

WORLDZ COLLECTIVE

Future Forum

Shared Experiences: IRL to the Metaverse

Join us as we take a deep dive into IRL experiences that are morphing into the metaverse. From gaming, to live sports, beauty and luxury, learn how to expand your business and offer your customers out-of-this-world shared experiences from the comfort of their living rooms. Ready, set, metaverse!

Chris Brandt // CMO // **Chipotle**

Mike Quigley // CMO // **Niantic** (Pokemon Go)

Jon Roman // SVP, Consumer Marketing and Online // **Estée Lauder**

Ridhima Ahuja Kahn // VP of Strategic Partnerships // **Dapper Labs** (NBA Top Shot)

Chris Brandt
CMO



CHIPOTLE

Chris Brandt joined Chipotle as Chief Marketing Officer in April 2018. Prior to joining Chipotle, Brandt was Executive Vice President and Chief Brand Officer of Bloomin' Brands, Inc. from May 2016 through December 2017. He was previously Chief Brand Officer/Chief Marketing Officer for Taco Bell, a subsidiary of Yum! Brands, Inc., from May 2013 to May 2016, and was a Senior Director and Vice President of Marketing for Taco Bell from November 2010 to May 2013. Brandt has an undergraduate degree in Economics from UC San Diego and an MBA from the Anderson School at UCLA.

Mike Quigley
CMO



Mike Quigley is Chief Marketing Officer for Niantic. He oversees global marketing for all properties, including Pokémon GO and the Lightship AR developer platform. Prior to Niantic, Quigley was Director of Consumer Marketing at Google/YouTube, leading go-to-market for original programming and live-streamed events like Coachella, SXSW, and the 2012 Summer Olympics. He also did stints at Electronic Arts (Group VP, Global Marketing) and at The Walt Disney Company (Sr. Brand Manager, Home Entertainment). Quigley has Pac-12 ties via the University of Washington (BA, Communications) and UC Berkeley (MBA, Business Administration).

Jon Roman
SVP, Consumer Marketing & Online



ESTÉE LAUDER

Jon Roman leads the Global Consumer Marketing team and has over fourteen years of experience with the Estée Lauder companies. He was part of the beginning of eCommerce at the company, and he leverages his DTC experience in taking an omni, consumer centric and innovation approach to his role.

Ridhima Ahuja Kahn
VP of Strategic Partnerships



Dapper

Ridhima Ahuja Kahn is the VP of Strategic Partnerships at Dapper Labs. Her focus is helping build meaningful partnerships with social media platforms, creators and the world's top IPs as they look to build blockchain-based experiences. Prior to Dapper Labs, she was a Partner at Andreessen Horowitz (a16z) where she focused on sports, social, media & entertainment, collectibles (digital & physical), hospitality/travel and food. She was previously an Investor at the Hewlett Foundation (\$12b) & Grosvenor Capital Management (\$46b). Kahn holds a Bachelors of Business Administration from the Ross School of Business at the University of Michigan.

CURATED SESSION TAKEAWAYS

- Metaverse campaigns must focus on engagement but also integrate links to key products and gift sets for purchase. eCommerce consumers, at Estée Lauder, prefer a more straightforward gift finder for purchase.
- Strike the balance between where these unique experiences are used and who exactly the target audience is.
- Immerse your internal team in Metaverse opportunities but only if it genuinely makes sense.
 - Find thought leadership to provide multiple perspectives and viewpoints.
 - Create a cross-functional working group (product marketing, consumer marketing, education, IT, online, creative/vm, etc.).
- Engage outside vendors to present views and opportunities in learning sessions:
 - Epam: Software/engineering focused strategic business/innovation, design thinking, human-centric innovation.
 - Outform: Retail focused (physical/digital) strategic innovation.
 - Google
 - Meta
- Lead a workshop with an agenda focused on immersing users in metaverse activities
 - Install Metamask to activate digital wallet.
 - Install POAP mobile app to better understand tokens and NFT.
 - Create a Roblox account.
 - Create Avatars using Loom.ai.
- Participate in "Test and Learn" activities.
 - Decentraland Metaverse Fashion Show 3/24 – 3/27.
 - Brief creators and allow them to create - embrace their creative power and cross-over communities into the crypto world.
 - Develop POAP to reward visitors.
 - Low-risk opportunity to challenge the physical limitations of the conventional world.
- Use technology to lean into the 'reality' of augmented reality; Technology should be used to improve upon core human experiences – not replace them.
- Shared experiences in the real world are extremely impactful. This is evident through Niantic events such as Pokémon GO Fest each and every year.
 - 20,000+ people from various walks of life, come together, and converge on a park for one shared experience.
- Digital objects are practical but there's something even more special about the tangible real-world experiences that are enhanced, not replaced by the digital space.
- Key question: How many "at home" concerts did you watch when the pandemic forced us all to shelter in place? Would you have traded them all to see a much smaller local artist in concert and be around that energy? This is what the majority is excited to get back to all around the world.
- Key question: Can we move our existing consumers into virtual experiences OR do we use virtual experiences where consumers are already interacting?

