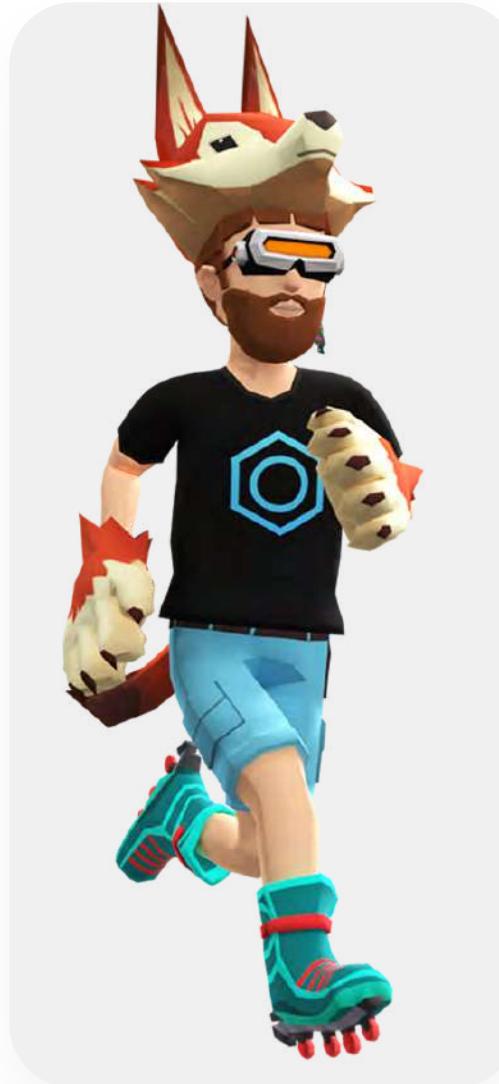
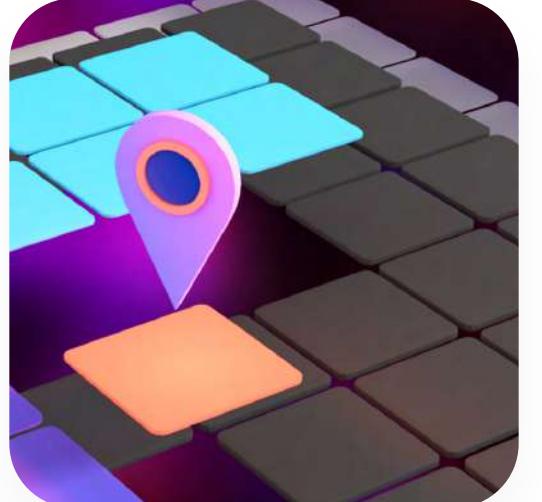




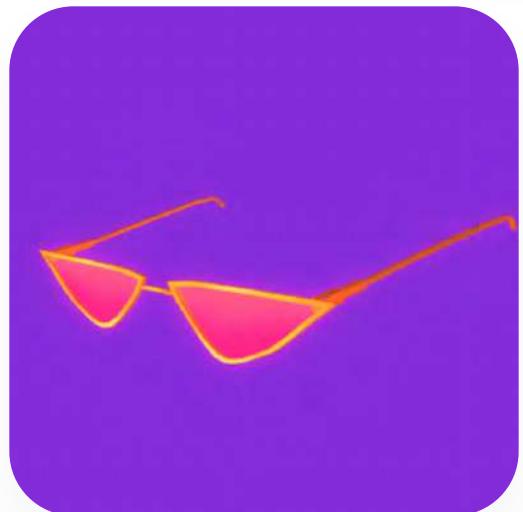
Decentraland



The Ultimate Guide Into The Metaverse



An easy way to build a marketing strategy for your brand



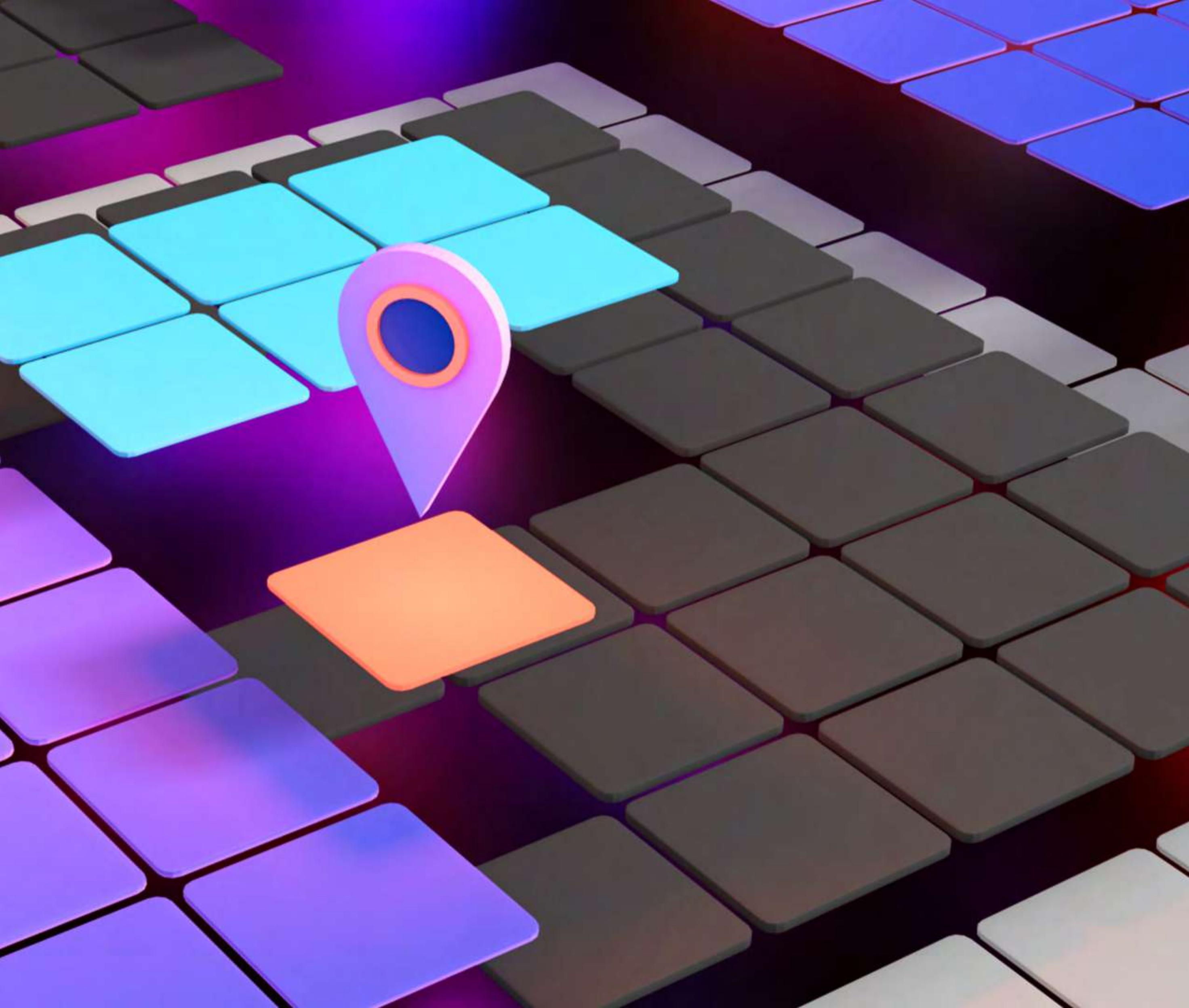
Calling all explorers, world builders, party
throwers, virtual world architects, streamers,
blockchain developers, independent thinkers,
tinkerers, fashion designers, creatives,
country leaders, dancers, gamers, teleporters
& change makers. Decentraland is calling for
its citizens. **THIS IS YOUR WORLD.**

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Chapter 01

Introduction



Welcome to The Ultimate Guide Into The Metaverse



If you're a science fiction fan, you might have first come across the term "the Metaverse" from books like Snow Crash and Ready Player One. However, lately, tech companies have begun using the "metaverse" as an exciting buzzword, and the concept has taken the internet by storm.

Before we get too deep, it's important to note that there are many different definitions of the metaverse. The concept is constantly evolving and as such, it is not always well-defined. Just like the internet in the 1990s, different interpretations and implementations of the metaverse are constantly emerging. The founders of these metaverse projects will be the first to admit that they are far from complete and are a constant work in progress.

So, let's stick to the key principles of what most people envision the metaverse is and

can be, and distill this concept down into more straightforward, digestible terms. **The metaverse is a shared virtual space**, created by the convergence of virtual and physical realities. This includes the sum of all virtual worlds, augmented reality, and the internet. **It has the potential to revolutionize how we interact with each other and with brands**, offering new opportunities for engagement and experiences.

In this guidebook, we will delve into the concept of the metaverse, its various forms, and how brands can navigate it. We will also provide success stories of brands that have successfully built a presence in this exciting new space, as well as additional resources for those looking to learn more about the metaverse and its potential for branding. So, if you're a brand owner or marketer looking to understand the metaverse and how to leverage it for your brand, this guidebook is for you. Let's dive in!

Why is the Metaverse Important for Brands?

As a brand owner or marketer, you may wonder why the metaverse is important and how it can benefit your brand. Here are a few reasons why the metaverse is worth paying attention to:

1 — New opportunities for engagement:

The metaverse offers a new and immersive platform for brands to connect with their audience. Brands can create virtual experiences and events that allow users to interact with their products and services in a more meaningful way. For example, a fashion brand could create a virtual fashion show that allows users to try on and purchase the latest collection in a virtual dressing room.

2 — Increased reach and accessibility:

The metaverse allows brands to reach a global audience in a way that is impossible in the physical world. Users can access virtual experiences from anywhere, anytime, making it easier for brands to engage with their audience.

3 — The ability to gather data and insights:

The metaverse provides a unique opportunity for brands to gather data and insights on their audience. Brands can track user behavior and preferences in the virtual world, which can help inform marketing and product development decisions.

4 — The potential for new revenue streams:

The metaverse has the potential to create new revenue streams for brands. For example, brands can charge for virtual experiences or events, or sell virtual goods and products.

5 — The ability to create a lasting impression:

The immersive nature of the metaverse allows brands to create a lasting impression on their audience. By creating memorable and engaging virtual experiences, brands can differentiate themselves from their competitors and build a strong brand identity in the virtual world.

Overall, the metaverse presents a unique and exciting opportunity for brands to connect with their audience in new and meaningful ways. As the metaverse continues to evolve, it will be important for brands to stay up-to-date on the latest developments and explore how they can leverage this new platform to engage with their audience and drive business growth.

“The immersive nature of the metaverse allows brands to create a lasting impression on their audience.”

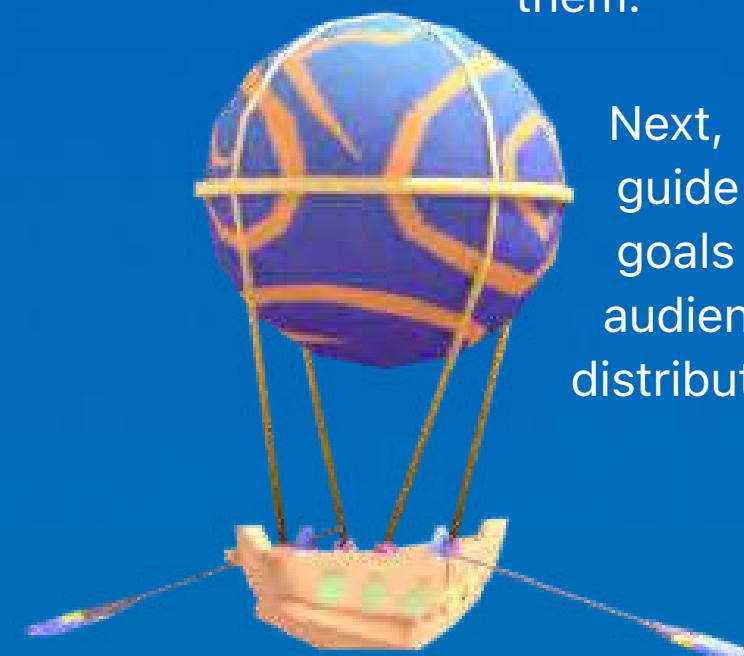


The Brand Journey into the Metaverse

Are you ready to embark on an adventure in the exciting world of the metaverse? Great! Building a presence in the metaverse is a journey filled with endless possibilities for your brand to connect with your audience in new and unique ways.

