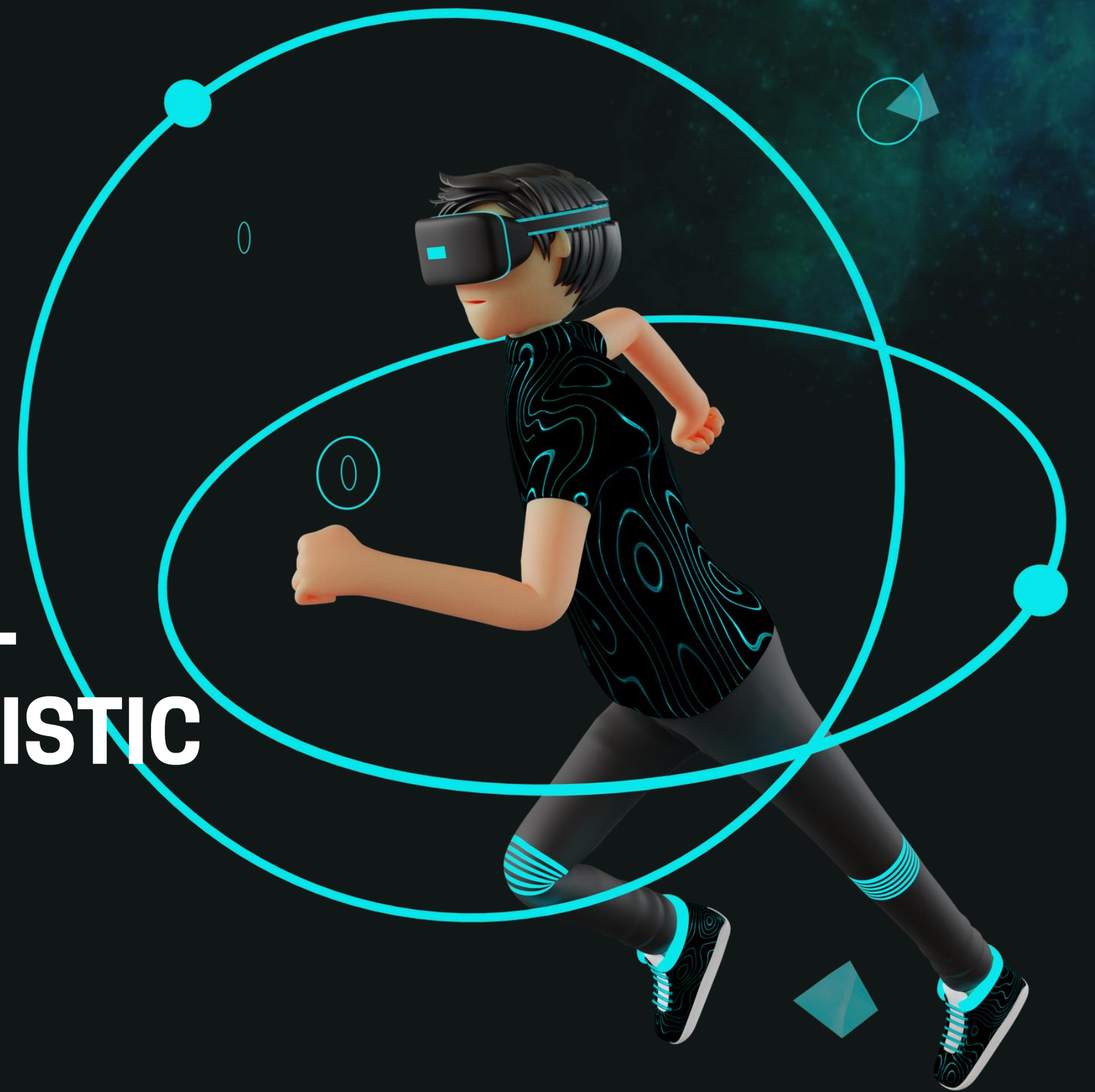


**HOW THE **METaverse**  
COULD BOOST OMNI-CHANNEL  
