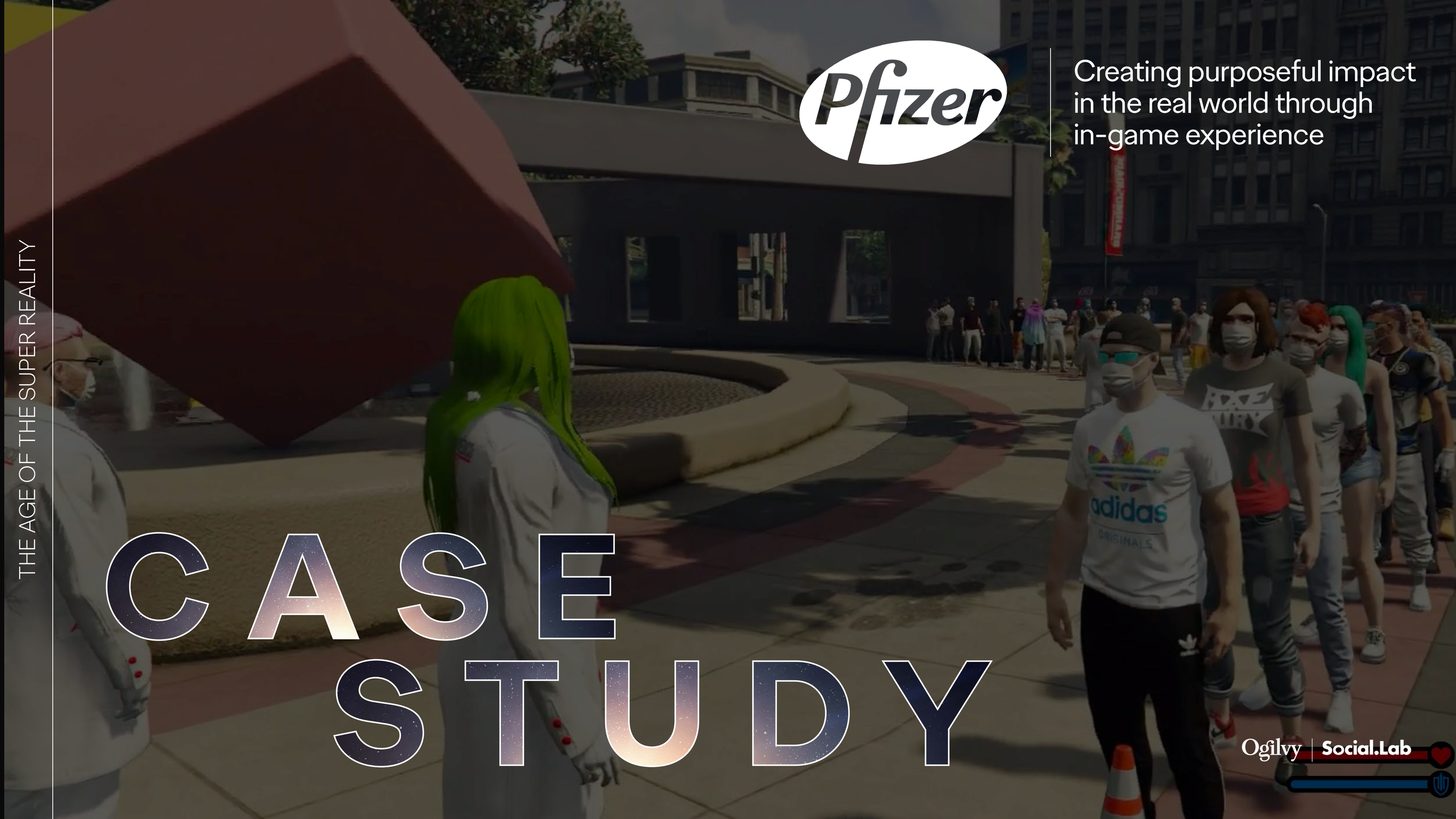
TO THE LAST TREE STANDING
GREENPEACE



THE AGE OF THE SUPER REALITY

Pfizer

Creating purposeful impact in the real world through in-game experience

CASE STUDY

Ogilvy | Social.Lab

THE IN-GAME VACCINE

#InGameVaccine

Pfizer

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THE AGE OF THE SUPER REALITY

CASE STUDY

Cadbury

Leveraging the 'shadow-world' of AR to engage with niche audiences in discrete and creative ways

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Presenting

Silk

Secret Messages

SUPER REALITIES?

POTENTIAL OF THE METAVERSE

IMPACT FOR BRANDS & THEIR CUSTOMERS

WHERE IS IT ALL GOING?