“the metaverse is ever-evolving, so be open to adapting and evolving with it.”

First things first, let's map out our journey by researching the different metaverse platforms and technologies available. This will help you understand the different experiences each platform offers and how to make the most out of them.



Next, it's time to create a strategy that will guide us on our journey. This includes setting goals and objectives, identifying your target audience, and planning out how to create and distribute your brand's content.

Now, it's time to start building your brand's presence in the metaverse. This could mean securing virtual land or a dedicated space, creating a virtual host or avatar to represent your brand, and filling your virtual world with engaging and relevant content.

But, building a presence in the metaverse is not just about creating content, it's also about engaging with your audience and fostering a sense of community. This can be achieved through interactive events, games, gifts, and other experiences that encourage participation and build brand loyalty.

Remember, the metaverse is ever-evolving, so be open to adapting and evolving with it. By following these steps, you will be able to build a successful presence in the virtual world and create new ways to engage with your audience. Let's get started and make this journey one to remember!

The Landscape of Metaverses

The metaverse is a rapidly evolving space, and it can be challenging to keep track of all the various platforms and technologies that are being developed. Here are a few ways to classify and understand the landscape of metaverses:



Centralized vs Decentralized

A centralized metaverse is controlled by a single entity, like a company or organization, while a decentralized metaverse is distributed and controlled by multiple parties. Decentralization is a key value of the internet, and it is important to consider the level of centralization when choosing a metaverse platform.



Aesthetics and level of detail

Some metaverses are highly detailed and realistic, while others are more stylized and abstract. The level of detail of a Metaverse environment can impact the performance and accessibility, as well as the types of experiences it can support.



User-Generated Content:

Some metaverses allow users to create and monetize their own content, while others restrict user-generated content. The ability to monetize content is a key feature that allows users to be active participants in the metaverse, rather than observers. This feature can be a significant differentiator between platforms.



Platform or medium:

Metaverses can also be classified by the platform or medium through which they are accessed. Some examples include virtual reality (VR), mobile, desktop, and web. Each platform has its strengths and limitations, and it is important to consider the platform when developing a metaverse strategy.



The landscape of metaverses is diverse and rapidly evolving. It is critical for brands to keep track of the latest developments and to choose a metaverse platform that aligns with their goals. As

the metaverse grows, it will be essential to uphold the values of decentralization, open standards, and the free flow of information. These values have been central to the evolution of the internet.

	Decentralized	Level of Detail (Polys)	User Content (UGC)	Web	Desktop	Mobile	VR
Decentraland	High	Medium	High	Yes	Yes	No	Yes*
VRChat	Low	High	High	No	Yes	No	Yes
Voxels	High	Low	High	Yes	No	No	No
Roblox	Low	Low	High	No	Yes	Yes	Yes*
Grand Theft Auto	Low	High	Medium	No	Yes	No	Yes*
SecondLife	Low	Medium	High	No	Yes	No	No
Minecraft	Low	Low	Medium	No	Yes	Yes	Yes
Fortnite	Low	High	Medium	No	Yes	No	No
Meta	Low	High	Low	No	No	No	Yes
The Sandbox	Medium	Low	Medium	No	Yes	No	No

* Still in Beta



The Decentraland Way

Ladies and gentlemen, today we embark on a journey to build an open and decentralized metaverse, one that upholds the fundamental values that the Internet was built on. A metaverse where decentralization, open standards, and the free flow of information are the guiding principles.

Decentralization is crucial in creating a metaverse that is not controlled by any single entity and where users have the freedom to interact without interference or censorship. This ensures that the platform is open and inclusive for all.

Open standards play a vital role in the metaverse, as they allow different virtual reality platforms and devices to interoperate with one another. This enables users to move seamlessly between different parts of the metaverse, expanding the possibilities of the virtual world.

"We choose to build a metaverse that is true to the values that the Internet was built on."

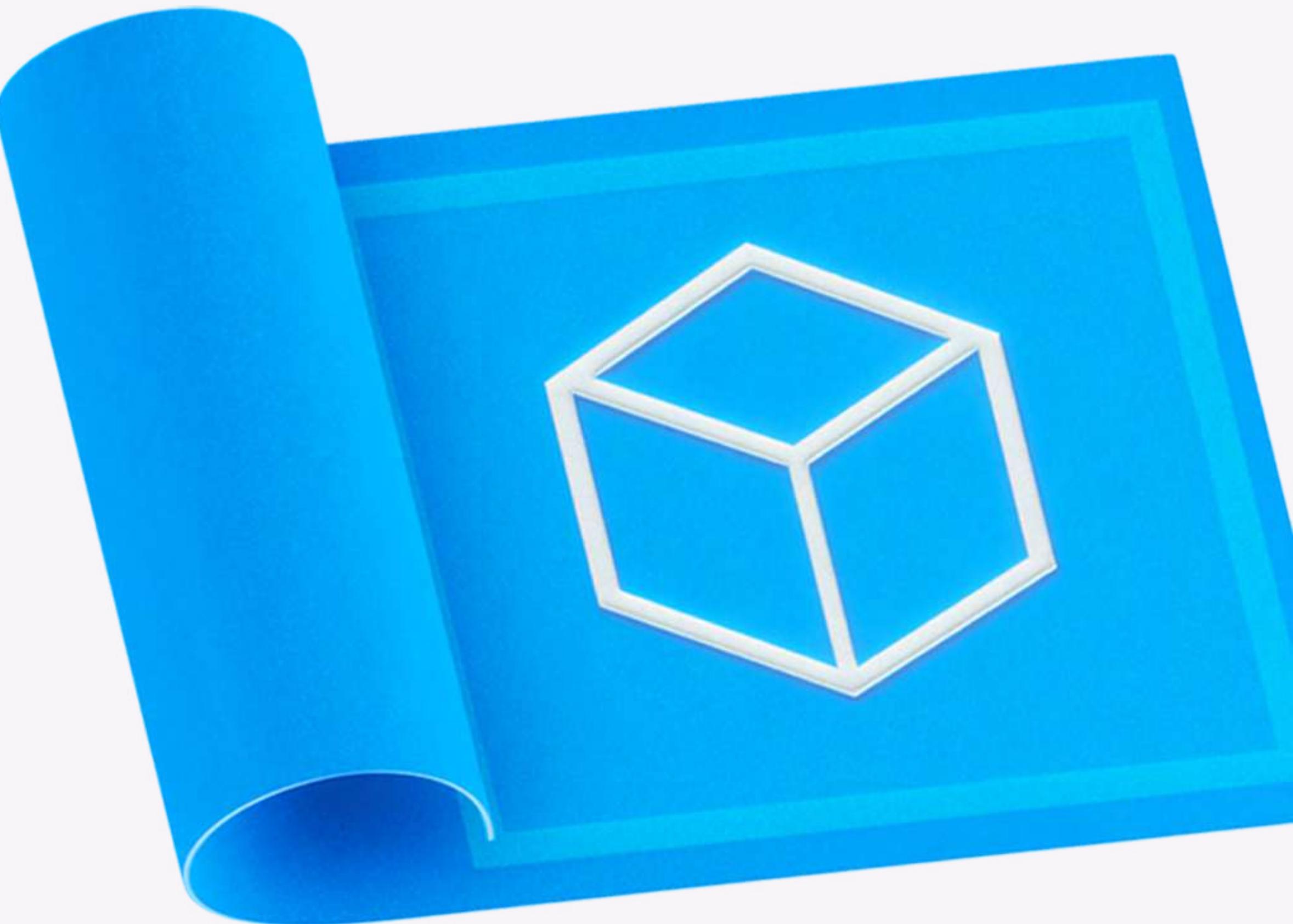
And the free flow of information is essential in fostering a sense of community and collaboration within the metaverse. It allows users to access and share information and ideas freely, promoting innovation and creativity.

We choose to build a metaverse that is true to the values that the Internet was built on. We choose to build a metaverse that is fair, open, and inclusive for all. We choose to build a metaverse that promotes innovation, creativity, and the exchange of ideas.

We choose to build the Decentraland way. Join us on this journey, as we work towards creating a metaverse that is truly decentralized, and open.

Chapter 02

Developing a Metaverse Strategy



Visualizing a strategy

Visualizing a strategy is an essential step in building a presence in the virtual world. A strong strategy will help you identify your goals and objectives, target audience, and plan for creating and distributing content. Here are a few key steps when developing a metaverse strategy:

01

Define your goals and objectives:

Before you start building a presence in the metaverse, it's critical to define your goals and objectives. Do you want to drive sales, increase brand awareness, or engage with your audience in a new way? Your goals will help guide your strategy and inform the experiences you create.

02

Identify your target audience:

Who are you trying to reach in the metaverse? Understanding your target audience will help you create relevant and engaging content that resonates with your audience.

03

Plan for content creation and distribution:

Once you have defined your goals and your target audience, it's time to start planning for content creation. This may include developing a content calendar, identifying resources and budgets, and finding a studio to help you execute your vision.

04

Monitor and adapt:

The metaverse is a rapidly evolving space, and it's critical to stay up-to-date on the latest trends and developments. Make sure to regularly monitor your performance and gather feedback from your audience, and be prepared to adapt and evolve your strategy as needed.

Brainstorming Activity

Here are some questions you can answer to help you define your strategy for the metaverse.

Step 1: Define your goals and objective

- What stories or narratives do you want to tell through your virtual presence?
- How can you use your 3D presence in the metaverse as a way to enhance your branding?
- Which business metric would you like to improve by having a presence in the metaverse?

Step 2: Identify your target audience

- What part of your audience is already interacting in the metaverse?
- How can you leverage the social aspect of the metaverse to build community and encourage user-generated content?
- How can you create a memorable and unique experience for your visitors that will differentiate your brand from others?

Step 3: Plan for content creation and distribution

- What type of space would best represent your brand in the metaverse?
- How can you incorporate your brand's logo and visual identity into the virtual space?
- What types of activities or experiences would you like to offer visitors to your virtual space?
- How can you use mini-games or interactive elements to engage visitors and build brand loyalty?
- How can you make use of the 3D environment to showcase your products or services innovatively?

Step 4: Monitor and adapt

- Which user interactions with our presence do we want to measure?
- How can you use data and analytics to track the performance of your 3D presence and make adjustments as needed?

Chapter 03

Building a Presence in the Metaverse

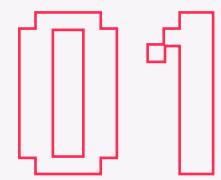


Mountain Dew building on Decentraland



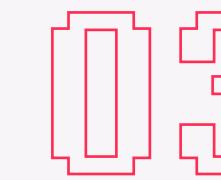
It's time to start building

Once you have developed a metaverse strategy, it's time to start building your brand's presence in the virtual world. Here are a few steps to consider when building a presence in the metaverse:



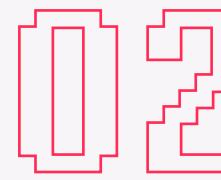
Identify and secure a virtual presence:

This can be a piece of virtual land or a dedicated space. This will be the foundation of your brand's presence in the metaverse, and it's important to choose a location that aligns with your goals and target audience



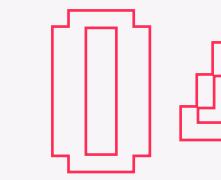
Populate your space with content:

Once you have secured a virtual presence and created a virtual host, it's time to populate your space with engaging and relevant content. This may include product demonstrations, virtual events, interactive experiences, and more.



Create a virtual host or avatar:

A virtual host or avatar is a digital representation of your brand that will welcome visitors to your virtual space. It's important to put thought into the design and personality of your virtual host, as it will be the face of your brand in the metaverse.



