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BANGALORE · INDIA

**SCHOOL OF BUSINESS MANAGEMENT**

**MARKETING**

**THE  
DOOR  
TO  
FUTURE.**

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MARKETING  
NEWSLETTER



# TABLE OF CONTENTS

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Game zone

Quiz

Cross Word

Foreword

Faculty Corner

Alumni Corner

Student Corner

The Metaverse and its  
impacts on Business

METaverse: A New Portal  
for Marketers

META- Marketing

METaverse- Marketing in  
the Real Estate Industry

NOMADIC | 24

METaverse MARKETING- The  
Next Big Thing

# MARKETING IN THE WORLD OF METAVERSE



Dr. Vedha Balaji  
HOS

Metaverse is essentially a virtual world shared through virtual reality and artificial reality and the internet. Users are represented as virtual avatars. They can make decisions and interact within the metaverse such that they can create and own items, sell them and run investments through the metaverse. Therefore, if a user can sell their items they can also market in the world of metaverse.

Metaverse marketing is about creating an online platform where non-fungible token (NFT) items are traded and are tied with real life world experience.

Digital marketing managers can also offer virtual advertising in metaverse. From working off in real-world outdoor advertising to placing ads on virtual billboards is a part of metaverse marketing.

Since metaverses are experiential and immersive in nature, it's best to take advantage of this by offering the same immersive experience with the advertisements and marketing initiatives. Offering branded installations and events that users can interact with, as opposed to just placing simple ads is the key to metaverse marketing.

Metaverse remains to be a generally new platform that offers plenty of room for experimentation. Best practices have yet to be properly established, and paradigms are yet to be fully and comprehensively created. This gives marketers plenty of room to try to be unique and experimental in their approaches.





For example: Google maps demonstrated an AR feature for walking directions. This feature offers exact visual instructions and arrows that would make it easier for users to find their way to their destinations. The user simply needs to point their camera towards the direction in which they need instructions, and the AR feature will point them in the correct direction.

Digital marketers need to be kept up to speed with the latest technological developments keeping in mind the millenials who use games and technologies like VR. Marketers need to understand that metaverse is not just a trendy new thing. It seems like it is here to stay and is making its way to be the next big thing after artificial intelligence.

The biggest social media platform, Facebook is seeing itself as a metaverse company. Mark Zuckerberg is focused on building social metaverses and investing in Oculus i.e., Facebook's AR and VR technologies.

## METAVVERSE

In August 2021, Zuckerberg introduced a work metaverse for Oculus that allows people to work together, sit in a conference room, and interact as if in an office. This is perfect timing as more and more offices have been switching to work-from-home arrangements due to the pandemic.

Not everyone understands the value of metaverses, so brands may risk not being taken seriously for their efforts in establishing a presence within metaverse. (Mileva, 2022).

One of the most important reasons that marketers want to target Millennials and Gen X up-to-date is to keep them engaged with their products and technologies. Metaverses allow marketers target their audiences in a new way and gets them to be engaged with the firm's brands. (Faridani, 2021)

**LET'S EXPLORE MORE ON THIS....IN THIS INTERESTING EDITION OF M-ASK!!**

# TEAM MARVELITEZ



**PROF. HEMALATHA R**



**NISHA DALAL**



**AKHIL ABRAHAM  
CHERIAN**



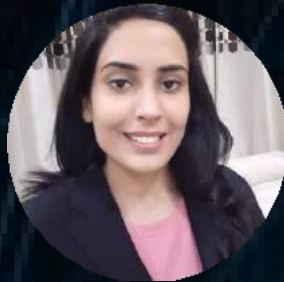
**ASHISH GOYAL**



**BOAZ BABU**



**K B SASIKUMAR**



**LOVELEEN MEHTA**



**NAREN SHANKAR**



**PAYAL P JOSHI**



**PRACHI AGGARWAL**



**PRAJWAL**



**SHILPA S SUNDAR**



**SIVASATHVI**



**ZIYAD AQTHAR  
MANAPRATH**



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### VISION

Excellence and Service

### MISSION

CHRIST (Deemed to be University) is a nurturing ground for an individual's holistic development to make effective contribution to the society in a dynamic environment.

## SCHOOL OF BUSINESS AND MANAGEMENT

### VISION

Our vision is to be an institution of excellence developing leaders serving enterprises and society globally

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Our mission is to develop socially responsible business leaders with the spirit of inquiry through academic and industry engagement

### *Programme Educational Objectives (PEOs)*

- Graduates possessing subject knowledge, analytical ability and skills to manage business.
- Graduates exhibiting spirit of inquiry, innovation and ability to solve problems in dynamic business environment.
- Graduates with value based leadership skills, entrepreneurial capabilities and global awareness serving enterprises and society.