EXPERIENCE TO CREATE A HOLISTIC  
BRAND EXPERIENCE?**



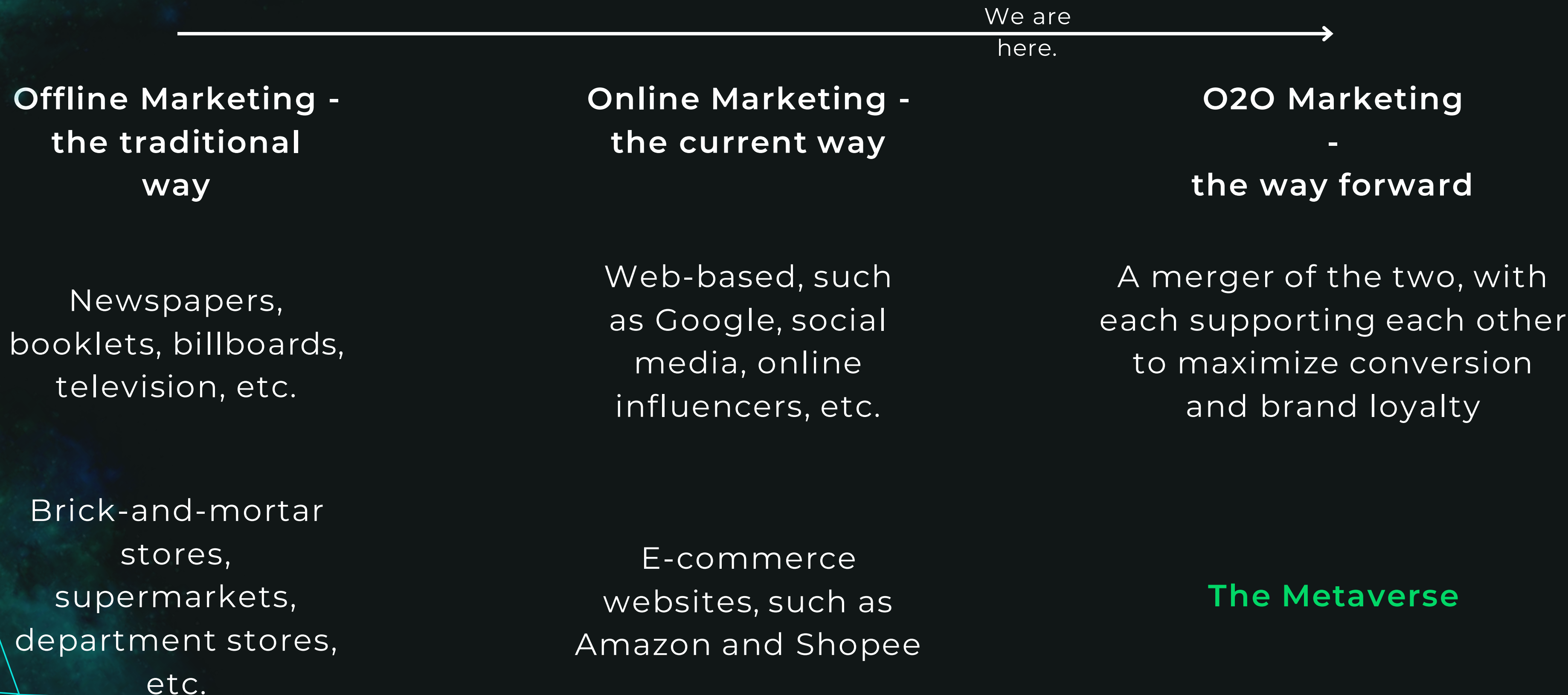
# WHAT IS OMNI-VERSE ?