CAMPAIGNS

CHIPOTLE



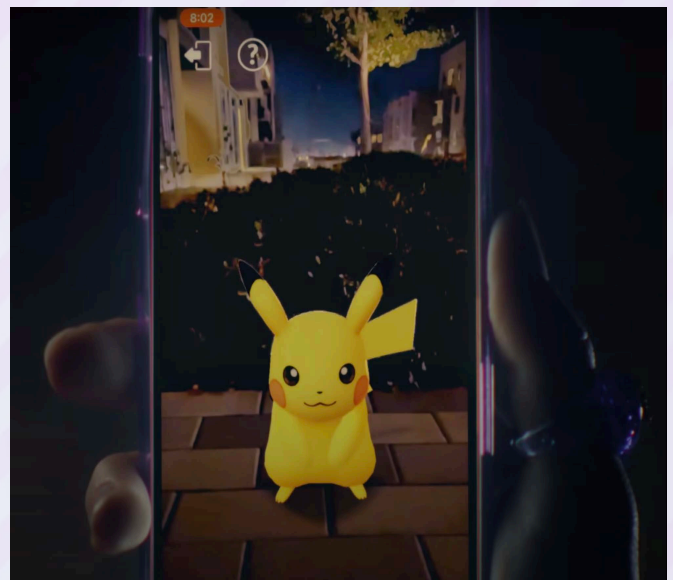
ESTÉE LAUDER



DAPPER LABS



NIANTIC



MENTOR READING LIST



Ridhima (Dapper Labs)

1. "2021: the Year Web3 and the Open Metaverse Became Inevitable" by Roham Gharegozlou (Medium)

Mike (Niantic)

1. "Ready Player One" by Ernest Cline
2. "Snow Crash" by Neal Stephenson
3. "The Metaverse is a Dystopian Nightmare. Let's Build a Better Reality" by John Hanke (Niantic)

Chris (Chipotle)

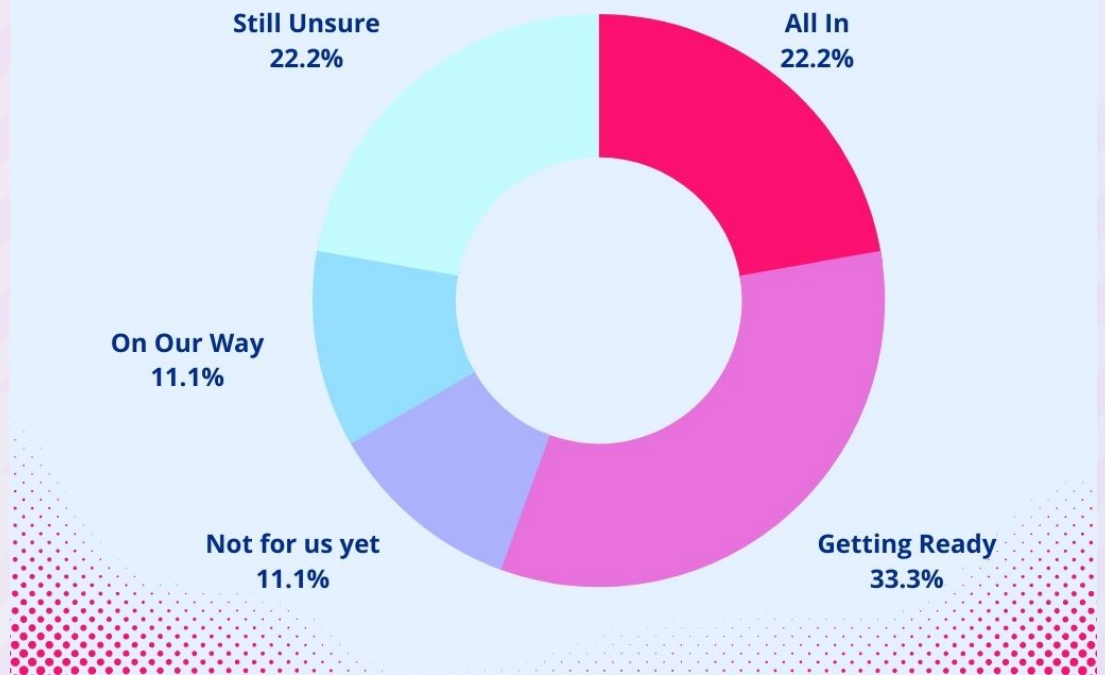
1. "Predictably Irrational" by Dan Ariely
2. "Younger Next Year" by Crowley and Lodge
3. "Dopesick" on Hulu

RECAP

Session Poll

Q: What is your current status on the metaverse?

Percentage of Session Attendees Voted



Want to dive back in?
Be sure to [CLICK HERE](#)
to access the session
recording.