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#### *Program Outcomes (POs)*

PLG1	Social Responsibility and Ethical Sensitivity	PO1	Apply knowledge of Management and Practices to solve business problems
PLG2	Functional Knowledge and Application	PO2	Foster Analytical and Critical abilities for data-based decision making
PLG3	Communication	PO3	Ability to develop value-based leadership ability
PLG4	Critical Thinking	PO4	Ability to understand, analyse, communicate global economic, legal and ethical aspects of business
PLG5	Global Awareness	PO5	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to the team environment
		PO6	Identify business opportunities, design and implement innovations in the work environment
		PO7	Enhance capabilities for generating research ideas in respective management domains
		PO8	Demonstrate sensitivity to sustainability issues and prepare for lifelong learning

# MARKETING - IN THE AGE OF METAVERSE

## Will the metaverse shape the future of business and marketing?

Yes. Infant adapters have inserted themselves into their platform, allowing one to engage with users without disrupting their playing experience. Advertising is made possible, companies have virtual billboards which reveal an in-game advertising platform, and a parallel virtual world has enhanced gameplay realism for 95% of players, increasing purchase intent by 12%. So, why should one market in the metaverse? Without any doubt, revolution in the age of digital dependency has transformed consumer behaviour.



**Hemalatha R**  
PROFESSOR

The next great dive in the evolution of the internet experience is metaverse marketing, an ecosystem unfolding consumer engagement to optimize a company's brands and win consumers. The metaverse is an upgradation to an immersive ecosystem; retailers are heading with new ways to increase brand loyalty and engage with future customers by delivering a unique experience. This immersive ecosystem combines multiple technologies, such as augmented and virtual reality, videos and 3D avatars. 2021 saw an amplified focus on the metaverse. Dozens of brands are venturing into the next repetition of the internet.

During the pandemic, metaverse promised a "phygital", i.e., an integration of physical and digital solutions. Metaverse pursues to shape the line between physical and virtual reality and change how one could experience the world. Influencer marketing states that a remarkable 67% of the online gaming platforms demographic fall below 16. In-game campaigns are successful due to Gen-Z and casual, mid-core and hardcore gamers. Platforms that have widened the scope are mobile and Personal computers, increasing the reach at high speed. Metaverse is an excellent initiative to replicate real-life offerings in the virtual realm. Deliveroo's marketing campaign has gained three million in-game engagements.

# MARKETING - IN THE AGE OF METAVERSE

Online recognition is crucial in the metaverse where avatars represent people, and this has developed the Direct - to - avatar (D2A) economy. Balenciaga has partnered with Fornite to design virtual outfits, accessories and weapons that players can purchase for their avatars. Studies also indicate that 615 users prefer to shop in stores that offer Augmented Reality. Digital selling of products for avatars also gives buyers a chance to wear them in Augmented Reality. Metaverse also brings virtual space for try-on or try-outs and interactive 3D exhibits. So, the metaverse is one of the most significant drivers of customer engagement. It is potentially the next repetition of how humans use the internet to connect, communicate and transact.



**The Hellmann's mayonnaise brand donated fifty thousand meals to FareShare to reduce food waste. It launched its own island in Animal Crossing: New Horizons to encourage people to share leftover food at Christmas.**







# METaverse- NOT A DISTANT DREAM

**By Glen Geo Joseph**  
Marketing 2021 Batch

**It all started after watching a movie suggested by my dear friend Noel Cherian with whom I did my MBA in Marketing. From his perspective, discussing movies, especially their beauty, was a great deal. Some of the most interesting ones were Manichithrathazhu (Malayalam), The man from Earth (English), and The Mountain 2 (Turkish). In one of those conversations, he mentioned the film Ready Player One (English) 2018. It was a movie directed by Mr Spielberg that tells the story of a virtual world called OASIS, whose deceased creator makes a posthumous challenge to find an Egg that holds control of that empire. The movie created a lot of buzz about virtual reality and the path it can take forward.**

The word metaverse comprises two words, Meta and Verse, 'Meta' means Beyond and 'Verse' is our universe. In other words, it means something above and beyond the universe. When the internet was introduced, there were a lot of discussions about what the future would be like and how it was going to change the world. Down the lane, we understood the internet was merely a medium, and likewise, the metaverse would be a shared 3D virtual space on the internet as a virtual universe. Think about a market where you can make, sell and buy things in the virtual world.

