

# Fireside Chat | [Metaverse] Welcome to the Metaverse: Creating an Immersive Brand Experience and Customer Engagement



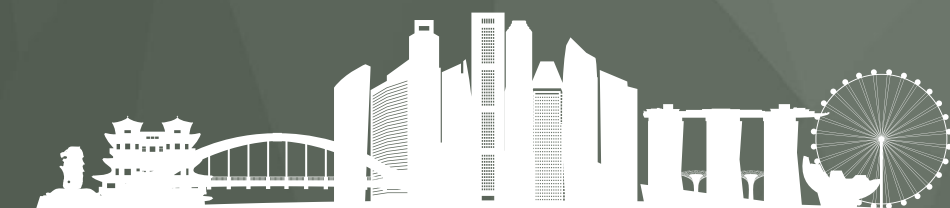
TERRENCE TANG

VP, Emerging Products  
Mandai Wildlife Group



Ji CHING TANG

APAC Category Head,  
Feminine Care  
Kimberly-Clark



slido



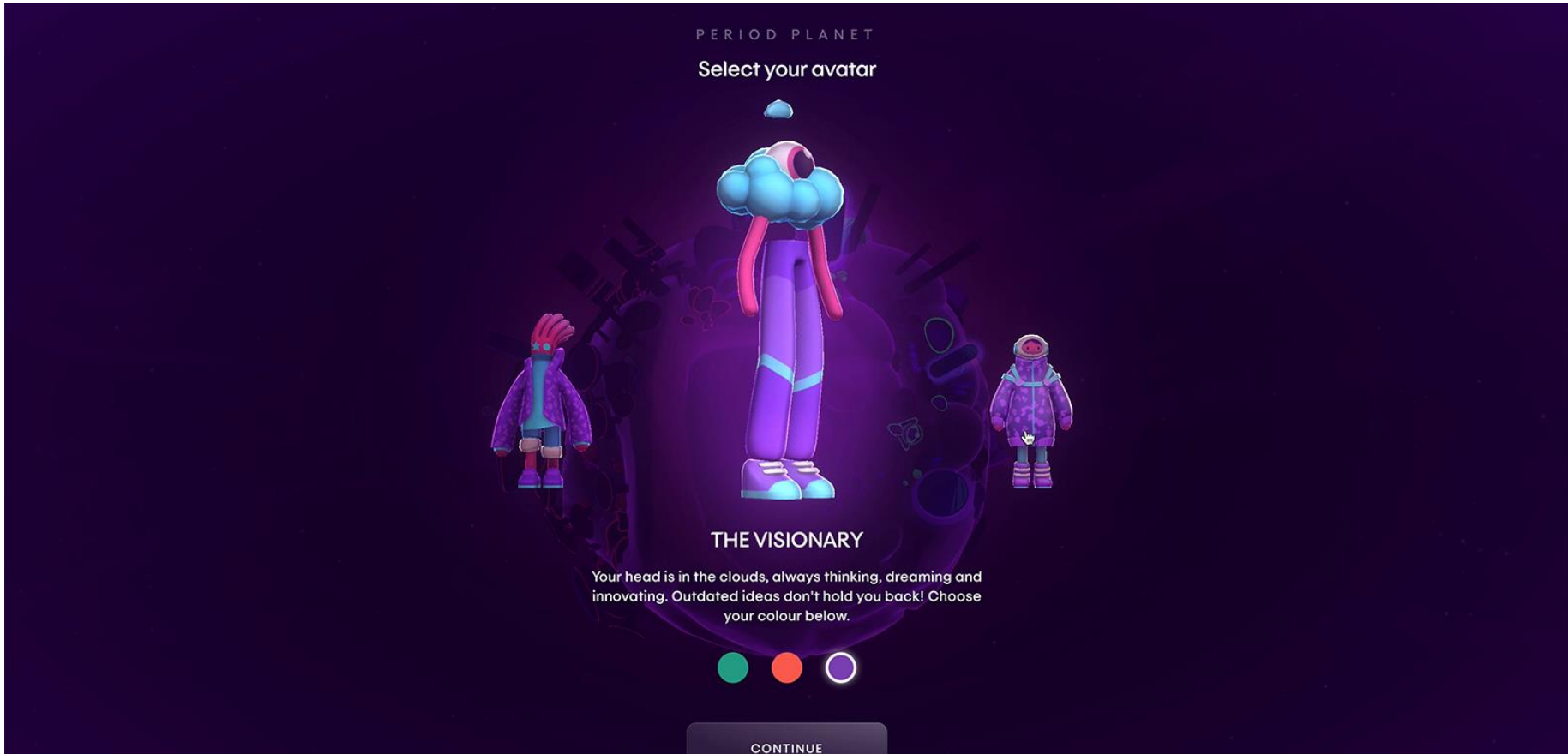
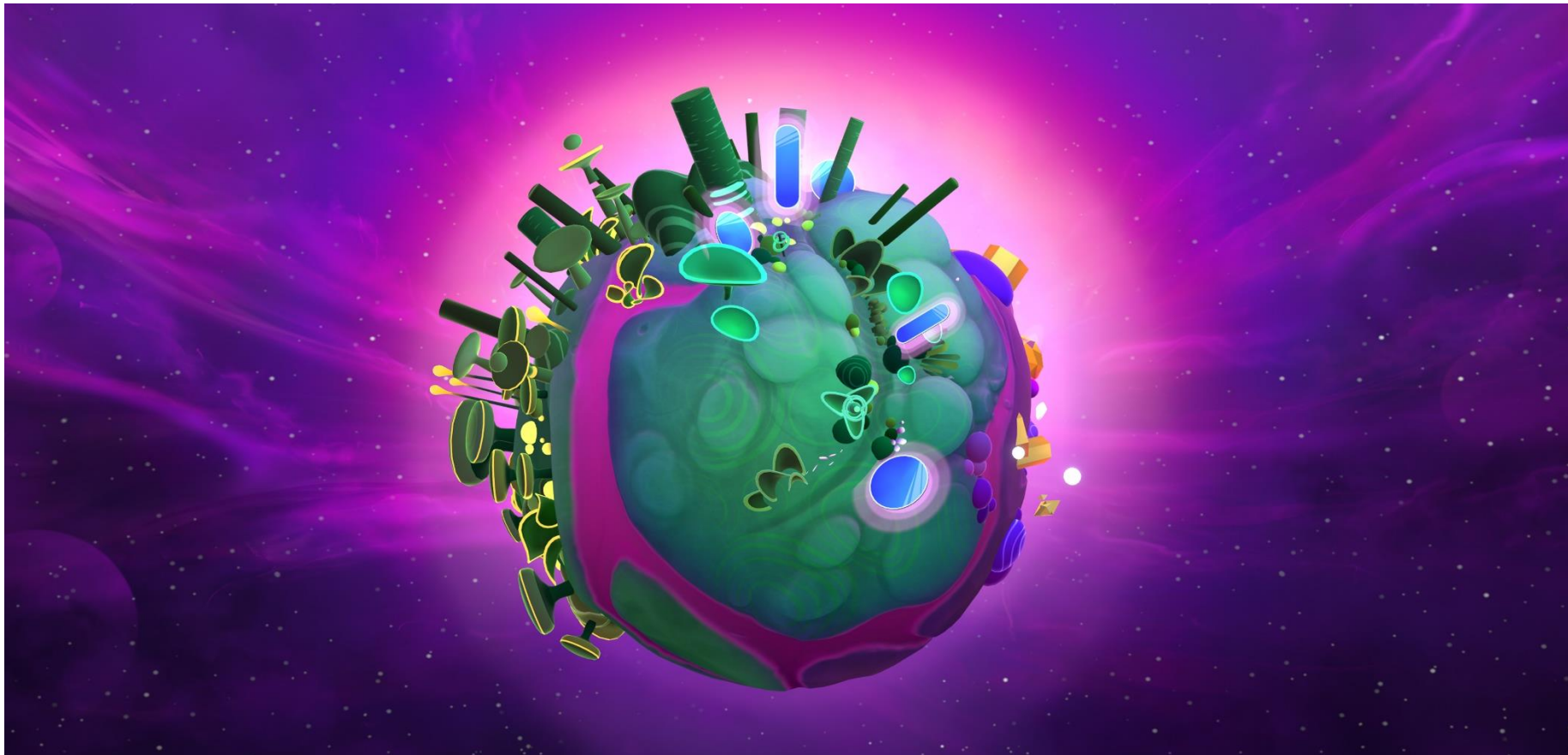
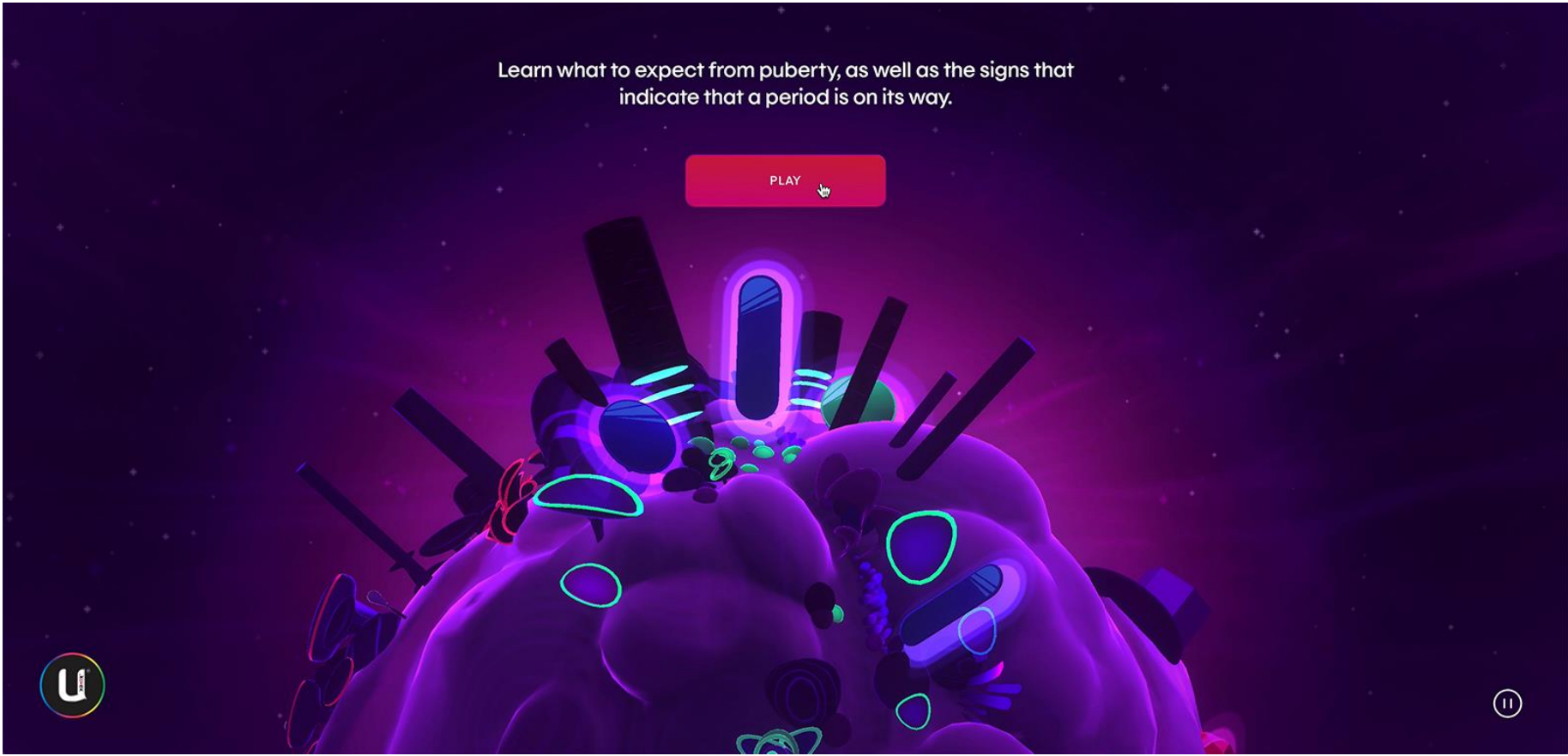
**What is Metaverse to you in one word?**

**Question 1: Should all brands go into Metaverse? What are the critical success factors?**

**Question 2: What are the key roadblocks/challenges?**

**Question 3: How to get started?**

# Kotex period planet



# Ranger Buddies Town



# Mandai Virtual Wildlife Reserve



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## Key Takeaways

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## Q & A