Engage with the metaverse community:

A presence in the metaverse is not just about creating content, it's also about engaging with your audience and fostering a sense of community. This can be achieved through events, games, gifts, and other experiences that encourage user participation

Securing a Virtual Presence

One of the first steps in building a presence in the metaverse is identifying and securing a virtual presence. This may involve buying or renting virtual land, or creating a World in the metaverse. Here are a few options to consider:

01 — Register a World NAME:

In Decentraland, it is possible to create a private World by [registering a name](#). A World is like a private piece of virtual land that can be accessed using the name you have chosen. The price of a World can vary depending on the availability of the name, but it is typically around \$50 USD or more if the name is already taken and for sale in the market.

02 — Renting virtual land in a genesis city:

A genesis city is an interconnected world that is designed to receive a lot of traffic from users

passing by. In Decentraland, it is possible to rent virtual land in a genesis city. The rent price can vary depending on the location of the land, but an estimate is \$150 USD per month. [Click here to rent land on Decentraland](#).

03 — Owning virtual land in a genesis city:

For brands looking to make a larger investment, owning virtual land in a genesis city can provide a permanent public spot in the virtual world. This can be a great way to establish a long-term presence in the metaverse and redirect traffic to your virtual space. From \$3,000 USD to 1M USD, depending on the size and positioning.

Overall, several options exist to consider when identifying and securing a virtual presence in the metaverse. It is essential to carefully consider your goals and budget when deciding which option is best for your brand.





Creating a Virtual Host

A virtual host or avatar is a digital representation of your brand that will welcome visitors to your virtual space. Here are a few steps to consider when creating a virtual host or avatar:

1 — Customize your avatar's physical features:

Most metaverse platforms will allow you to customize the physical features of your avatar, such as skin tone, hairstyle, and facial features. Be sure to take the time to create an avatar that accurately represents your brand.

2 — Choose a clothing and accessory style:

While some platforms may offer a limited selection of default clothing and accessories, you may also have the option to buy additional items from a

marketplace. Be sure to select items that align with your brand's aesthetic and style.

3 — Determine your avatar's personality and voice:

Your avatar should have a personality and voice that aligns with your brand's story and values. If you are using a virtual host in the form of an audio-only voice, be sure to carefully consider the tone and style of your avatar's voice.

4 — Create engaging content:

It's not enough for your avatar to appear in the metaverse – it should have something to say. Whether it's the story of your brand, clues about your plans or origins, or attractive content, you must ensure you're telling an enthralling story.

Avatars, Wearables & Emotes

Wearables are organized into different categories, depending on what part of an avatar they modify

[LEARN HOW TO CREATE WEARABLES](#)

Avatar options
Hair color, facial hair,
hair style, body shape



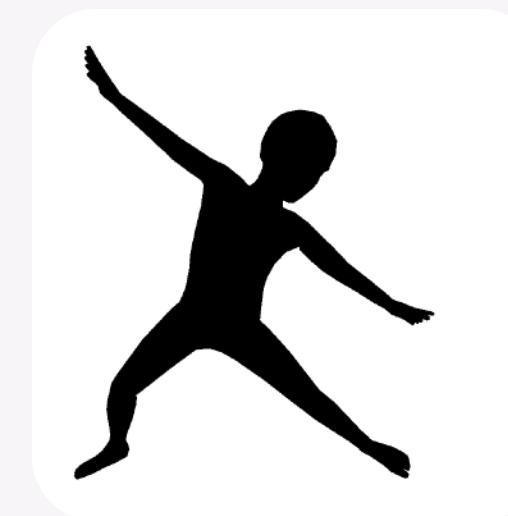
Dressing
Upper body, lower
body, feet



Accessories
Earrings, Eyewear, Hat,
Helmet, Mask, Tiara



Emotes
Dance, poses
greetings, reactions



Finding a voice for your avatar

This is something super personal for each brand. And it depends on if the avatar is being controlled in real-time by a human or if it will be playing pre-recorded content to welcome visitors.

If your brand doesn't feel represented by a Decentraland Avatar, or it already has a distinctive image, you might consider using a different representation. You can translate it into a 3D model of it and animate it to bring your content online.

In any case, below's a list of tools that can help you to express a message virtually.

Live Show:

Voice Software can modify your voice in real-time and you can output that voice into any computer application such as Decentraland, Discord, and Zoom. Browse through this.

Video Content: You can create a VRM version of your avatar and utilize many "vtubing apps" to create videos using real-time motion capture.

Recorded Content:

Text: Define the message you want to convey to your audience. This message can later be translated into many mediums, such as text on a screen, audio on a speaker, video on a TV or an avatar speaking to you.

Audio: Many "Text to Speech" applications can help you to create a synthetic voice for your avatars, such as [play.ht](#) and [alternatives](#). Alternatively, you could [hire any vocal artist](#) to help you with this. Consider recording your content in different languages!

Video: If you want to generate a video of your avatar speaking, there is a great application that lets you create a video using a photo of your avatar and an audio clip. The application uses AI to generate the lip-sync and the movement of the head/eyes.

Start by writing about the different messages your space will have. This is the What, When and Who.

Chapter 04

Engaging with the Metaverse Community



Engage with a global community

One of the most powerful aspects of the metaverse is the ability to interact and engage with a global community of users. For brands, this presents an opportunity to build relationships and loyalty with their customers in a new and exciting way. Here are a few ideas for engaging with the metaverse community:

Digital wearables: Create digital wearables, such as clothing or accessories, that are associated with your brand. These can be sold or given away to users as a way of promoting your brand and building relationships.

Virtual events: Host virtual events in the metaverse, such as product launches, meet and greets, or concerts. These events can be a great way to build buzz and generate excitement around your brand.

Contests and giveaways: Host contests and giveaways in the metaverse to encourage engagement and reward your most loyal customers.

Virtual offices or stores: Create virtual offices or stores in the metaverse where users can learn more about your brand, purchase products, or get support.

Community building: Create a dedicated community in the metaverse for your brand, where users can connect with each other, share ideas, and engage with your brand.

Gamification: Incorporate gameplay elements, such as rewards and challenges, to encourage engagement and create a sense of fun and excitement around your brand.

“...be creative and authentic in your interactions with the community.”

By engaging with the metaverse community, brands can build relationships with their customers in the metaverse. It's important to remember that, while these ideas can be practical, the key to success is to tailor your approach to your brand and audience, and to be creative and authentic in your interactions with the community.

In this chapter, we have discussed some ideas for how brands can engage with the metaverse community and build relationships and loyalty. Remember that it's indispensable to tailor your approach to your brand and audience, and to be creative and authentic in your interactions with the community. In the next sections, we'll explore how to monetize your presence in the metaverse.”

Publishing Wearables

You can also design and publish your own wearables and emotes collections associated with your brand. You will be able to sell them in the marketplace or give them away to your fans!

Wearables and Emotes are backed by blockchain technology, ensuring their scarcity, intellectual property, and traceability. There is a submission fee of \$150 per design to cover the costs of the verification process. The fee is paid by 3D model design, and it doesn't depend on whether you want to create 1 or 100,000 copies of it.

Metaverse Interoperability

This is an interesting concept of the metaverse, the capacity of one item to give you access to many platforms. This is one of the most attractive capabilities of blockchain-based platforms.

If you already created and distributed some creations utilizing blockchain technology (NFTs), there is a process that can let you create a representation of your creations as wearables in Decentraland. This is a great way to add more value to your creations and to continue engaging with that audience.



Dolce and Gabanna announcing their wearables on Decentraland

Chapter 05

Executing your vision in Decentraland



Decentraland Studios

Decentraland is a free and open-source platform that offers endless possibilities for creators, entrepreneurs, and users. However, as with any technology, it can be challenging to navigate and execute your vision without the right expertise. That's where hiring a metaverse studio comes in.

Many verified studios can help you execute your vision in Decentraland. **Find a list of talented individuals and companies on Decentraland Studios at <https://studios.decentraland.org>.** This website includes studios from all over the world, with a majority based in North America and Europe, followed by Asia and Latin America.

When looking for a studio to hire, it's essential to consider the specific areas of expertise that are required for your project. The registry is divided into different areas of expertise, such as:

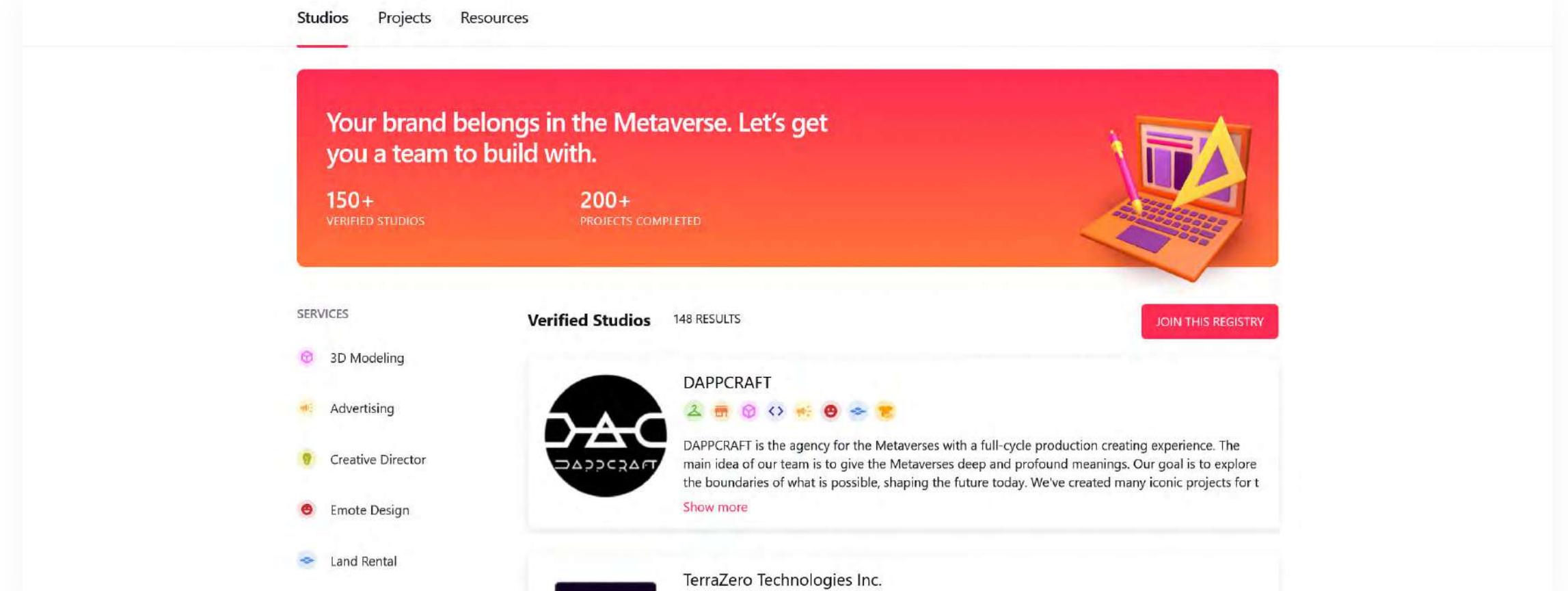
- Creative directors and project managers
- Space rentals for events and advertisement
- 3D modeling and animation,
- Game development

By searching for a studio based on their areas of expertise, you'll be able to find the right provider for the job. You can also contact the studios directly using the site or utilize the helplines available on the site to guide you through the different providers.

Hiring a metaverse studio can be a great way to bring your vision to life in Decentraland. With the appropriate expertise, you'll be able to take your project to the next level and achieve your goals in the metaverse. So, take the time to research and find a studio that can help you execute your vision and bring your project to life in Decentraland.