To explain more, you'll be having an avatar like the ones we choose in games, E.g., The Scorpion avatar in Mortal Kombat, not as ferocious as him, but still, you can select an avatar of your choice and live in a virtual world. Imagine having a family, purchasing a property, cars, bikes etc. In that case, your neighbour can be from anywhere in the world. The person standing next to you can be from an entirely different region. I say region here because 30 Decades down the lane, supported by the hyper exponential growth of tech, it is pretty difficult to predict which part of the universe you would be in.

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How would you access this? Apart from having a computer engage in this spatial 3-dimensional world, a person would require sophisticated VR headsets that can mimic the entire spatial image of the world with the same depth as in reality. These headsets capture the distance of the sound from where it came and how far it is, the angle of light, shadows etc., mimicking how it is in reality. Then there are the haptic suits that make us feel the natural environment, such as raindrops, wind, touch etc. These suits, in turn, trick the human brain into believing that what the person sees is real.

Having said all these, pointing towards what I said earlier, the 'ownership': Here, I would like to thank Satoshi Nakamoto, a person or group still unknown, who created blockchain, the ultimate safeguard for Digital assets. The avatars and digital assets mentioned above can be NFTs (Non-Fungible Tokens) stored in the blockchain as it facilitates decentralization, i.e., no central authority. You can trade these assets on the blockchain just like you trade digital currencies. But how long will you be accessing it? One of the world's largest banks, JP Morgan, opened a branch in the metaverse. Lots of business meetings, concerts, shows etc., are already happening in the metaverse. Imagine if someone told you that you use your phone just for one purpose: to call, and you would not take it out of your pocket otherwise, but now, you are using it numerous times a day.

Coming back to the movie Ready Player One, the players are far more happy and immersive in VR than in the real world. They love what they are in the game compared to the real world because everything is their own choice.

In conclusion, the future is an immersive metaverse, and many investments are being put forth in high-level research. Metaverse is not a distant dream, it is happening between us, and the growth is exponential. The faster we adapt and understand the technology, the easier for us to go forward. However, as with every technology, the metaverse has pros and cons. In this case, I would say, as always, it's how the user perceives the technology.

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# METaverse: A MARKETING TRANSFORMATION



K B Sasikumar  
STUDENT

**Isn't the metaverse a recent buzz around the world? But it will be a new norm five years down the line. When the internet gained its popularity, it revolutionised how the world operated and how companies marketed to the world.**

Businesses realised they needed websites and social media pages to engage with their audience. The mobile phone revolution created further changes as more users preferred handheld devices instead of desktops. Augmented reality and virtual reality technologies are the next big thing. As consumers, we are experiencing these technologies in our daily life. For example, trying different filters on Snapchat, preview of glasses on Lenskart etc. The larger version of this digital technology is metaverse.

Metaverse is understood as meta (beyond) and verse (universe). It is an internet-based unified 3D virtual environment that anyone with adequate Metaverse equipment can access. This virtual area comprises high-end real-time technology that allows people to interact with the digital world. Since it creates a real-time and unique experience for people, it is expected that every company will make use of the opportunity to develop its own metaverse. The virtual world will be populated with avatars of real people, making it closer to reality.

Marketing changes rapidly as the world adapts to innovation and technology. Metaverse marketing is the new fuel of digital marketing. Since metaverse consists of non-fungible tokens, i.e. blockchain-based digital assets, it helps companies connect with their customers, which was never possible before. Metaverse will be the next big marketing channel. As the world shifted from Print, Radio and TV ads to digital ads and SEO, the next phase is making a more remarkable shift towards metaverse advertising. Like the real world, metaverse ads can also consist of both Above the line and Below the line strategies. For example, metaverse will include billboards and hoardings replicating the real world. Advertisers can implement influence marketing in the metaverse by hiring avatars to promote products and services.





# METaverse: A MARKETING TRANSFORMATION

Many companies are creating buzz about themselves by entering into the metaverse recently. H&M opened their first metaverse store, which is identical to its physical stores. It has not only products but also other installations, furniture, lightings and in-store displays. Consumers can enter the digital space from any convenient location, allowing them to experience the store atmosphere, add products to their cart, try out the products etc. Gucci also created a metaverse experience with unique NFTs. The virtual exhibit by Gucci, which was active for two weeks, had a chosen series of themed spaces inspired by the brand's historical campaigns, design heritage and prior muses. As viewers progressed through the world, people's avatars changed, taking on new colours, patterns, and other effects. It also featured its limited-edition luxury products for sale. Another brand that constantly innovates is Nike, and it created its own world in Roblox metaverse.