## Metavers in Omnichannel



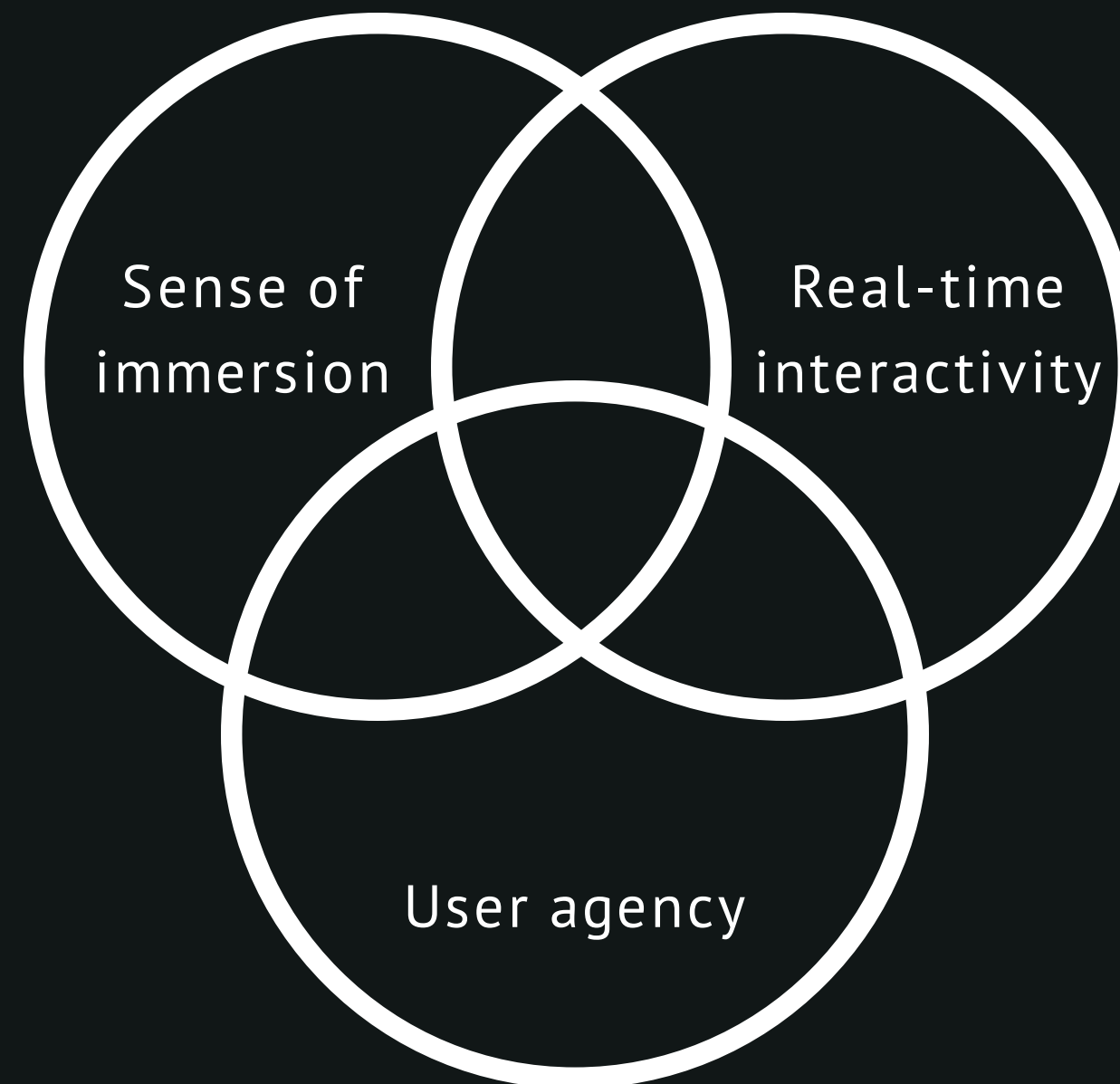
# Evolution of Marketing

Where are we today, and where will we be in the future?



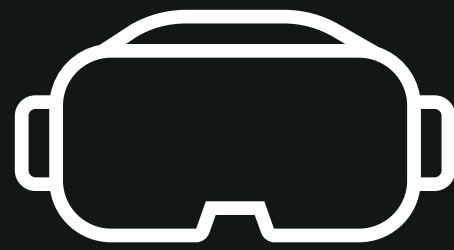
## What really is the Metaverse?

“A scaled and interoperable network of real-time, 3D virtual worlds where we can work, live, connect, and collaborate.”