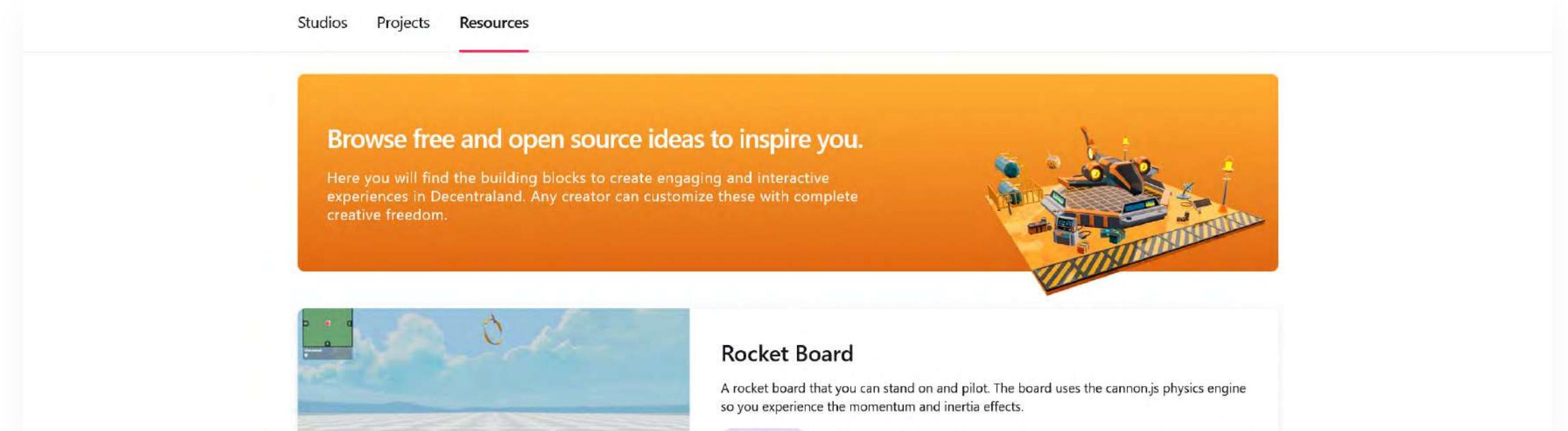
Your brand belongs in the Metaverse. Let's get you a team to build with. Visit Decentraland Studios 

140+
VERIFIED STUDIOS 200+
PROJECTS COMPLETED



The screenshot shows the Decentraland Studios website. At the top, there are tabs for 'Studios', 'Projects', and 'Resources'. Below the tabs is a large orange banner with the text 'Your brand belongs in the Metaverse. Let's get you a team to build with.' and two statistics: '150+ VERIFIED STUDIOS' and '200+ PROJECTS COMPLETED'. To the right of the banner is an illustration of a laptop displaying a 3D model. Below the banner, there's a section titled 'SERVICES' with icons for 3D Modeling, Advertising, Creative Director, Emote Design, and Land Rental. A 'Verified Studios' section shows a list with '148 RESULTS' and entries for 'DAPPCRAFT' and 'TerraZero Technologies Inc.'. A red button labeled 'JOIN THIS REGISTRY' is visible on the right.

The home page displays a list of verified studios available and ready to help you take your first step into the metaverse. 



The screenshot shows the 'Resources' tab of the Decentraland Studios website. It features a large orange banner with the text 'Browse free and open source ideas to inspire you.' and a subtext about finding building blocks for experiences. To the right is an illustration of a rocket board. Below the banner, there's a preview image of a rocket launching from a board. A section titled 'Rocket Board' describes it as a 'rocket board that you can stand on and pilot. The board uses the cannon.js physics engine so you experience the momentum and inertia effects.'

The resources tab has plenty of examples you can easily customize and implement for your own brand. 

Projects created by Decentraland Studios

Here are projects built on Decentraland that we really like. These were created by different Decentraland studios. Metaverse projects are categorised as one or more of the following:

Advertising

3D Modeling

Creative Director

Emote Design

Land Rental

Wearable Design

Venue Rental

Programming

Linked Wearables



LaLigaLand by Vegas City



Amazon & OnePlus - Unboxing in the metaverse by Blink Digital



DigiFun x Mochicby Digin DAO



ConsenSys HQ by Voxel Architects



Latex Jumpsuit Wearable by Blacknode Studio



Hyundai Cretaverse by Metacast

Client reviews

Customers usually leave reviews on different Decentraland studios. This is what they had to say about collaborating together with them:

Had an awesome experience! I had help designing a virtual office for my company in Decentraland, and it went great. The building was exactly as I had described and they aced the logo. A++ would def recommend for future builds.

Brooks Clifford — **Bidwell Investment** 

Review for Versepective Architecture

Extremely satisfied with the high quality designs and fast turnaround. Makes the designs realistic, outstanding communication and experience. 100% Recommended for High quality and Decentraland wearables.

Daybed — **Daybed NFT** 

Review for Clurge

DAPPCRAFT is in a league of their own. The quality of their wearables and scene builds are unmatched. For ambitious projects and brand campaigns, I highly recommend this team.

Matt Bond — **Banquet** 

Review for DAPPCRAFT

The services provided were very good with the support of its team committed to bringing results. We appreciate everyone's dedication!

Byron Mendes — **MetaMundi** 

Review for Atrovenado

Truly a one stop shop! The staff at Kollectiff is super knowledgeable and went way above and beyond for us. Can't recommend them highly enough!

Philip Savage — **BBDO** 

Review for KOLLECTIFF

Closing remarks

In conclusion, the metaverse is an exciting and rapidly evolving space offers endless possibilities for creators, entrepreneurs, and users. Decentraland is at the forefront of this movement, providing a decentralized and open platform for building and experiencing virtual worlds.

As we've outlined in this ultimate guide, Decentraland allows users to buy and develop virtual land, create and monetize content, and interact with others in various ways. The potential for growth and innovation in the metaverse is

limitless, and we look forward to seeing what the community will build and achieve in the years to come.

We hope this guide has provided a comprehensive introduction to the metaverse and Decentraland, and we encourage you to explore and get involved in this exciting new world. Whether you're a developer, artist, entrepreneur, or just curious, there's a place for you in the metaverse. So, take the leap and join us in building the future of the Internet and beyond.



Thank you for reading this Ultimate Guide into the Metaverse, and we can't wait to **see you in-world!**

Appendix

Case studies



Dolce & Gabbana





CASE STUDY: COSMETICS

Estée Lauder

Estée Lauder partnered with Decentraland as an exclusive beauty partner of Metaverse Fashion Week in March 2022. The collaboration included creating an original non-fungible token (NFT) wearable inspired by the brand's top-selling serum, Advanced Night Repair. The NFT was designed by Dr. Alex Box, a renowned identity designer and one of the first women to pioneer

the concept of Beauty Futurism. Additionally, Estée Lauder participated in the Metaverse Art Week, hosted by Decentraland on August 2022. The event featured digital art installations, performances, conceptual art products, and NFT exhibitions. The brand provided attendees with a Proof of Attendance Protocol (POAP) NFT as verification that they attended the event.

[READ TWEET](#)

[READ TWEET](#)



CASE STUDY: FOOD & DRINKS

Coca-Cola

[WATCH ON VIMEO](#)



Coca-Cola entered the NFT market by selling a series of NFTs as a single asset, with proceeds benefiting Special Olympics International. The series, called "Enjoy Coca-Cola: The First NFT Collection," included a digital version of Coca-Cola's 1956 vending machine, a red bubble jacket wearable inspired by the company's old delivery uniforms, digital versions of Coca-Cola's 1940s trading cards and a "sound visualizer" that featured classic Coke sounds such as a bottle opening and a drink being poured over ice. The auction began bidding on July 30 and ran through August 2 on OpenSea, an online marketplace for

NFTs and other crypto collectibles.

In celebration of the launch, a special event was held in Decentraland, a virtual world controlled by an Ethereum-based decentralized autonomous organization (DAO). Attendees could look out for the giant Coca-Cola can, specially built for Decentraland, and join the surprise musical guests that set the party mood. Coca-Cola's entry into the NFT market was a sign that more brands are entering the metaverse and using NFTs as a way to monetize their presence and engage with customers in the virtual world.



CASE STUDY: FASHION

Forever 21

Forever 21 opened a Metaverse storefront in Decentraland's Fashion District during Metaverse Fashion Week. This store provided customers with an interactive experience, featuring avatars as sales associates, custom sound effects, and unique fixtures. Customers were able to purchase ten NFT fashion items inspired by pieces available in Forever 21's physical stores and online.

Winnie Park, CEO of Forever 21, commented, "We are delighted to be entering the Metaverse and connecting with a growing audience. Participating in the first-ever Metaverse Fashion Week is a great opportunity for us to further promote self-expression through fashion in both the virtual and physical realms."

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CASE STUDY: FASHION

Dolce & Gabbana

Dolce & Gabbana showcased a collection of 20 specially-designed wearables at the Decentraland Metaverse Fashion Week, using cat-faced avatar models to walk the virtual runway. After the show, the full iconic collection was available to view at an exclusive Dolce & Gabbana pop-up in Decentraland's Luxury Fashion District, curated by UNXD, a luxury-focused marketplace.

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CASE STUDY: STREAMING

Netflix

Decentraland, in partnership with Netflix Latin America, recently conducted an experiment in which they replicated a scene from a movie within the metaverse as a way to attract and engage users. This approach allows big brands to enter the metaverse by renting virtual land for a specific project, rather than purchasing it outright. By participating in these kinds of projects, companies can gain a better understanding of how to interact and engage with users in the metaverse, giving them a competitive advantage in the future.

Users have the opportunity to virtually explore a scene from the movie and test their knowledge of the film. This strategy is a great way to both engage existing fans of the movie and introduce new viewers to the experience. Decentraland is able to provide users with a unique and immersive experience in the metaverse, giving them an authentic experience with the movie.



Samsung

Samsung has created a virtual storefront of its pop-up store in New York, called the Samsung 837X experience, which is meant to showcase the products. The company calls it an "experiential playground" that allows users to explore Samsung technology. The Samsung 837X is not just a virtual salesroom or marketplace, but an immersive experience. The store is available on Decentraland, it has three main components: a Connectivity Theater, a Customization Stage, and a Sustainability Forest. The Connectivity Theater highlights Samsung's CES presentations and other technology, the Customization Stage is an event venue that live-streamed a DJ-hosted dance party at the real Samsung 837 in New York, and the Sustainability Forest promotes Samsung's campaign to plant 2 million trees with an NFT firm that provides proof of planting, and also has a portal to a land with millions of trees and a game.

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CASE STUDY: FASHION

Tommy Hilfiger

Tommy Hilfiger recently participated in the Metaverse Fashion Week hosted by Decentraland. The brand showcased its Spring 2022 collections and provided a digital retail platform for customers to purchase wearables for their avatars or shop for physical items from within the Metaverse.

Visitors to the store were able to explore 3D renders of signature styles, including men's varsity jackets, women's madras shirts, and a unisex hoodie with the TOMMY HILFIGER logo. Customers had the option to purchase these items as NFTs, which could be redeemed for physical products delivered straight to their door. Furthermore, TOMMY HILFIGER Decentraland Wearables are available for purchase in the Decentraland marketplace.

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CASE STUDY: FOOD

Domino's Pizza

Domino's users can now order a pizza in Decentraland and pay for it with cryptocurrency. But what's even more exciting is that they can receive a real-life pizza delivered right to their doorstep!

But that's not all. Domino's has organized a special event featuring an early release of @DjMaRiiO's documentary and gave away exclusive avatar

wearables to the audience, providing users with even more entertainment while enjoying their tasty pizza. This event showcases the potential of the metaverse to bring people together for unique and engaging experiences.

So why not give it a try and see for yourself how innovative technology can bring us closer together?

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CASE STUDY: PETS

Pedigree

PEDIGREE® has introduced the revolutionary initiative, PEDIGREE® FOSTERVERSE™, in partnership with Adopt-A-Pet.com, to bring dog fostering and adoption to the virtual world of Decentraland. This innovative program allows Decentraland players to select and foster a real rescue dog. By fostering a dog in the virtual world, users can help save the life of a dog who may not have had a chance in the real world.

This program has made it possible for individuals who may not have been able to foster a dog in the real world due to various circumstances, to experience the joy and benefits of fostering a dog in the virtual world. So visit Fosterverse.com to start fostering today and be a part of a movement that is saving the lives of dogs and making the world a better place for all!