Above is NIKELAND with the global headquarters of Nike in the background and surrounded by a sports arena. Nike's goal is clear: to turn sport and play into a lifestyle. It offers the Roblox community the tools to create mini-games with interactive sports materials where players can participate individually or play with friends. Nike's metaverse also has its own showroom, which avatars can use for trying sports outfits. Recently, an IPL team, Gujarat Titans, also unveiled their logo in the metaverse. The event featured their team coach and players (Ashish Nehra, Hardik Pandya and Shubman Gill) interacting in the dugout and introducing the logo. It created a unique experience for viewers and further increased the awareness of metaverse.

Various other companies such as Coca Cola, Warner bros, JP Morgan, Chipotle, Balenciaga, Nascar have stepped into the metaverse. Metaverse is still at an infant stage where marketers are yet to explore and experiment. The future of marketing will be in the metaverse, and it will be interesting to look out for brands exploring this universe.



# THE METAVERSE AND ITS IMPACTS ON BUSINESS



By Prajwal KR

The digital economies are in the limelight now as the scope of Meta and Metaverse has reached international attention. The Metaverse is a virtual-reality space where users can interact. It is recently expanding into a vast and diverse ecosystem that includes Metaverse gateways, platforms, and infrastructure and a variety of service providers to improve customer experience with identity, social, gaming, and financial services.

Here is how the Metaverse can influence the existing business trends:

## Financial sectors

NFTs are already mushrooming at light speed. The anticipated growth of Meta showcases a place where financial society is digitally coexisting with the real world. E-Transactions and payment gateways will be the ultimate source of money transfers. Hard cash and coins can say goodbye as digital money and cryptocurrencies take over the world. AR/VR will fuel the growth of such digital economies.

Traditional financial services firms are already exploring the possibilities of the Metaverse. Asian banks are now establishing virtual regions for branding, product development, and instruction. Universal banks use the Metaverse to teach and educate internal and external stakeholders.

Payment businesses are aggressively establishing crypto offerings and collaborations to improve their position in the Metaverse.

## Manufacturing

The limitless possibilities of the Metaverse have promised disruptive change in automation, a significant element of manufacturing. Thanks to a shared online space that spans dimensions and VR, AR, and MR powering, the automotive and industrial industries will be anchored securely in the Metaverse (mixed reality). A digitally-powered industry can conquer traditional practices in no time.

The future factory will not only use AR/VR for on-site auxiliary installations or skills training. Still, it will also create an immersive and virtual experience of people working together in the virtual world, guided by AI to verify results and correct errors in real-time without being on-site.

Cars have grown from a simple means of going from point X to point Z to a mobile place that incorporates work, leisure, and other automotive business purposes.

We could expect the Metaverse and automobiles to advance in lockstep in five years. More perceptive technologies, including touch and taste, might be integrated with the virtual driving engine, with the option of creating a new automotive transaction system in the Metaverse using block chain. In the Metaverse, a virtual automobile, for example, is generated and mapped to a real car, and vice versa. Driving habits, technology upgrades, modification preferences, and the data generated may be shared between the two dimensions for a seamless experience, whether the driver is using the car in the real world or the virtual world.

### **Consumer Brands**

As the world changes, so do consumers! In the age of digital consumption, brands' tactics to build direct communication channels with customers are changing. From the days of making a website to celebrating e-commerce, creating social media accounts, and even live streaming, the Metaverse now provides a new concept with which businesses can experiment.

Avatars, or virtual characters, have grown in popularity in recent years, giving several commercial opportunities in the Retail Business. Today's customers expect a combination of in-store and online experiences, and the Metaverse allows users to connect with brands and products through a personalized avatar. Putting on clothing, everyday goods, test-driving cars, or simply improving the shopping experience in a virtual store are all possibilities.

In addition to selling items, brands have arranged or participated in interactive activities with customers. The Metaverse has arisen as a new playground, especially for luxury fashion brands. Some showcase new collections in the virtual world, and others cooperate with developers to create their bespoke games.





# METaverse: A NEW PORTAL FOR MARKETER

By S Anandamohan



The Metaverse is on the cusp of exploding, giving marketers a whole new set of options. Imagine being able to enter a virtual universe where you can construct a whole planet while bringing your real-world experiences with you. The Internet only became widely available thirty years ago, and many businesses only grasped the need to have a website twenty years ago. Let's not even get started on how long it took for social media networks to become popular.

