

# THE METAVERSE: Your Top 3 Objections Handled

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There's arguably more noise around the metaverse than any other topic in the industry these days. It's also obscure and difficult to understand, leaving many with questions about its meaning and purpose. While we are still 10 or so years out from the metaverse being fully realized, we can take small steps right now to start building towards the full potential of the metaverse for brands.

What we can do *now* is to create metaverse-inspired experiences, also known as metaworlds, that will someday be networked together to create unprecedented levels of engagement and loyalty. These metaworlds encompass one, two or all three of these attributes:



**IMMERSIVE**

Online and offline worlds converge to create rich, layered experiences



**PERSISTENT**

Digital destinations that are always accessible



**PERSONALIZED**

Customizable identities, tailored content or journeys

What does this mean for brands and event marketers? And should you get involved *now*, or wait 10 years to see how the metaverse comes together? If history has taught us anything, the need to innovate, experiment and be nimble is a prerequisite to a brand's resilience over time.

Jeff Bezos, and we all know his 20+ year journey, sums up the need for adaptation concisely: "What's dangerous is not to evolve."

“What's dangerous is not to evolve.”  
JEFF BEZOS

Change is hard and thinking about entering the metaverse can be overwhelming, especially given the level of investment that it may require. As marketers, we need to embrace change to create future-forward experiences that inspire and engage our audiences.

Let's walk through the top objections to help you through your metaverse journey:

## The metaverse isn't relevant to MY business.

Revenue opportunities abound. Bloomberg Intelligence research shows that the metaverse could be worth \$800 billion in global business in less than two years. And J.P. Morgan, the first bank to enter the metaverse with their virtual Onyx Lounge, takes the projection even higher – posing a market opportunity of \$1 trillion in annual revenues. These are staggering numbers, and brands should pay attention.

It's not just about revenue. As Bill Gates suggests, "Within the next two or three years, most virtual meetings will move from 2D camera image grids to the metaverse, a 3D space with digital avatars." So naturally, Digital Twins (i.e. a virtual representation of a physical space) of shops, campuses or innovation centers, will allow employees or customers to experience these spaces from anywhere.

SCAN THIS QR CODE  
with your phone to  
experience a metaverse-  
inspired AR message



Metaverse  
global business  
could reach  
**\$800B**  
in < 2 years

BLOOMBERG  
INTELLIGENCE

## I don't understand the metaverse.

Guess what? No one truly does. Because it's still 10 years away. And while websites came after the Internet was created – metaworlds are being created before the existence of the metaverse where they will eventually live. No wonder we are confused!

What we do understand clearly is engagement, and how to convey our most important messages so they resonate with our audiences. We need to make sure they are paying attention. Companies like Procter & Gamble are finding that by leveraging gaming technology to create compelling metaverse brand experiences, attention spans are averaging 20 minutes – that's a whole lot of time to build brand loyalty.



A Digital Twin of MxD's Manufacturing Innovation Center in Chicago, IL where people can take a virtual tour

## Even if I wanted to enter the metaverse, I can't afford it, and neither can my clients.

Building a metaworld can be expensive and resource intensive due to 3D design and animation, programming, ongoing hosting fees and other factors. As with most technology, these tools are scalable, and it's possible to start small and grow your audience along with your worlds. As AI-generated art tools and AI digital humans continue to evolve, this means



We used AI to help us generate art imagining a virtual universe with a functional economy in which all digital life is interconnected



INFORMATION RETENTION  
**75%** with immersive technologies  
**5%** in classroom settings

we potentially save time and money in creating content and conversations to help build out these robust worlds while keeping communities engaged and entertained.

Also, keep in mind the impact of creating metaworlds. With immersive technologies like VR and AR, we're able to train 4x faster and retain up to 75% of information compared to a classroom where people may retain 5%. Simply put: the metaverse should be regarded as a long-term investment.

## It's time to start. And we can help.

Aim for a phased approach to building your metaverse strategy and to define your path forward. Start by looking at your audience personas. Based on demographics, what online destinations do they gravitate towards? For example, if research shows they are on Roblox, start building there. Look at your existing tech stack to see if it supports metaworld builds and if not, consider partnering with 3rd party providers. Think about your existing content across your website, social and other channels to see how it can be repurposed for the metaverse.



Eileen Page styled for the future

“Within the next two or three years, most virtual meetings will move from 2D camera image grids to the metaverse.”  
BILL GATES

Entering the metaverse can seem massive – but there can be very tangible rewards in terms of increased brand awareness, community building and loyalty.

InVision can help cut through the noise and model out your strategy through our proprietary Metaverse workshop. Email [info@iv.com](mailto:info@iv.com) to learn more!