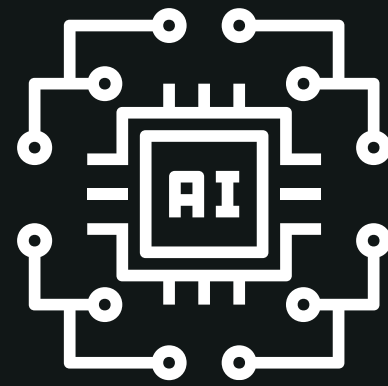


# What really is the Metaverse?

Technologies integral to the Metaverse:



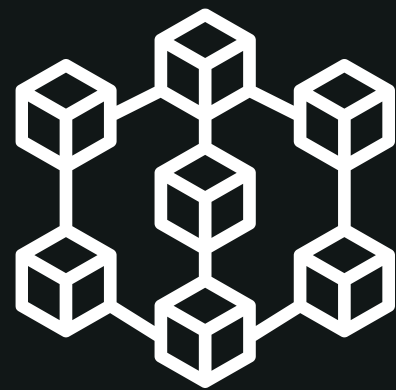
VR and AR



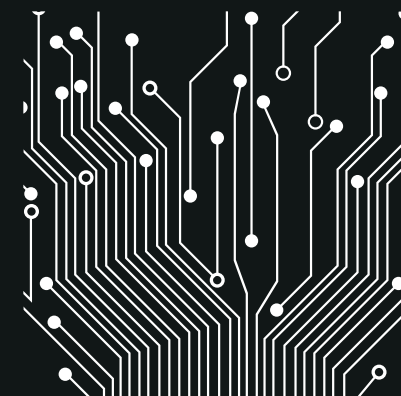
AI technology



Internet of Everything



Blockchain



Enhanced  
computing power

# What really is the Metaverse?

Estimated market value of  
**\$5 trillion** in 2030

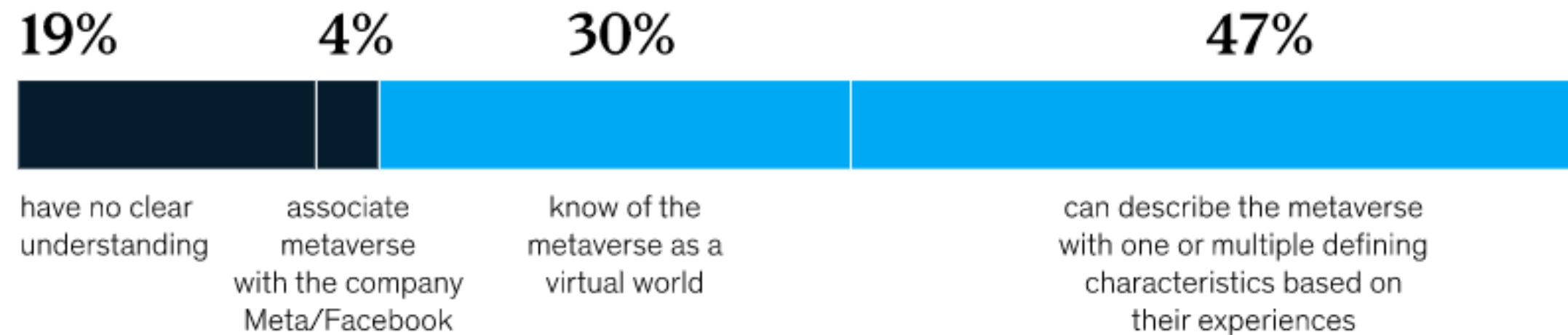


Approx. more than **15% of corporate revenue** in the next five years

“The metaverse represents a strategic inflection point for companies, and it presents a significant opportunity to influence the way we live, connect, learn, innovate, and collaborate.”

# Customers and the Metaverse: The Truth

US consumer understanding of the metaverse,<sup>1</sup> share of respondents<sup>2</sup>