According to virtual reality experts, 58.9 million and 93.3 million people in the US will use VR and AR at least once a month this year, representing 17.7% and 28.1 percent of the entire population, respectively. According to Matthew Ball's Metaverse Fund, the Metaverse might be regarded as the successor-state to today's Internet, much as today's largely mobile Internet was built on top of fixed broadband Internet in the 1990s and early 2000s. The convergence of 5G, AI, and edge cloud processing will make it easier to deliver

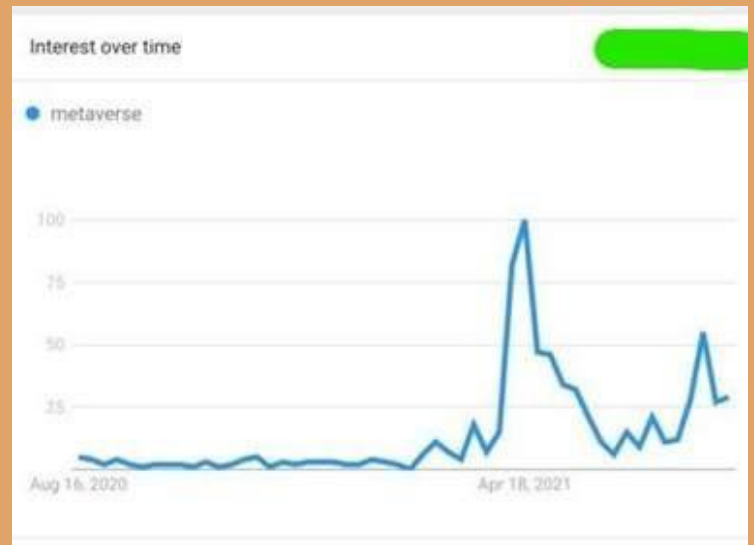


smoother, pleasant, and cost-effective AR VR experiences across a wide range of connected devices in the near future. Industry insiders anticipate that, like the Internet, the Metaverse will become a need for all brands.

For what it's worth, Mark Zuckerberg just revealed that Facebook is transforming into a "Metaverse" firm. Meanwhile, tech journalist Tara Swisher believes that "the jury is still out" on who will lead the Metaverse revolution and that Apple or Google is better positioned to do so.

# Metaverse Madness

1. Google Trends: In the last 12 months, the number of people searching for the term Metaverse has increased significantly, reaching 100 in March.
2. Top-tier media are all in: Cathy Hackl, a tech futurist and Metaverse strategist, writes a weekly round-up for Forbes that covers all aspects of Metaverse news.
3. There is a fund for this.: Matthew Ball, a media analyst and co-founder of the Metaverse ATF (NYSE: META), has written The Metaverse Primer , a collection of nine free essays that is a fantastic place to start and someone to keep an eye on.
4. Other Metaverse titles include Chief Metaverse Officer and others. If you search LinkedIn for "Metaverse," you'll come up with around 2700 hits of people who use the term in their profile title, headline, or experience.
5. Google News: For the term "Metaverse news," there are 175,000 hits.



## What Will Marketers Find in the Metaverse?

The Metaverse, according to Wikipedia, is comprised of all virtual worlds, augmented reality, and the Internet. It's a virtual shared area created by fusing virtually enhanced physical reality with physically persistent virtual space, which encompasses all virtual worlds, augmented reality, and the Internet. A virtual world in which everyone has an avatar is known as a Metaverse. It's a virtual 3D experience whether you're playing, creating, gaming, or exploring. Virtual reality is being utilized to create, explore, identify, express, collaborate, and socialize, leading to a change in corporate thinking and adaptation.

VR is swiftly shifting away from the traditional stigma of being a waste of time to the next technological revolution, just how mobile technology has transformed our culture from the initial generation of the iPhone to now, thanks to the pandemic push of new technologies and opportunities Gucci, Nike, Disney, Snap, and Facebook are all creating virtual communities, content, assets, fashion, art, experiences, and worlds. We can now inhabit virtual worlds with new economies, ecosystems, currencies, and behaviours, leaving our actual reality behind.

## **How are marketers and brands preparing for this technological and cultural shift?**

Today's agenda includes incorporating new technologies to wrap virtual reality around augmented reality and artificial intelligence as part of a digital marketing strategy. Much with the expansion of the Internet and the influence of mobile technology, marketers will prepare for change and adjust to new virtual worlds of potential. Consider what happens between the ages of 13 and 34 in a person's life. For the first time, they leave the house, receive their first apartment, first credit card, first car, and begin purchasing the day-to-day items they will require at various stages throughout their lives.