From

A VIRTUAL WORLD

10-12
MILLION
UNITS

To

A HIDDEN WORLD

1 BILLION
UNITS

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From

NOVELTY

To

UTILITY

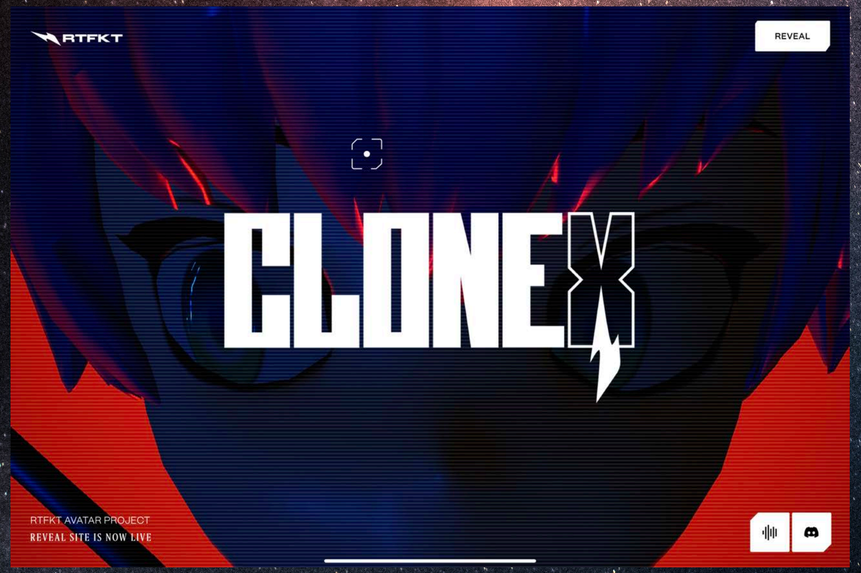
“AR IS CRITICALLY IMPORTANT…AND ONE OF ONLY A FEW PROFOUND TECHNOLOGIES”
TIM COOK, APPLE CEO

2022

2025

NFT'S AS A LOYALTY & REWARD PROGRAMME

- Nike acquired the NFT Studio RTFKT (Artefact)
- $3m of digital sneakers sold in 7 MINUTES
- Behind the sales, is a innovation CRM and loyalty infrastructure for the metaverse



From

To

EXCLUSIVE

INCLUSIVE

THREE CORE CHALLENGES:

#1 The Digital Divide (Value/Access)

#2 Accessibility (Neurodiverse and disabled users)

#3 Societal impact (Safety, well-being etc)

GO HAVE SOME METAVERSE EXPERIENCES

01

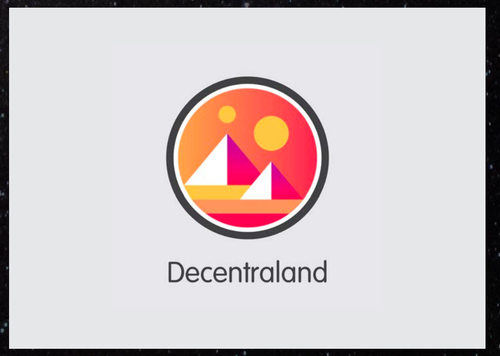
OPEN A WALLET

For a an overview:
https://youtu.be/YVgfHZMFFFQ

02

BUY AN NFT

- Visit https://opensea.io
- Create an account
- Explore collections
- Note that currency is 'ETH' or Ethereum
- (1 x ETH = £1,900)
- There are lots of cheap NFT's e.g. 0.01 ETH is about £20



03

JOIN A VIRTUAL WORLD

Join here:
https://play.decentraland.org/

OUR METAVERSE PARTNERS

THE AGE OF THE SUPER REALITY

DEVELOPERS

NVIDIA.

AVID

unity

UNREAL ENGINE

ENVIRONMENTS

Decentraland

Spatial

THE SANDBOX

EPIC GAMES

PLATFORMS

Microsoft

Meta

DIGITAL IDENTITY

READY PLAYER ME

CRYPTO

coinbase

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THE AGE OF THE SUPER REALITY

META-SPRINTS

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Ogilvy | Social.Lab META-SPRINTS

STAGES

1

STAGE 1
DISCOVERY
1 DAY WORKSHOP

Focus is on co-discovery of opportunity areas for the brand in the metaverse + directional ideation

Held remotely of via regional team co-locations

2

STAGE 2
CONCEPT
5 DAY CONCEPT EXPLORATION

x5 day concept development phase by Ogilvy metaverse teams

Focus will be on developing the early ideas identified in the Co-Discovery workshop

3

STAGE 3
PRIORITISE
1/2 DAY REVIEW MEETING

Ogilvy teams to playback to Client team the developed concepts, with a recommendation on which to pursue and take forward into execution.

4

STAGE 4
EXECUTE
TO BE DEFINED

Following the prioritisation meeting, the selected activations will be scoped out in greater details and form a second phase scope of work

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1

STAGE 1
DISCOVERY

A single day, co-discovery workshop.

The workshop is designed to move quickly through a series of discovery and expansion exercises to explore opportunity areas for the brand, before some direction ideation work..

Directional ideation is the development of early ideas rising up from the discovery and exploration activities, that are the prioritised so that the Ogilvy concept development teams can have a focus for the subsequent week of concept development time, post the workshop.

EXERCISES & ACTIVITIES

Web3 and Metaverse immersion: the latest and greatest use cases from the QSR and wider consumer brand category experiences

Diagnosing Costumer and Avatar behaviours: A zeroed in focus on how customers and consumers behave and its relevance for how the brand/business may leverage these for brand growth

Translating brand and business goals into the Metaverse: How the brand can leverage the Metaverse to reinforce the business strategy and goals.

Direction ideas: early conceptual ideas generated from the insights and strategies surfaced during the workshop

OUTCOMES FROM THE DAY

Enhance comprehension of the Metaverse

Appreciation for the needs of Customers/Avatars in the MV

Definition of the Strategic opportunity of the MV for the brand

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THANK YOU