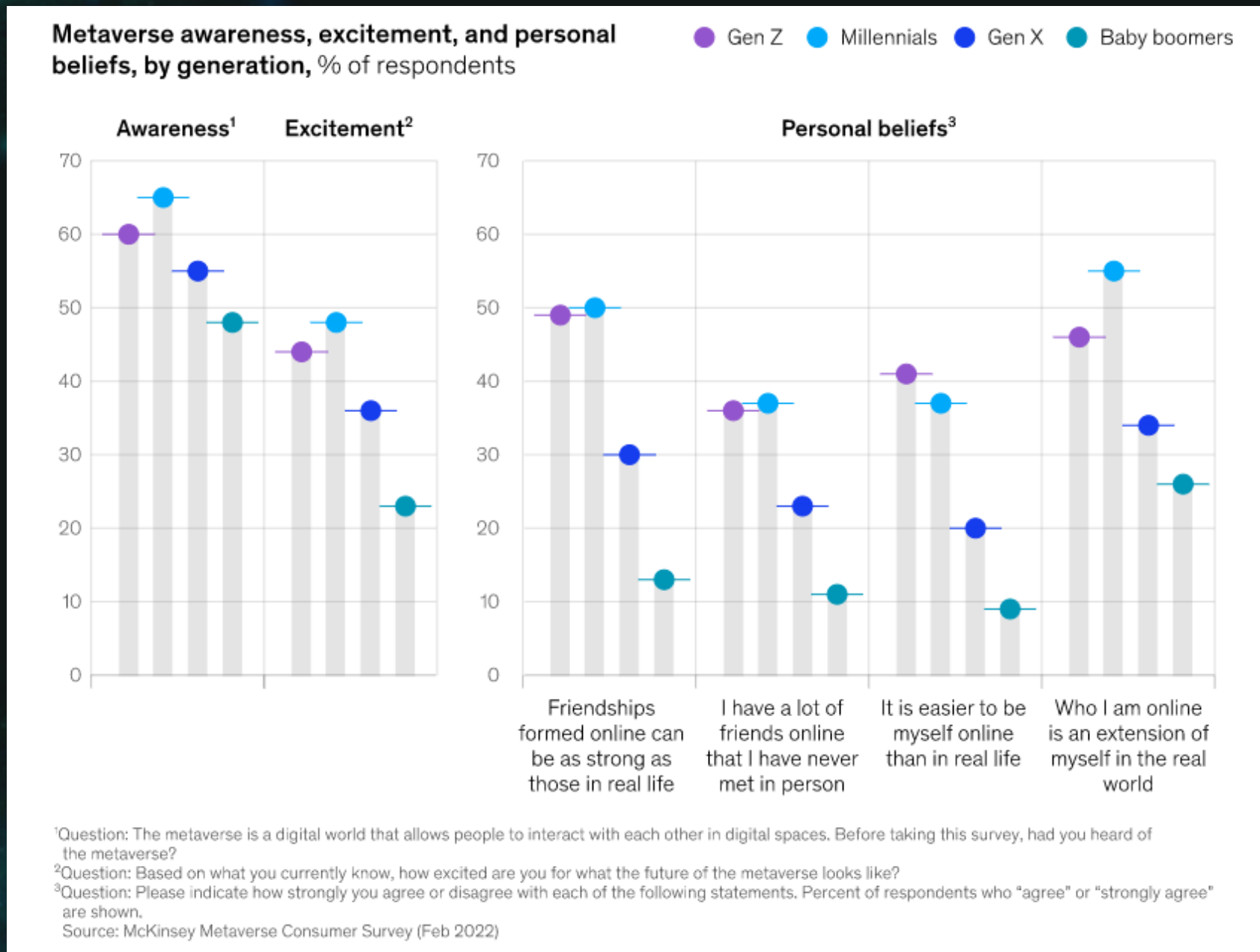
<sup>1</sup>Question: How would you define metaverse in your own words?

<sup>2</sup>Digital focus group of early adopters who had recent experiences using one or more metaverse platforms.

Source: McKinsey Virtual World Adopters and Consumers Survey (Feb 2022)

77% of surveyees can define the metaverse with relative accuracy, with only a handful demonstrating confusion when the concept is mentioned.