The Snapchat Generation has a global spending power of about \$4.4 trillion and has a significant impact on family purchases (over 80 percent of parents of Gen Z report that this generation influences household spending).







# META- MARKETING

**-Arun Kumar**

The word Meta finds its origin in the Greek word μετά, which means "beside", "self", and "beyond" across different timelines, but in English, this word means "beyond". Metaverse lately has been the latest buzz amongst the tech-savvy youth and netizens. In 2021 there was an increased focus on this platform known as Metaverse. Many different products ranging from luxury items to FMCG products, even digital concerts were held on this platform. Brands such as Nike and Walmart have also started to invest their time and money to gain an early advantage in this new digital universe.

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Consumer behavior has transformed across the globe because of the enormous digital dependency; moreover, COVID-19 has played a considerable role in this. Metaverse has played a crucial role in thinning the line between physical and virtual reality, giving a better "phygital" solution. This now presents an ocean of opportunities to reach new customers, improve their confidence and explore new potential streams. It will not be surprising that companies will have to completely reframe their segmentation, targeting and positioning strategies to reach their customers effectively.

An excellent example of how potent the marketplace is would be the online avatars or identities representing people. According to a recent study, around 92% of people seek value in customization in creating their digital avatars. As a result, the direct-to-avatar (D2A) economy is gaining traction. It enables businesses to sell virtual retail products directly to avatars. Naturally, fashion brands are seizing this opportunity. Balenciaga has collaborated with Fortnite to create virtual outfits, accessories, and weapons for players' avatars. Since marketing and advertising in the Metaverse are still in their infancy, the costs of running a campaign are currently meagre. This makes it a profitable option for brands looking for a novel way to reach millennial and Gen Z audiences. Another advantage of the Metaverse is that it does not limit marketing campaigns to physical laws.

The Metaverse has the potential to turn digital marketing into a three-dimensional experience. The moment has come to prepare and brainstorm marketing tactics for this rapidly changing medium. It will be fascinating to observe how individuals engage with the new environments. Within the Metaverse, virtual worlds can construct their currencies and economies. In specific metaverse settings, non-fungible tokens are used to exchange things. People will adopt new behaviours due to their use of virtual places, forcing marketers to adapt.

Gucci launched the Gucci Garden on Roblox in May 2021 as a virtual experience to complement the Gucci Garden Archetypes, a real-world installation in Florence, Italy. People could "mingle with others exploring the space and can buy digital pieces created in collaboration with Roblox creator Rook Vanguard," according to Vogue Business. These two collaborations show how brands can be much more creative in the digital space than in real life. Not to mention a larger and more engaged audience.

**In addition to e-commerce, metaverse technology will have applications in various industries. Gaming, social networking, education, fitness, travel, real estate, marketing, and advertising are just a few examples.**





# **METaverse- MARKETING IN THE REAL ESTATE INDUSTRY**

**-By Boaz Babu**

The "Metaverse," as described by Microsoft and Meta (previously Facebook) executives, is the next significant step in connectedness, expanding on the internet's existing structure to alter the way people interact and communicate. So, what does this signify for real estate marketing as a whole? First and foremost, we must define the Metaverse.

This notion is still in its beginning in many aspects, despite the fact that several prominent brands and organizations have already begun to work on their contributions.

It is challenging to forecast the eventual results precisely because the Metaverse is continually evolving. When it comes to commercial applications of virtual reality and augmented reality (VR and AR), the real estate industry is one of the greatest forward-thinking.





*Before the COVID-19 pandemic, businesses in this industry were already experimenting with distant communication and engagement technologies, and the consequent constraints accelerated these initiatives even more. "Interactive VR walkthroughs and AR property staging are already very widespread, allowing potential homeowners or tenants to discover the world of real estate without having to physically visit or step foot into the location itself," says Ruban Selvanayagam of Property Solvers, a quick home buying firm. This means that there is already a precedence for the use of digital places in real estate - creating the connection to the Metaverse is, in many aspects, a reasonable next stage.*

## Virtual Real Estate

The Metaverse is already moving beyond physical venues and into totally virtual terrain when it comes to advertised properties. Avatars can now buy and rent "land" or structures in virtual communities where they can live, shop, work, and attend events. While the available property exists solely in virtual space, the marketing and sale processes are pretty similar to those that apply to physical property. One significant distinction is that bitcoin is expected to play a more prominent role in this new market. This type of virtual finance is anticipated to become the standard purchasing model in Metaverse's real estate sector.

