

The development of more immersive virtual experiences is helping people to build communities based on shared values; COVID-19 normalized more persistent and multi-purpose online engagement and communication.

### MATCHED! Metaverse and L'Oreal 2030

#### Web3.0

Community with shared governance

Decentralized

Self-sovereign and interoperable identity

#### L'Oreal 2030

Peace

Equality

Inclusiveness

### MATCHED! Metaverse and MeTopia

#### Web3.0

Developers directly earn revenue from sale

Play-to-earn games

Anonymous private-key-based identities

#### MeTopia

L'Oreal as the developer

MeTopia as the interaction platform

Avatar as the privacy protector

## NFT: Huge Economic Potential



JP Morgan team explores Metajuku in Decentraland  
Source: Decentraland

Every year, **\$54 billion is spent on virtual goods**, almost double the amount spent buying music. People will have to develop and build the products that are consumed in the virtual world in the future.

**Virtual real estate has already proven to be a growing market.** The average price of a parcel of land doubled in a six-month window in 2021. It jumped from \$6,000 in June to \$12,000 by December across the four main Web 3.0 metaverses.

## CSR & Customer Engagement



Consumer Response to Virtual CSR Experiences: Journal of Current Issues & Research in Advertising: Vol 42, No 1 (tandfonline.com)

It was showed in research that **CSR significantly influences customer-brand identification and customer satisfaction.**

Robust online and offline relationship building and interactions will strengthen platform engagement and stickiness.

## 2030: Second Life

It is noteworthy that **people's longing for peace has been increasingly intense** and they will attach more importance to security and peacekeeping in the years to come. Consumers are becoming **profoundly desperate for a virtual place** where they can experience a Second life.



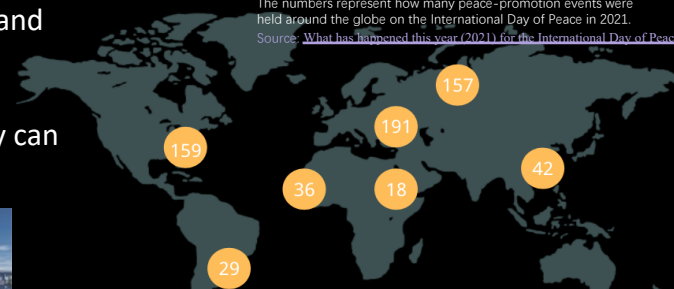
Second life has enabled differentiated experience  
Source: Second life



GDP for Second Life was about \$650M in 2021 with nearly \$80M USD paid to creators.

## Marketing, Advertising and Socialization

The numbers represent how many peace-promotion events were held around the globe on the International Day of Peace in 2021.  
Source: What has happened this year (2021) for the International Day of Peace | CPNN (cpnn-world.org)



The mass audience available on Metaverse can definitely promote marketing and advertising for L'Oreal's products. The meta-community with the social functions such as sharing your avatar, digital personal arts and sounds with others can also form a second spreading for the brand.

**In-game ad will be the trend**, whose spending is set to reach \$18.41 billion by 2027.

All information retrieved from: Opportunities in the metaverse (jomorgan.com)

According to the renowned "**Proustian effect**", scent can **trigger memories**.

Therefore we use perfume as the medium to establish a L'Oreal metaverse community—**MeTopia**, creating mutual memories for users and using the online profits to support refugee in conflict zones offline.



## SEA as a tangible perfume gift

We choose **REPLICA** as the basic perfume.

We launch **our new collection** of perfumes—**SEA**, with fragrances from conflict regions to boom local agricultural economy.



Wheat-Afghanistan



Desert Rose-Somalia

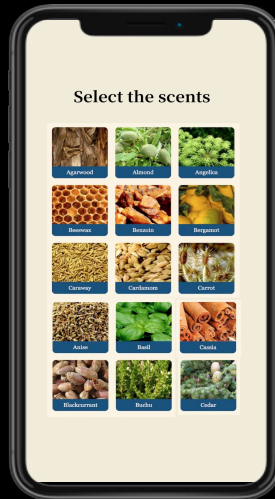


Rose-Iraq

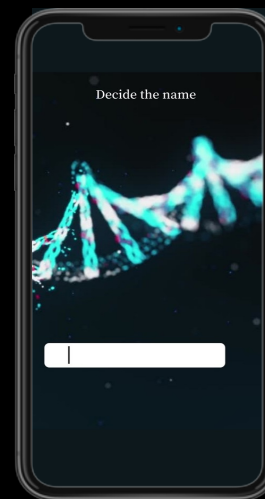


## SEA as an NFT perfume

After payment on the NFT platform, consumers can **personalize their own NFT perfume online**, and the system will automatically generate **an NFT digital certificate** as a visualization of the scent. The visualization is based on the spectrum of each scent, with different images of waves and beaches.



**Step1:** users select their own favorite scents with any kinds of collaboration



**Step2:** users decide the name for their perfume, which will be shown as the 'DNA' chains intertwining the NFT perfume bottle



**Step3:** system automatically generates the 'SEA' artistic painting as the visualization for the scent, with the series number on it



**SEA:** no single piece will be the same; as the inclusive medium for everything

Purchase an NFT perfume and get a physical one as a gift!



## Why REPLICA ?

**Maison Margiela—REPLICA** scents that **resonate with everyone's** imagination.

REPLICA, the scents **your memories are made of. Fragrances are intrinsically linked with memories.**

Introduced in 201, each fragrance instantly **evokes moments and locations**. Emotional souvenirs **recalling sensory experiences and positive emotions** that echo our own personal history as well as the **collective unconscious**.

REPLICA has a purpose that is unique and universal:

### Authenticity

reflected in REPLICA's values and codes: minimalism, craftsmanship, naturality

### Universality

sourced from the most universal, happiest emotions and sensations of personally cherished memories shared by all

*In accordance to the 'decentralized' nature of metaverse, create a **harmonious and diverse** virtual community. Eradicate the existing cultural boundaries and ethnic prejudice through users' interaction in the community.*

### How to enter MeTopia?

Using the NFT digital certificate "SEA" as the pass to access MeTopia, users can then **create their own Avatar** through facial identification or personalization.



### What do users do in MeTopia?



Plant flowers



Users learn about peace knowledge through reading news and culture of a certain conflict zone. After they finish browsing the "ON PEACE YOU SHOULD KNOW", they'll **get the seeds and be able to grow the flower, the ingredients for perfume** in their community.



Drift bottles



Along the "SEA", users are able to **write down their words in the drift bottles** and communicate with **the refugees and the other users in the community**.

### How does MeTopia change the world?

L'Oreal will provide **personal care products for the local residents**.



L'Oreal will build a "**PEACE Flower Nursery**" in conflict areas on behalf of all the users in MeTopia. >>> **Every flower you grow in MeTopia will be a real flower in the conflict area!!**



The top 5% contributors in each community will be invited to the **L'Oreal Peace Forum** held every year, where L'Oreal will summarize how it has contributed to the peace of world in the passing year.



### Overall Mapping

Purchase the perfume

Enter MeTopia online

Help refugees offline

Promote cultural equality and inclusiveness

**Our campaign aims to eradicate the bias and boundaries among cultural groups, help refugees and promote an inclusive, peaceful and shared community of 2030 by creating a utopian metaverse platform.**