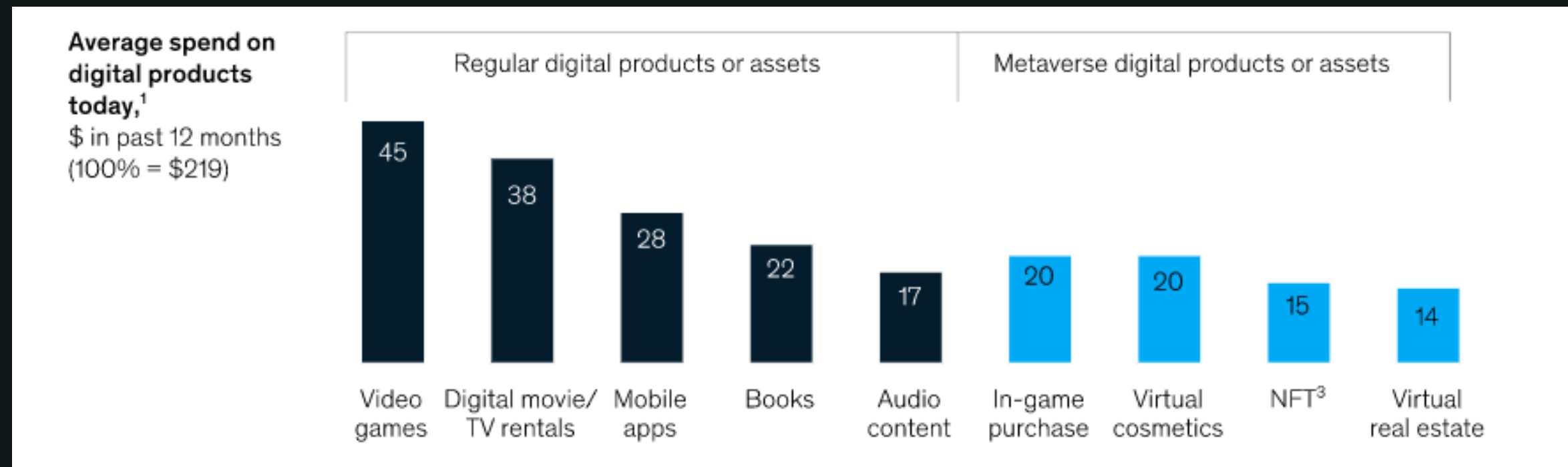
# Customers and the Metaverse: The Truth



Although interest and excitement around the concept is concentrated in Gen Z and Millennials, the older generations have also started to show interest and the nature of the metaverse itself is designed to suit every need from every segment.