This is another sector where the "physical" real estate market already has a solid foundation. After all, bitcoin is already widely used in the field of real estate investing, including the use of blockchain technology and NFTs. Whether the property on sale is "actual" or virtual, the Metaverse provides fertile new ground for developing current real estate marketing tactics. According to investors and analytics businesses, revenues of metaverse real estate reached \$500 million last year and could double this year. The big dilemma for investors is how to allocate value and risk to an asset whose scarcity is fictitious and whose future is unknown. Many individuals have the difficulty that some generations have a hard time putting a value on digital items that one cannot hold and that does not have weight.

In the Metaverse, over a dozen sites are now selling real estate, with new ones appearing every week. Unlike in the actual world, anyone can invest in the Metaverse. Land parcels are available in several shapes, sizes, and locations and on various platforms, each with a variety of price points. Consumers from all over the world can open a bitcoin wallet and begin investing right away. There are no restrictions on purchasing global real estate, and micro land pieces are available at low prices.

Because many businesses in this industry are currently using VR or AR-related technologies, transitioning to the Metaverse should be easier than in other areas. Property marketing would play a critical role in this new era of connectivity and communication, from secure, remote viewing of the real-world property to promoting virtual homes or corporate spaces.

# METaverse MARKETING

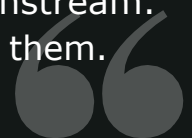
## THE NEXT BIG THING

–By SIVSATHVI R



A new yet significant marketing channel emerged during the pandemic: metaverse marketing. The Metaverse, for those unfamiliar with the term, is a virtual reality world populated by avatars representing actual individuals. Marketers are being driven to the Metaverse for a variety of reasons. Its brand new and quicker connections are now accessible, allowing it to accommodate quickly expanding workplaces. A key reason is that marketers want to keep Millennials and Gen X up to speed and involved with their goods and technology, and metaverses allow them to do it in a novel way. Based on the level of interaction that businesses are already receiving, it's evident that this marketing technique is effective and sustainable..

Technology has evolved at a breakneck pace. Breakthroughs are happening at an unprecedented rate. The Metaverse, a unique, immersive virtual environment swiftly taking over the internet, is one of these extraordinary advancements for many people. Metaverses have become much more common on the internet as virtual reality and augmented reality grow more mainstream. Id England with them.



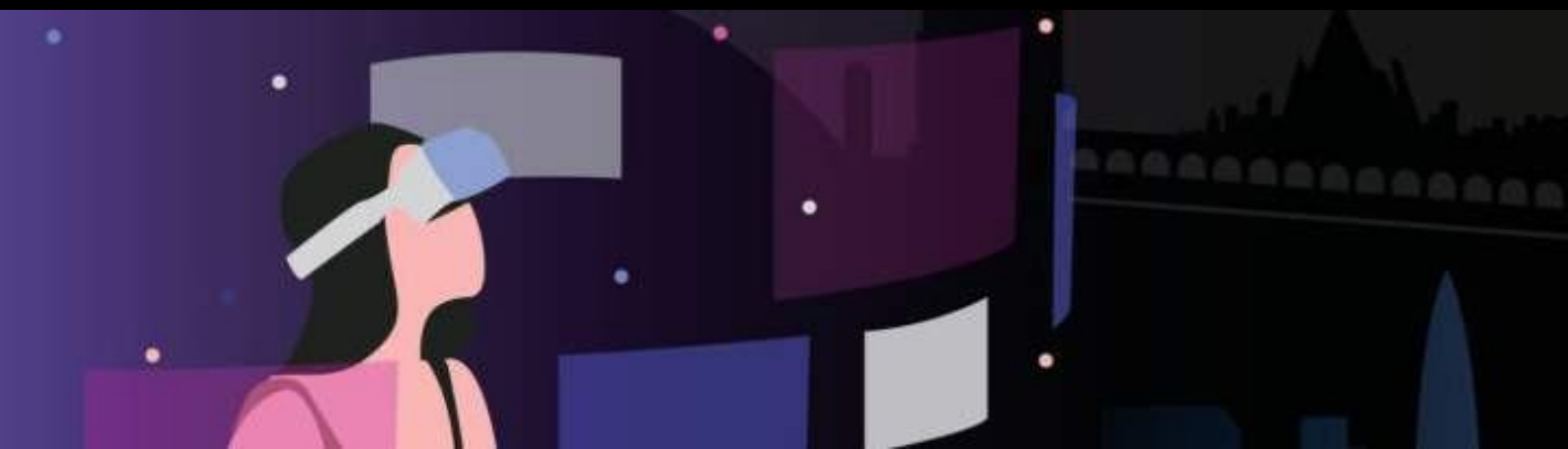
While the Metaverse isn't really what sci-fi has made it out to be, it does have a lot of computing capability. Virtual avatars represent people in today's Metaverse, a shared virtual world. As an outcome of user decisions and interactions, these virtual worlds continue to grow and develop. It resembles the world in this way since it has no "end." It's just a world that keeps expanding as more people join.