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CASE STUDY: CONSUMER

Unilever Metathon

Users of the metaverse recently witnessed an unprecedented event as runners competed in the first-ever Metaverse marathon. The event utilized over 800 LAND parcels and remains the biggest single event ever hosted in Decentraland.

With the support of celebrities like Fat Joe and Blake Leeper, runners tackled the full 26-mile distance, creating an unforgettable experience in the virtual world.

The success of the Metaverse marathon proves the incredible possibilities of virtual reality

technology. This event has opened up new doors for virtual world events, proving that the Metaverse has limitless potential for hosting exciting and engaging experiences. Vegas City, one of the Decentraland Studios, was responsible for the 3D modeling, development, and wearable design for the event. Their impressive work earned them the gold Digital Impact Award in the category "Best use of augmented reality or virtual reality."

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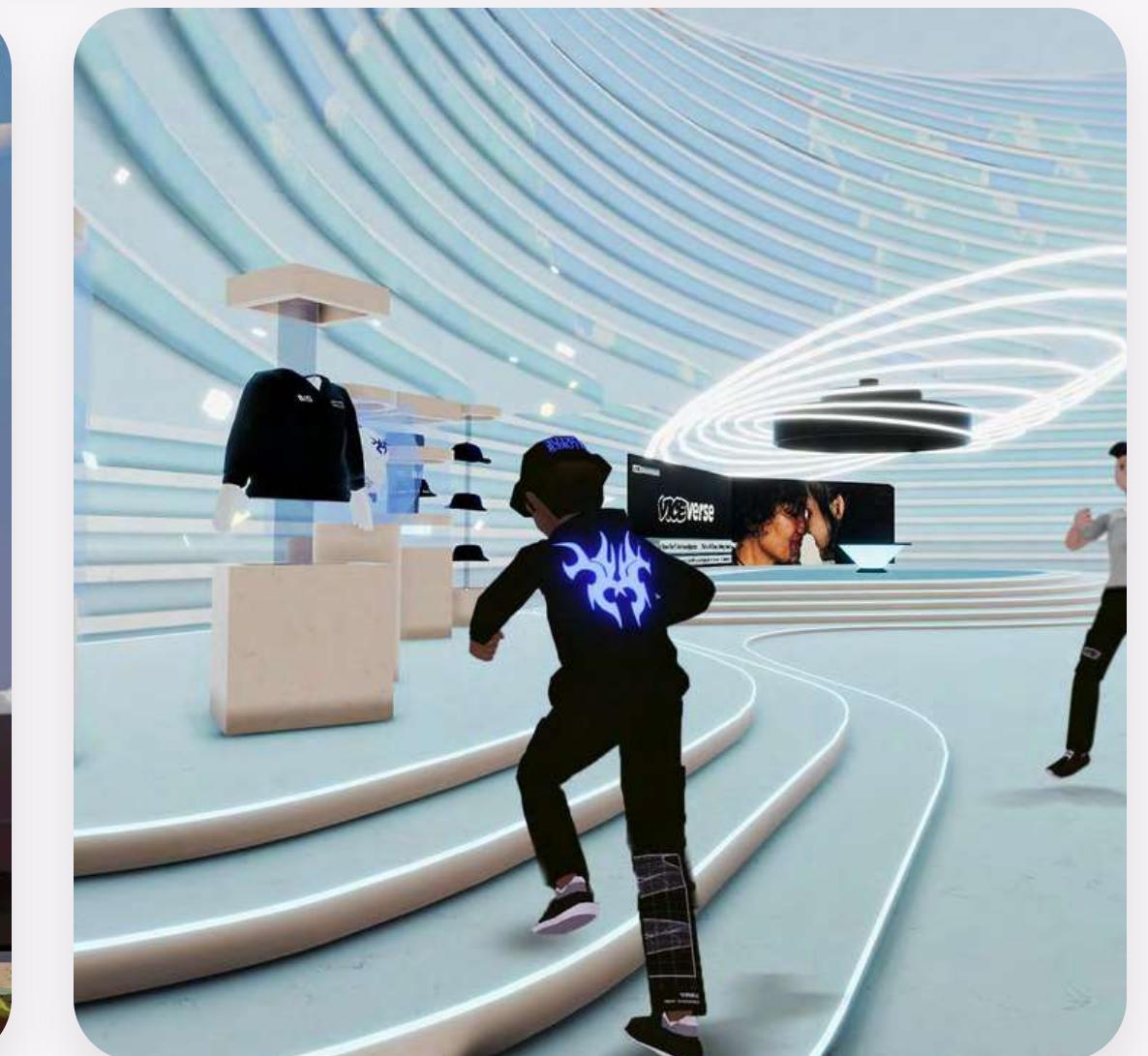
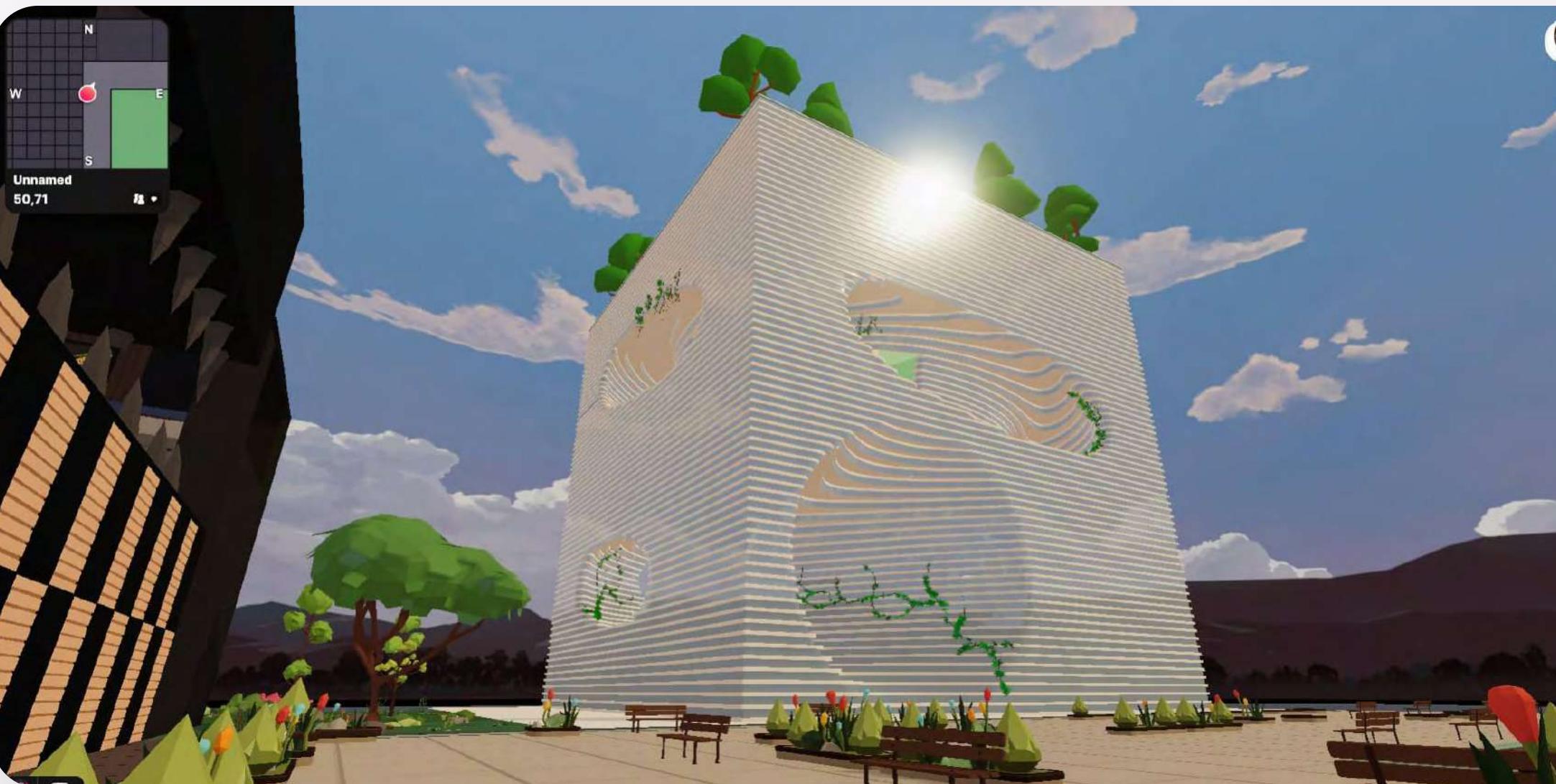
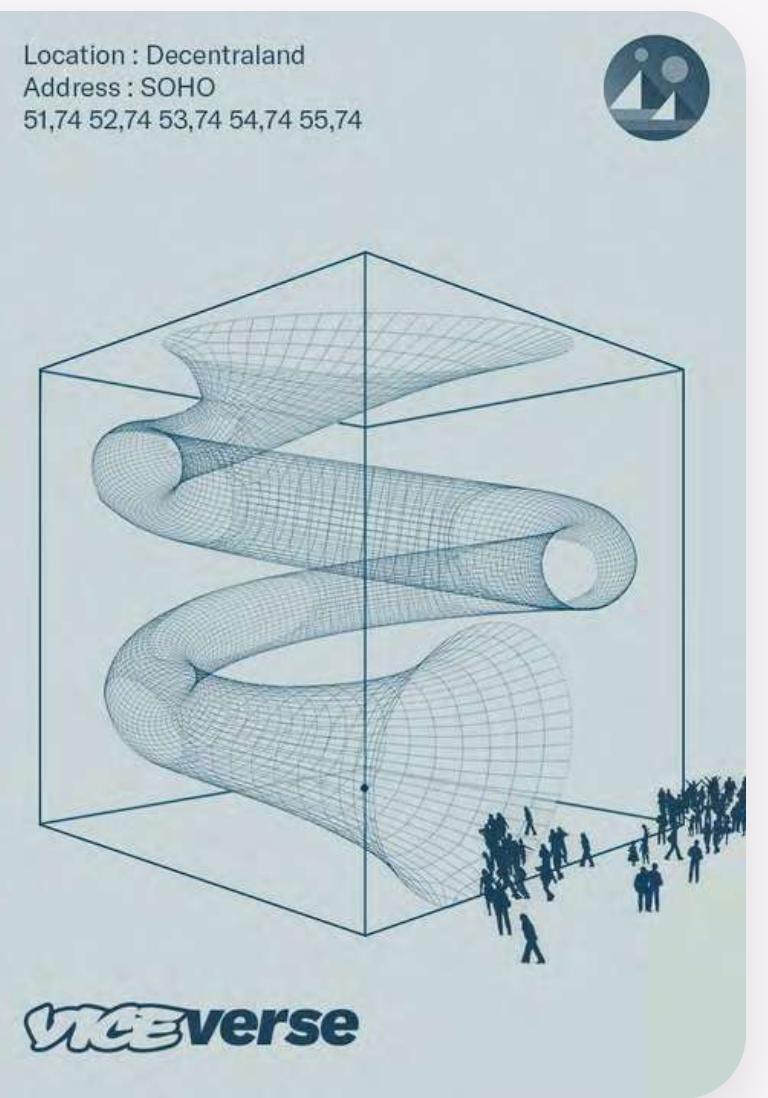


CASE STUDY: MEDIA

VICE Media

Virtue Worldwide, the creative agency powered by VICE, has taken a step into the metaverse by creating a dedicated office space. The virtual building has been constructed inside Decentraland and will serve as a permanent residence for the group, allowing multiple VMG businesses, including Virtue and VICE, to come together in a collaborative virtual space.

This innovative move by Virtue Worldwide reflects the agency's commitment to embracing new technologies and exploring the possibilities of the metaverse. The virtual building will serve as the agency's virtual innovation lab, offering teams a space to experiment with emerging technologies such as NFTs, DAOs, and Web3. By applying these insights directly to brands, Virtue can help its clients stay ahead of the curve and remain at the forefront of innovation.