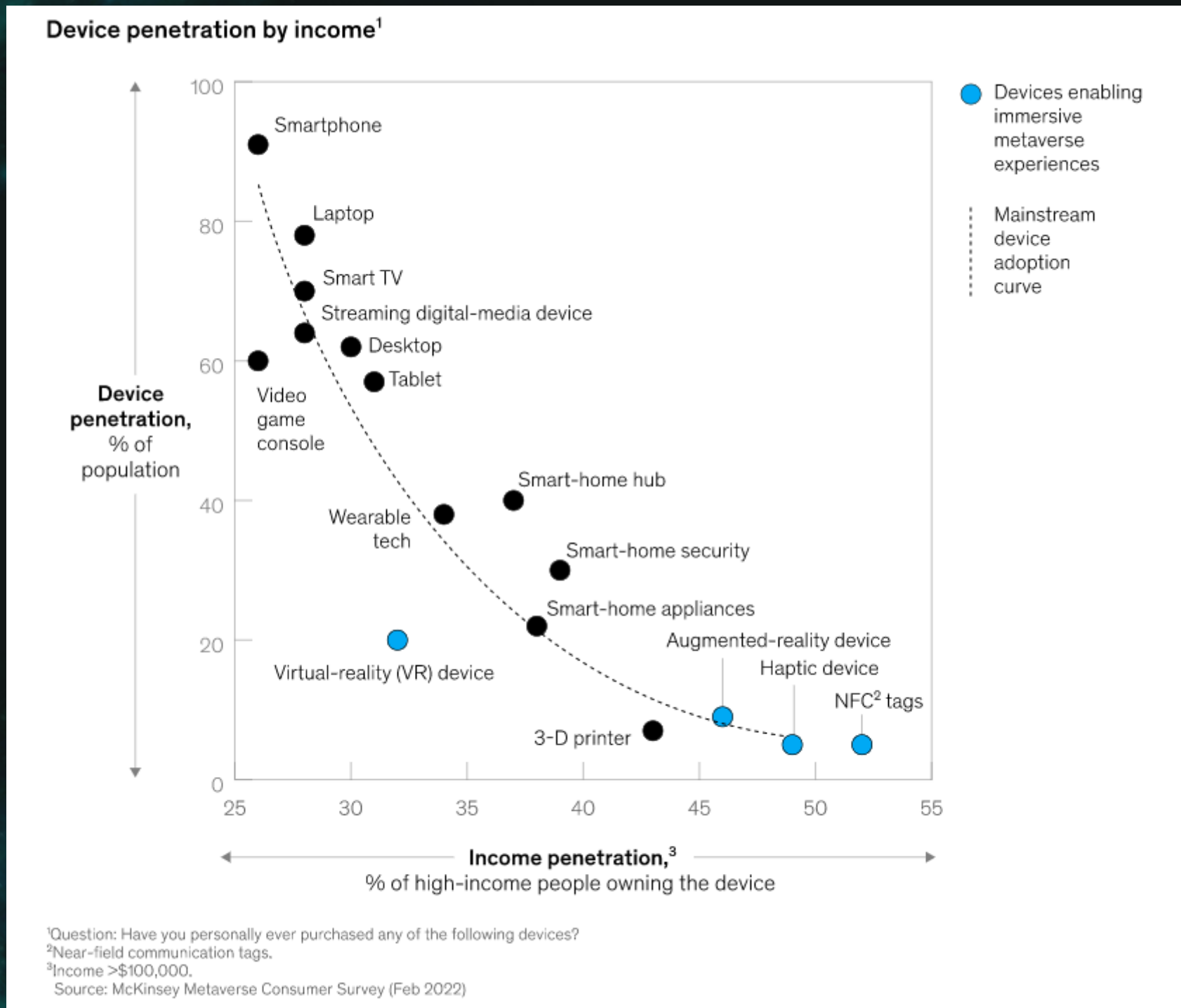


# Customers and the Metaverse: The Truth



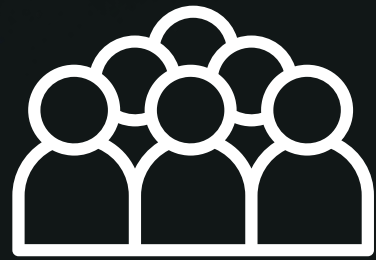
Metaverse-based purchases are catching up to regular product expenditure, and the trend is bound to continue into the future.

# Customers and the Metaverse: The Truth



Technological advances drive prices down, thus permitting Metaverse-allowing equipment to be accessible in time for the Metaverse boom - much like how smartphones' costs have become quite affordable to the public.

# Customers and the Metaverse: The Truth



77.8% of the population uses the internet with an average of 9.06 hours per day



Thailand ranks as the 22nd-largest market in e-commerce with a growth rate of 28% in 2021.



A yearly e-commerce growth rate of 8% - in contrast to the global average of 6% - is projected.



92% of shoppers stating that they'd continue shopping online after the pandemic.



\*95% of respondents reckon retailers need to step up in terms of products, services and shopping experiences.

# WHY OMNICHANNEL? WHAT IS IT?

CUSTOMER SHOPPING

↑ **70%**

Compared with pure-offline shoppers

CUSTOMER SPENDING

↑ **34%**

ORGANIC SEARCH

**2x**

pure-online players

Source: McKinsey



# WHAT IS OMNI-VERSE ?

Using Metaverse to strengthen Omnichannel



Omni-verse gives better experience to customer

- Virtually try products with their own avatar
- See more product's details
- Virtually interact with sale representatives