Digital marketers should stay current with technological changes. Part of this is realising the Metaverse's maximum potential. Marketers must understand that the Metaverse isn't just a passing trend; it promises to be here to belong and on its way to being the next big thing. First and foremost, marketers must remember the importance of millennials and Gen Zers as a target demographic. Some sorts of metaverses, such as games like Roblox and technology like VR, are also popular among these generations. For entrepreneurial technology aficionados, this new metaverse frontier of digital invention may hold unrivalled benefits

The metaverse notion might be the catalyst for e-commerce marketing to reach new heights. In the Metaverse, you may sell virtual advertising. Video game and ad tech company Bidstack, for example, shifted from outdoor advertising to virtual billboard advertising. However, virtual billboards aren't the only option. Because metaverses are engaging and immersive by nature, it's ideal to capitalise on this by providing a similarly immersive experience with your commercials and marketing efforts.

Instead of merely posting advertising, provide branded installations and events users may interact with. People like to gather things, and the Metaverse gives them yet another outlet. One can recreate the experiences in the Metaverse by making assets or limited-edition products available only in the Metaverse.

For instance, the Collector's Room may be found in the Gucci Garden Roblox experience. In the Metaverse, it allows users to gather limited-edition Gucci products. Gucci made a total of 286,000,000 Robux from the game's initial sales of collector products.







The public generally dislikes advertising. As businesses strive to break into the Metaverse, it's critical that they don't offend those already there. You'll also need the favourable feedback of these users because you'll be marketing to them. Marketers are at the heart of an exciting period. While some guiding principles can assist marketers in deciding which approaches and methods to employ, the Metaverse is still a nascent platform with plenty of room for experimentation.

Most acceptable practices are still being defined, and paradigms are still being developed in their entirety. This provides marketers with a lot of leeways to explore new things and be unique in their methods.

In the Metaverse, brands have a bright future, but some challenges are still to overcome. For one thing, while metaverses are gaining popularity, they still require additional resources. Because of their technological limitations, accessibility is a challenge for metaverses. Some people do not have access to metaverse-friendly technology like high-end laptops and virtual reality headsets.

This substantially limits a company's prospective market and thwarts mass marketing efforts. Brands must exercise caution when navigating metaverses. A flawless connection is required to avoid alienating players from the brand. Because the technology is still in its infancy, marketers may be figuring out where they fit in the Metaverse and may originate out as blunt in their communication.





# METaverse PUZZLE

By Mica Francis

## Word Search Puzzle

V	G	J	P	V	U	M	U	L	T	I	V	E	R	S	E	S	Q
V	I	R	T	U	A	L	R	E	A	L	I	T	Y	R	Y	H	U
Y	I	O	F	M	P	F	I	J	Q	W	H	B	V	E	M	B	L
S	P	A	C	E	F	L	A	V	O	U	R	E	D	W	E	E	O
A	G	U	C	C	I	G	A	R	D	E	N	A	R	Q	A	L	S
N	E	A	L	S	T	E	P	H	E	N	S	O	N	P	T	R	D
E	B	E	M	Q	A	Q	B	S	N	O	W	C	R	A	S	H	R
F	R	E	A	L	M	A	G	I	C	O	X	R	H	T	P	E	F
H	N	Q	G	M	K	C	D	G	X	Z	X	D	U	W	A	Z	A
H	V	I	R	T	U	A	L	W	O	R	L	D	P	N	C	O	A
R	O	P	M	E	T	A	V	E	R	S	E	P	X	Y	E	Y	I
G	V	X	Y	S	D	K	N	S	Q	A	H	T	P	B	H	R	N

GUCCI GARDEN  
MEATSPACE  
METAVERSE  
MULTIVERSE

NEAL STEPHENSON  
REAL MAGIC  
SNOW CRASH  
SPACE FLAVOURED

VIRTUAL REALITY  
VIRTUAL WORLD

[illegible]



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