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CASE STUDY: BEVERAGES

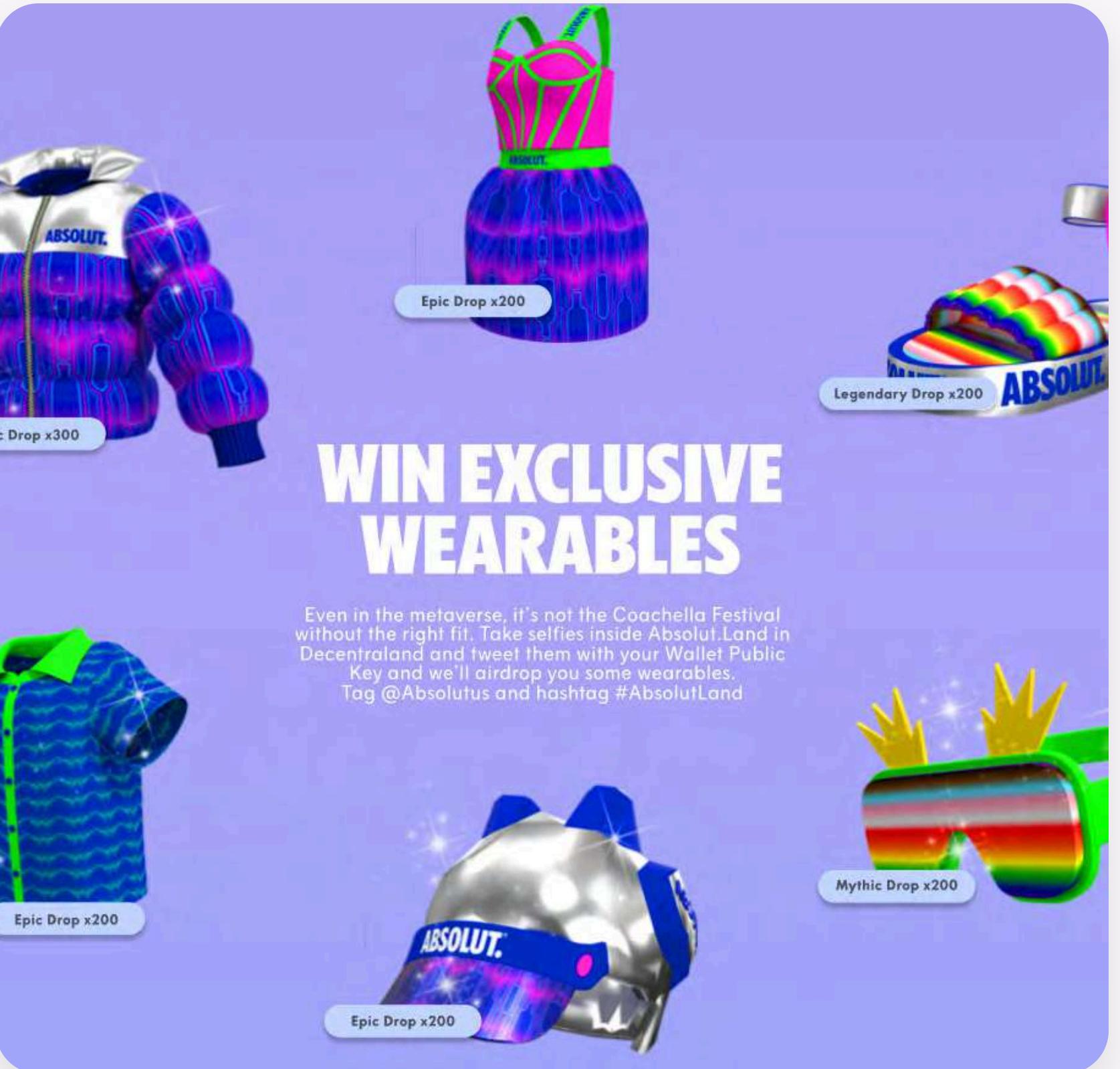
Absolut

If you missed out on the ultimate metaverse experience, you'll want to hear about what went down at Absolut.Land, the Decentraland hotspot that brought together the virtual and real worlds in a way that will leave you longing for more.

Attendees stepped into Absolut.Land, a world where they could dance the night away, explore a unique art museum, and take part in a thrilling treasure hunt. The event also featured a listening party, where guests could interact with each other at the Absolut Tent during Coachella in California.

Those who were up for a challenge could discover hidden items and trade them for exclusive wearables inspired by festival fashion and pride celebrations. The unique blend of technology and culture brought together at Absolut.Land was truly one-of-a-kind, and the experience was one that will not soon be forgotten.

The event demonstrated the power of the metaverse to bring people together from all over the world, and to create immersive experiences that are unlike anything else.



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WIN EXCLUSIVE WEARABLES

Even in the metaverse, it's not the Coachella Festival without the right fit. Take selfies inside Absolut.Land in Decentraland and tweet them with your Wallet Public Key and we'll airdrop you some wearables. Tag @Absolutus and hashtag #AbsolutLand

CASE STUDY: SOFTWARE

ConsenSys

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ConsenSys has set the bar high with its impressive building in Decentraland, covering an expansive area of 160 x 160 meters. This architectural masterpiece is widely recognized as one of the most visually stunning buildings in the metaverse. The building's unique design takes inspiration from the brand's logo, featuring a spiral that extends both horizontally and vertically. A floating bar with a glass floor sits atop the spiral, providing

breathtaking views of the surrounding area. At the heart of the building lies the magnificent open-air amphitheater, Metamask Forest, where the famous Metamask fox can be found hiding. This area provides a perfect space for hosting events, conferences, and other activities. The building's interior is just as impressive as its exterior, featuring cutting-edge technology and modern design elements.



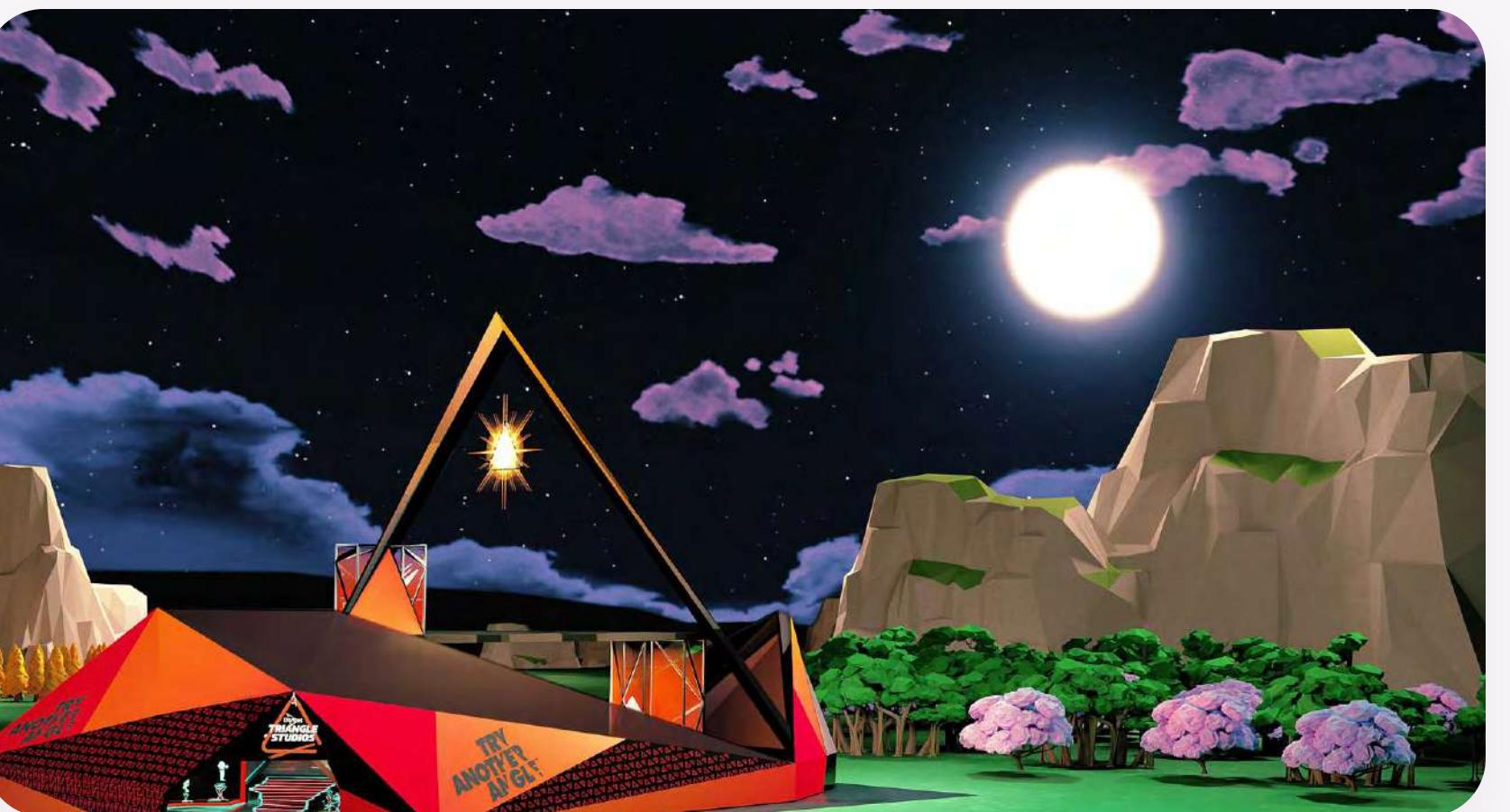
Doritos

Doritos has launched an exciting new experience in Decentraland to celebrate the release of their latest commercial featuring Jack Harlow and the legendary triangle instrument, now enjoying their new BBQ flavor - Sweet and Tangy.

This project aims to bring users together to celebrate a bigger campaign for Doritos by hosting a virtual event while showcasing both physical and digital products. In addition, Doritos is giving away 8 wearables, 3 emotes, 2 custom PCs, SkullCandy Custom headsets and earbuds, along with 1 CloneX and 1 Meebit NFT.

The 2-floor building inspired by Doritos' brand colors is focused on the new Doritos commercial and their new BBQ flavor. The space combines these elements to create an immersive experience that represents and promotes all of it.

Doritos has created two amazing games that complete the experience while effectively communicating their messages. Beat Blaster lets players create, import, and mix up to 3 tracks, while Triangle Tower offers a competitive parkour game with a leaderboard. The experience also includes daily activities, DJs, photocall, social sections, live streaming, and VDJs. Everyone is invited to the party, and the giveaways and airdrops make it even more exciting.

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CASE STUDY: WEB3

FITCHIN

FITCHIN, the global Web3 gaming platform has officially landed in Decentraland. More than 350 people participated in the event at Decentraland. The esports ecosystem needed a fan-focused meeting point, and this is exactly what FITCHIN brings to the table.