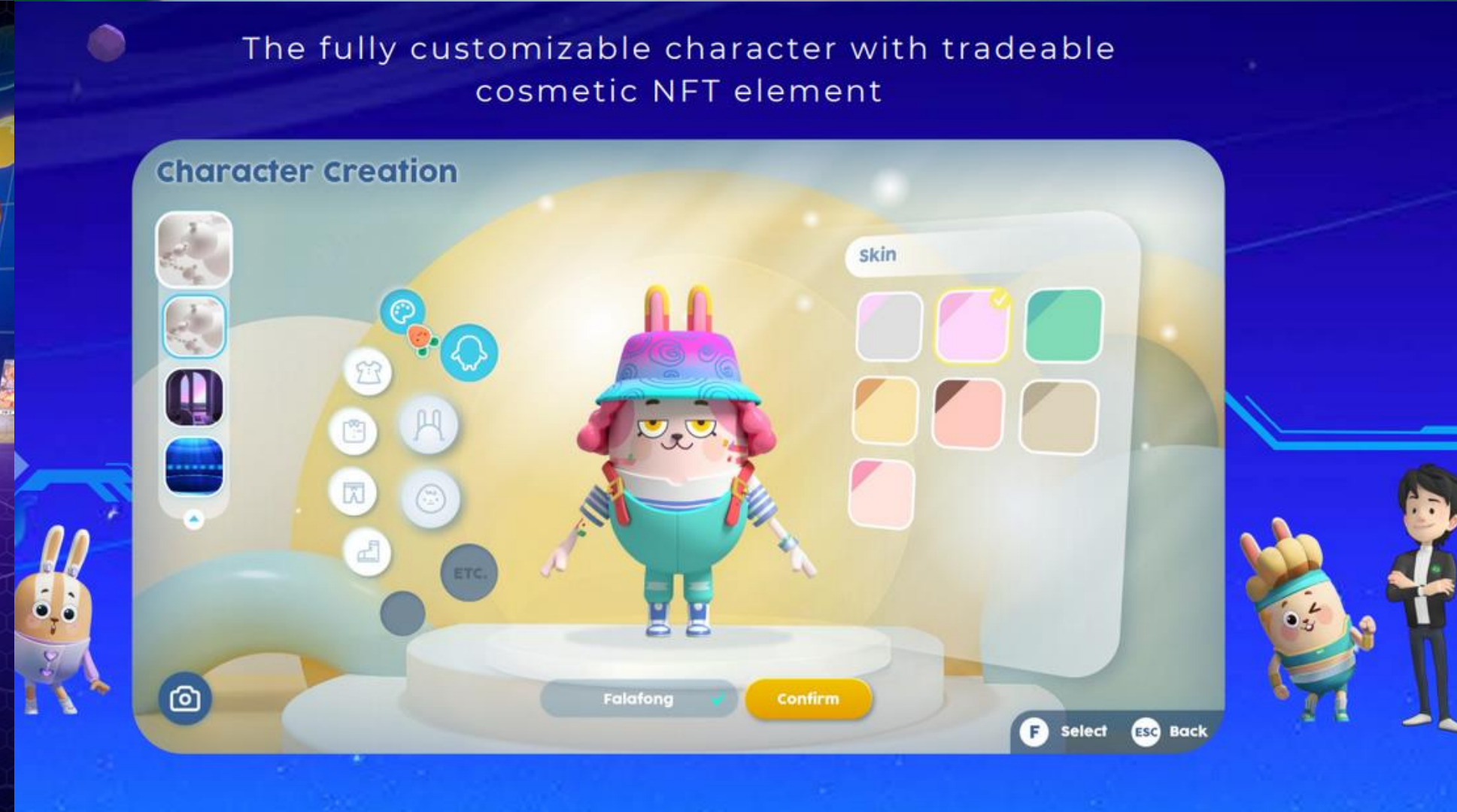
**AR & VR must be cooperated to ensure better customer experience**



# HOW OMNI-VERSE ENHANCE YOUR CUSTOMER JOURNEY









# ROADMAP





# FOREVER 21 SHOP CITY

FOREVER  
21

"to broaden how we engage with customers, enhance our presence, present our products in a new way and allows fans to connect with their community and bring to life their own vision of Forever 21"

- 'Forever 21 Shop City' on Roblox with partner, Virtual Brand Group
- Collab with some of Roblox's most fashionable UGC creators and Roblox influencers
- Players run and customize own virtual stores with use of NPCs to manage store
- Players can earn points and use to upgrade their stores and compete for the "top shop"
- Clothing and accessories in physical stores are also available on metaverse
- Socialize with other players and your favorite influencers in their personalized stores

Highlight features:

- Forever 21 Day
- Yellow Carpet Zone
- Forever 21 Flagship Store



49.4 million daily active users

after a month of its launch

# LIMITATIONS

## INTEROPERABILITY

The unique rules, currency, file formats, data architecture, and programming languages of each metaverse hinder the seamless experience for users upon transition.



## TECHNOLOGICAL BARRIER

Wearing VR glasses for a long period may be tough for the general public and some may feel motion sickness upon navigating a virtual world.



## DATA SECURITY & PRIVACY

Metaverse stores a huge data mine from all users and thus they need to be assured about their personal data security and information privacy.



## SCALABILITY

Degrees of freedom for each user are high and so does the amount of data the system must update, store and load every second and for all users simultaneously.



## IRREPLACABLE EXPERIENCE

The captivating retail environment would appeal to a customer's senses better as the virtual reality is limited to visual and sound.



## VIRTUAL INTERACTION WITH PRODUCT

Brands would need to adopt marketing tactics like tester products to let customers try them out risk-free and encourage their purchase.



**THANK YOU**