For the duration of the inauguration event, all guests had access to exclusive prizes and collectibles. Among the wearables and skins for dressing up avatars, the teams gave away their

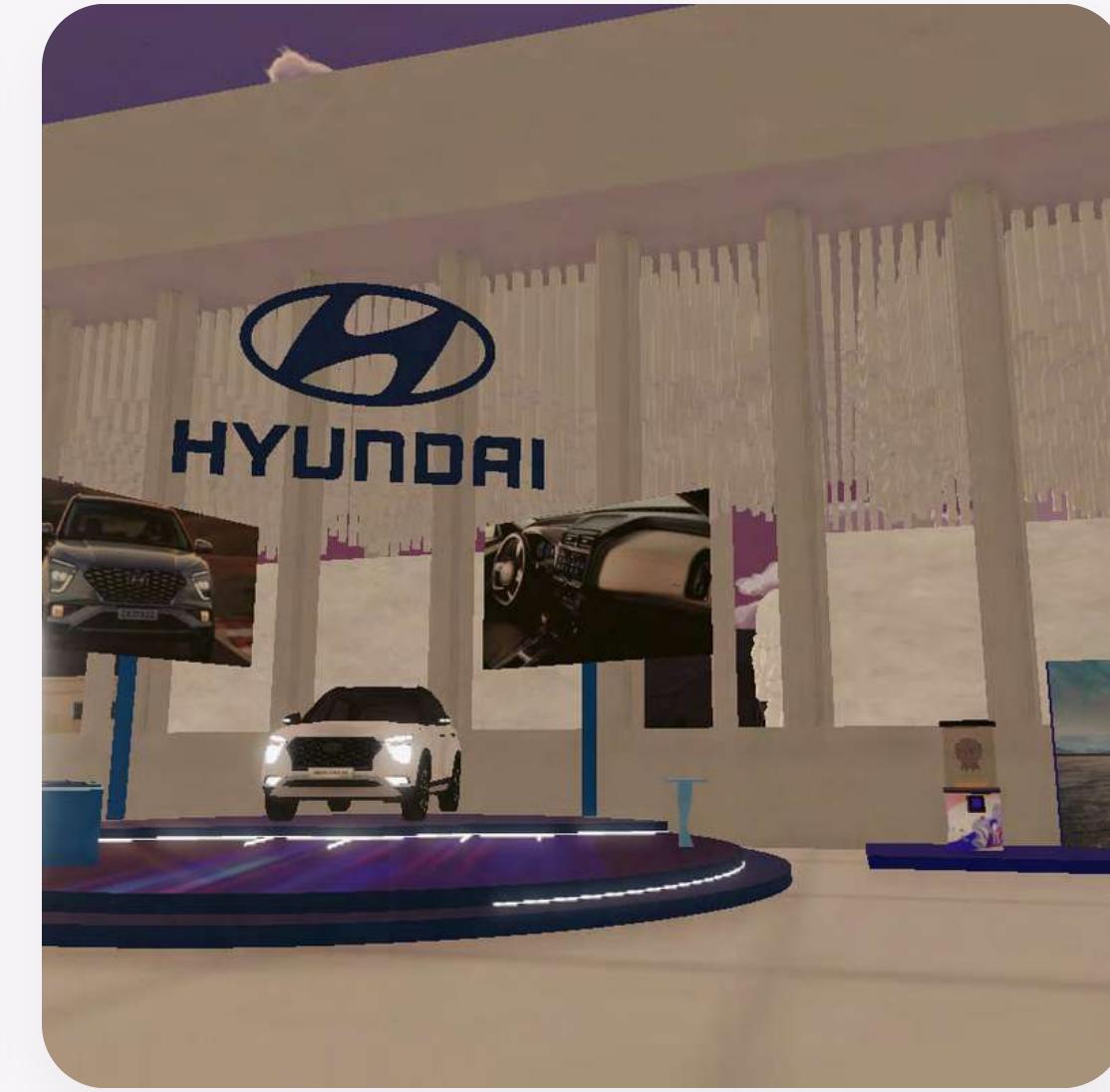
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official jerseys, while each content creator had a unique skin created especially for their audience by FITCHIN. Even Kun Agüero himself had his own skin: a pair of cleats and a football. All the collectibles were delivered directly to the user's crypto wallet free of charge.

The three-floor building is a joint development by FITCHIN and MetaGameHub DAO, a Decentraland verified Studio. The main objective of this event was to bring the teams and their fans together.





CASE STUDY: AUTOMOTIVE

Hyundai Cretaverse

Hyundai, a leading automaker, made a groundbreaking entry into the NFT market by presenting its latest car model, Creta, in Decentraland. Visitors to the virtual event were treated to a live music performance and an immersive experience and were also awarded exclusive wearables and POAP certificates as proof of attendance.

The event marked a significant milestone for Hyundai, which became one of the first automakers to venture into the Metaverse and offer its customers an unforgettable digital experience. By embracing new technologies, the brand demonstrated its commitment to innovation and its willingness to evolve with the changing times.

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CASE STUDY: SPORTS

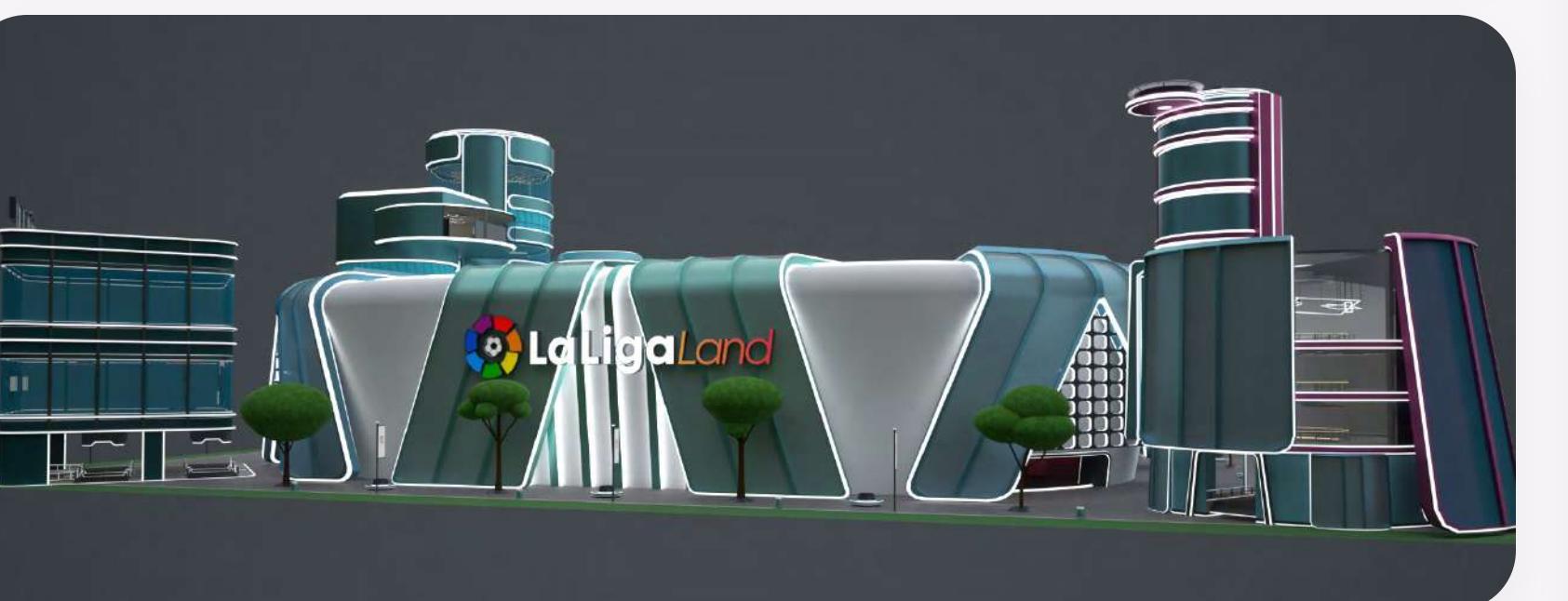
LaLiga

LaLigaLand is a expansive build consisting of multiple structures, such as the Stadium, Museum, Fan Zone, Press Room, VIP Lounge, and Welcome Zone. This permanent facility is continually expanding, featuring an exciting roadmap of gamification and exclusive content from LaLiga.

Experience a new world and become a part of sports history by connecting with LaLiga and the metaverse. With LaLigaLand, you'll have the opportunity to immerse yourself in the world of LaLiga like never before.

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CASE STUDY: APPAREL

Mango

Mango, one of Europe's leading fashion companies, showcased its innovative character and commitment to constant innovation by entering the Metaverse through art as part of the first edition of the Metaverse Fashion Week.

The brand created a digital store and launched three unique art pieces. They were available for purchase using cryptocurrency. The move also demonstrated Mango's focus on integrating design, creativity, and technology into its business model.

With its entry into Decentraland, Mango showcased its ability to adapt to changing times and stay ahead of the curve, setting an example for other fashion companies to follow.

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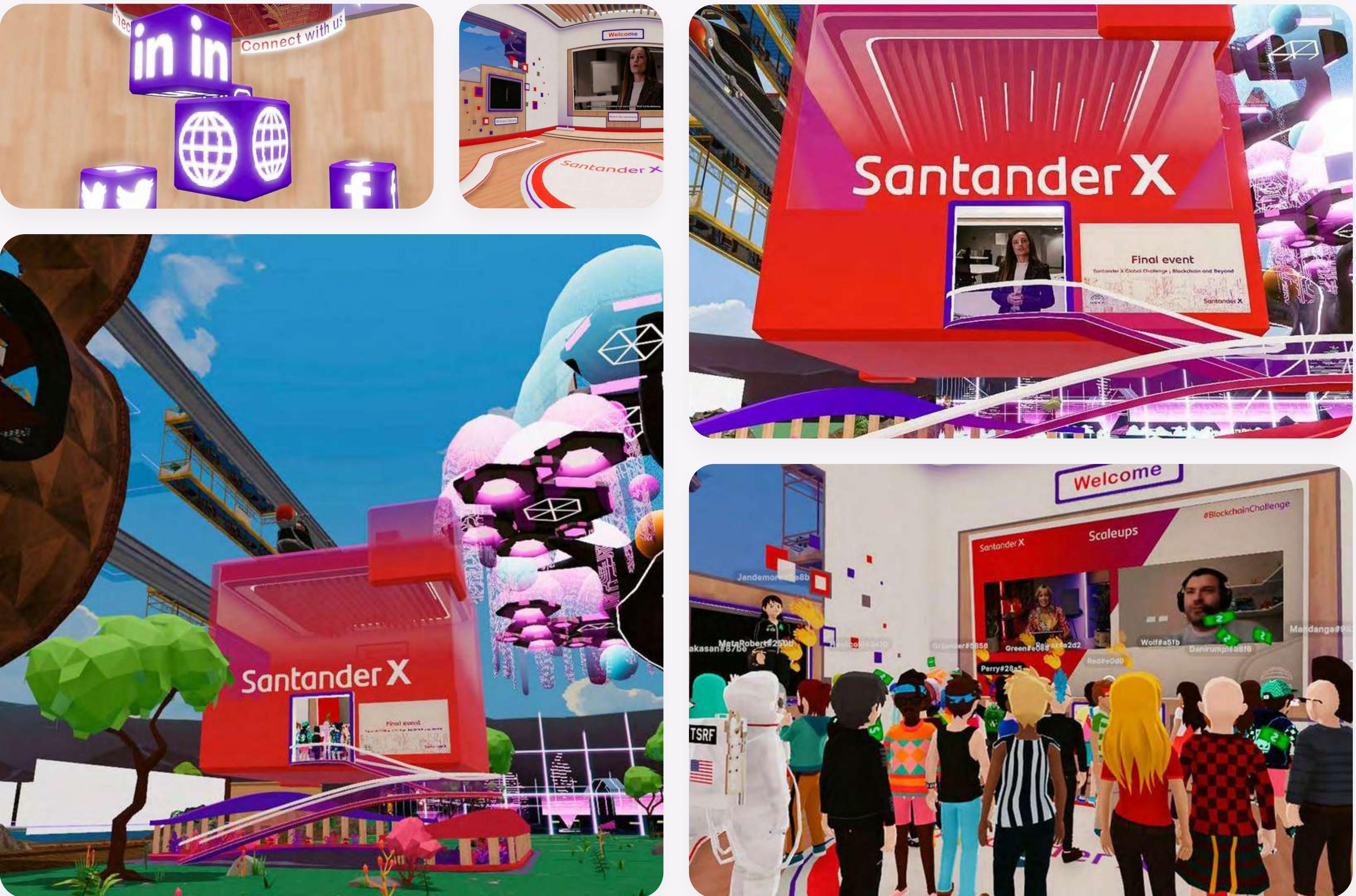
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Santander X

The building was designed to showcase the final event ceremony "Global Challenge: Blockchain & Beyond" and emphasize video streaming. Its main purpose is to act as an informational gallery about Santander X and provide visitors with more information about their project.

To achieve a visually appealing space for streaming events within a limited 1x1 plot, simple cube forms were utilized, while maintaining the brand's original colors. Various key elements from their website and offices were incorporated, along with some special touches.

A specific area was created within the building to showcase the Santander X wearable, which was airdropped to attendees. Additionally, space was dedicated to their social media and the diploma was presented to the winner. The aim was to increase user engagement by rewarding them with highly sought-after tokens in Decentraland. To achieve this, a unique wearable was designed, which acted as a souvenir providing visitors with two wearables in one.

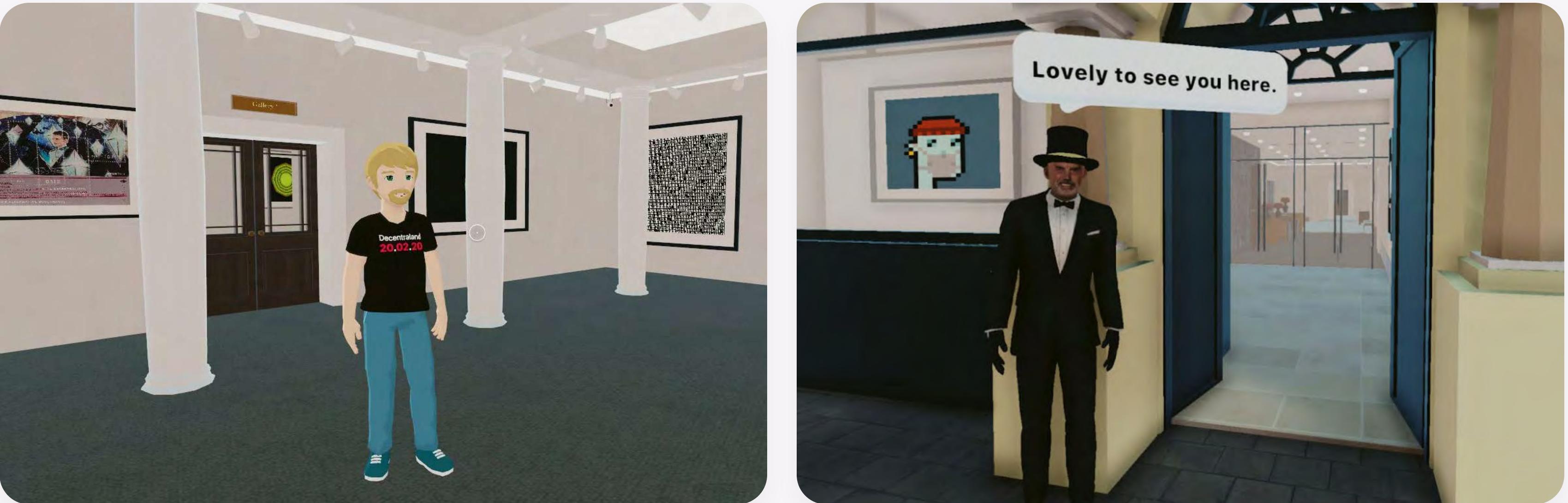
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Sothebys = Arts

One of the world's largest auction houses has recently made the exciting transition to the metaverse. Their London location has been beautifully recreated in the virtual world, boasting an impressive 1:1 scale and meticulous attention to detail.

The building is now hosted in the metaverse and has already attracted some of the biggest names in the industry, including Natively Digital, Jay-Z, Bored Apes Yacht Club, and Banksy.

The transition to the metaverse opens up a whole new world of possibilities for the auction house, allowing them to reach a wider audience and host exciting new events and experiences. By creating an immersive virtual space, the auction house can bring their unique and valuable collections to life, offering bidders an unprecedented level of access and engagement.

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CASE STUDY: SPORTS

U-Meta Cricket Stadium

U-Meta Stadium is a groundbreaking development in the world of cricket. As the world's first cricket stadium in the metaverse, it has been designed and built to provide fans with an immersive experience. The stadium is scaled to perfection, ensuring that every detail is replicated in the virtual world.

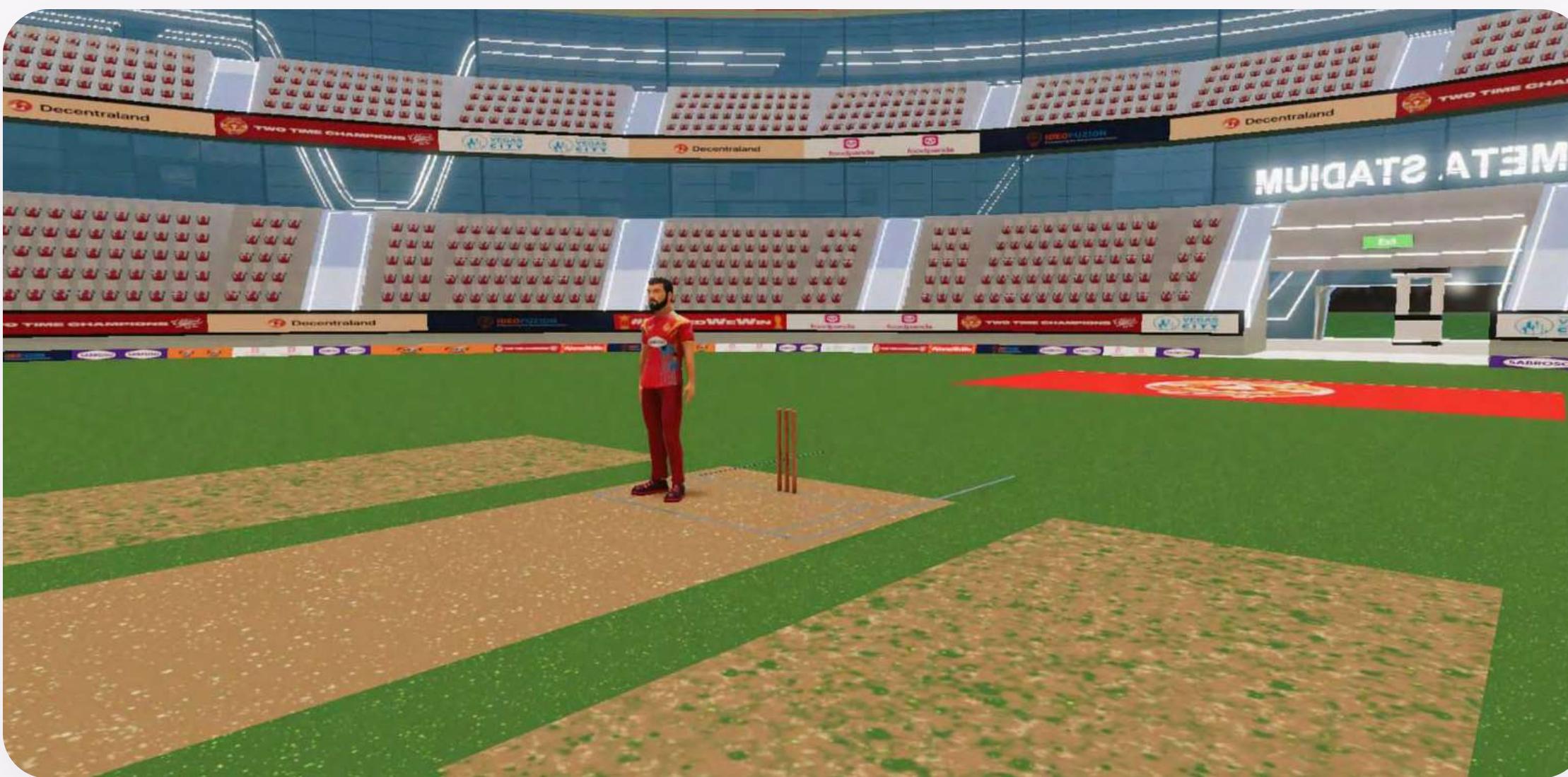
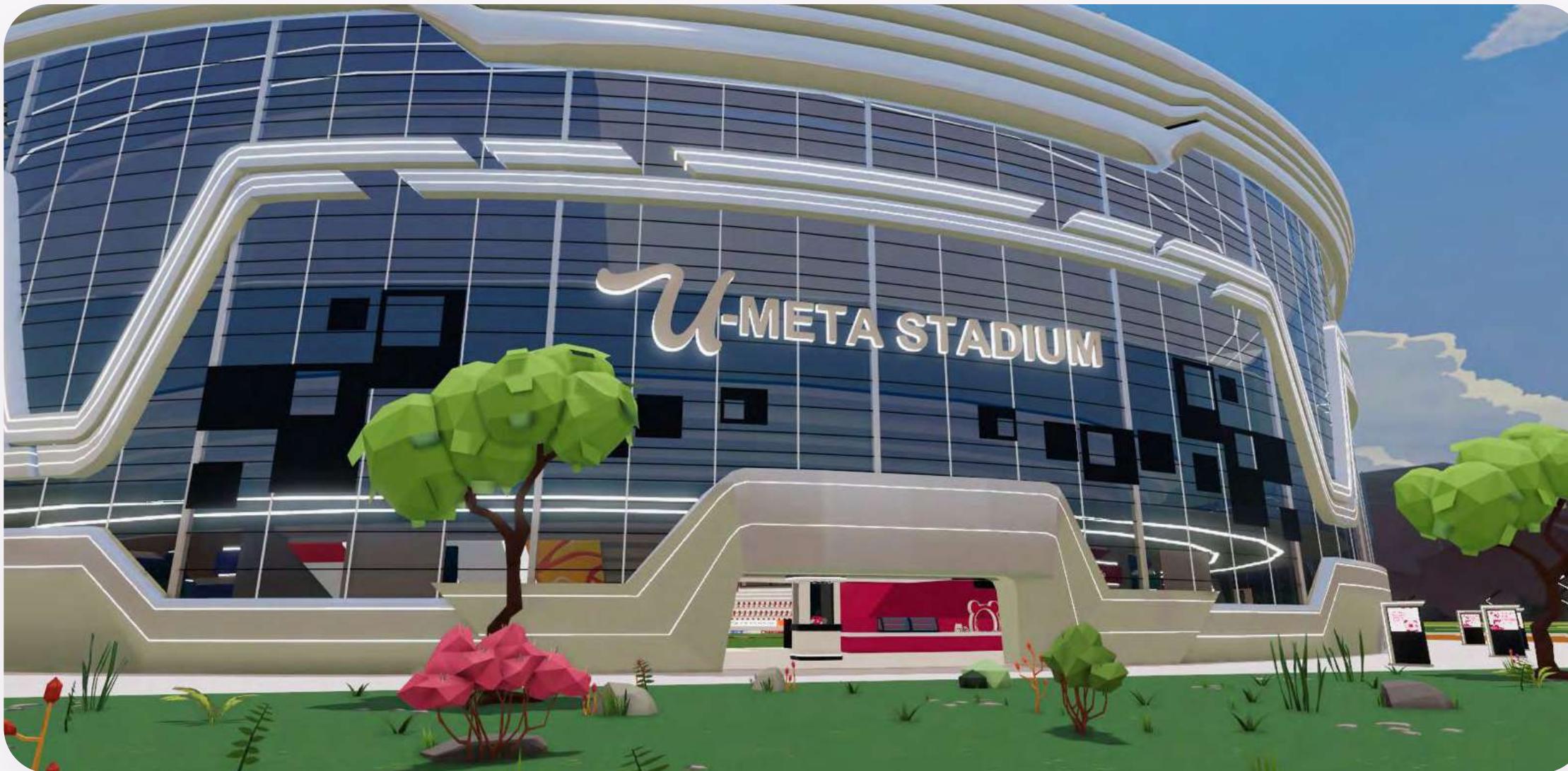
One of the most exciting aspects of U-Meta Stadium is the inclusion of POAP's as a reward system for fans. POAP's, or proof of attendance protocol NFTs, are awarded to fans who explore the virtual space and complete various challenges. This unique reward system adds an extra layer of engagement and interactivity to the already immersive experience.

The launch of U-Meta Stadium aims to attract even more enthusiasts to the sport and elevate the overall spectator experience. With a global fanbase of over 2 billion people, cricket is one of the most popular sports in the world.

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CASE STUDY: BEVERAGES

Wisher

Wisher Vodka made history as the first spirits brand to launch entirely in the metaverse with the release of 1,056 cocktail-themed NFTs through a mystery mint process. Since then, Wisher Vodka has become a pioneer in the booze industry in the metaverse, hosting unforgettable events in Decentraland.

On World Cocktail Day, the brand threw the largest Meta-happy hour, featuring a DJ set from Kong, guitarist John Marvin Scott, and a finale from Toigo that kept the party going all night at the Wisher's Meta-Distillery stage.

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