

Welcome to the Metaverse

Trend Report for Little Diversified Architectural Consulting

11.09.21



Shoppable Room



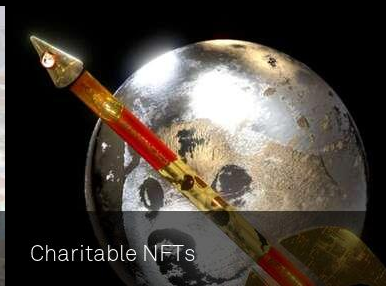
Virtual Land



NFT Marketing



NFT Exhibition



Charitable NFTs



Prepared for:
Rich Glenny, James Farnell
Prepared by:
Mary
Delivered on: 11/9/21

Briefing: Diving into the developing metaverse including opportunities for retail, how consumers are interacting with the metaverse and how to offer blended physical, digital experiences.

Takeaway: Ownership in the digital environment is precarious as many users are prone to pirate content and sidetrack paywalls. This is particularly affecting creative practitioners and digital content creators financially. Accelerated by the COVID-19 pandemic which has ensured the economic stagnation of the industry, many individuals are looking for new and innovative ways to sell their work, while also gaining some control of it on the Internet. For the average metaverse user, we're observing an ongoing digital landgrab. Economic tensions for the middle class means more consumers are willing to look beyond existing systems and institutions to find pathways to success. The metaverse holds a unique opportunity and mystic for these individuals to satisfy their economic and entertainment needs.

Top Insights



Virtual Land *Virtual real estate is emerging as a new investment opportunity during COVID-19*

Trend - Real-world real estate might be destabilized due to the COVID-19 pandemic but the popularity of virtual real estate is surging alongside NFTs (non-fungible tokens). In this space, brands, consumers, and investors alike are interested in online assets and concepts of digital property. **Insight** - During the COVID-19 pandemic, government-imposed safety measures have necessitated restrictions and even bans on physical activities and events. Because of this, the economy has slowed down, resulting in the loss of jobs and work-from-home pivots. As consumers inevitably spend more time indoors with access to the Internet, they indulge in researching and experimenting with new forms of entertainment, communication, and/or earning a living—whether that is due to boredom or necessity.



NFT Marketing *Brands are embracing non-fungible tokens in their outreach and marketing strategy*

Trend - At the beginning of COVID-19, brands quickly pivoted their marketing strategy to digital out of necessity. Now, many companies are embracing the virtual world in its entirety. Recognizing the promise of NFTs (non-fungible tokens), brands across sectors are taking advantage of its popularity to connect with consumers. **Insight** - Over the last year and a half, many consumers have developed a keen interest in technology and the virtual world. This pivot, however, is not only driven by the conditions of government-imposed pandemic restrictions but is also a result of a deeply entrepreneurial spirit and sense of curiosity that drives individuals to explore their options—whether that is in terms of entertainment, financial gain, or simply shopping.



Metaverse Expansion *Brands are placing more of an emphasis on metaverse experiences*

Trend - Mainstream brands are now investing in metaverse technology to develop a range of shared social experiences online. While the concept has yet to become a mainstay among consumers, technology brands are seeing the potential in creating extensive online worlds where individuals share immersive virtual spaces. **Insight** - In light of the pandemic, more individuals are accustomed to virtual experiences. As technology continues to advance, consumers are expecting these virtual spaces to be more sophisticated and life-like, transforming the experience into a manifestation of reality. As people, especially younger generations, continue to turn to digital means to establish a sense of interconnectedness, brands that offer community-based virtual experiences will win consumer loyalty.



Shoppable Room *Brands are utilizing virtual home experiences as a medium for retail*

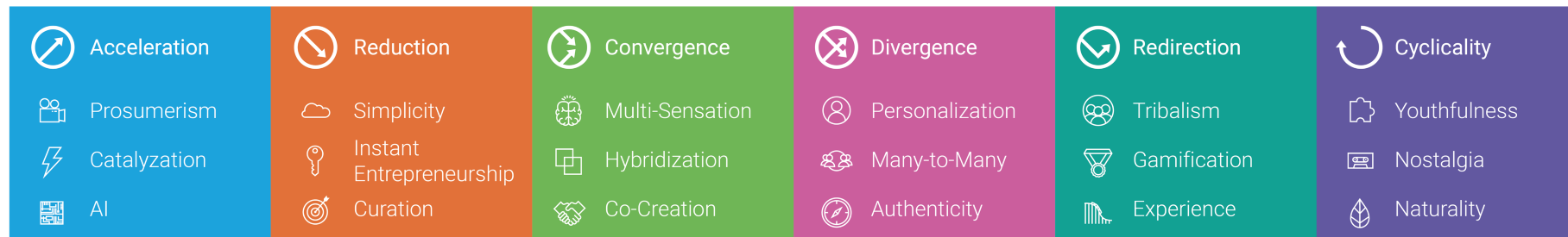
Trend - Companies are launching virtual home shopping experiences to market products during the COVID-19 era. These gamified platforms are engaging with playful interactivity and comfort aesthetics that entertain consumers and also allow for the visualization of a product in one's space. **Insight** - As government-imposed COVID-19 measures are highly restrictive to brick-and-mortar retail, individuals have turned to online shopping for their daily needs—whether that is because they want to play it safe or save themselves the hassle. Aware of the potentials of technology in virtual environments, many are looking for digital experiences that are immersive and this demand arises from a consumer need for entertaining distractions during a difficult time.

Getting the Most out of Your Custom Report

Purpose: Trend Hunter's Custom Reports are designed to inspire innovation by exposing you to hand-selected content related to your brand, specific projects, future-scoping, adjacent categories and more.

As you go through the report, remember to ask yourself:

- 1 What could this insight or innovation mean for my brand specifically?
- 2 How might these insights make you think about the consumer differently?
- 3 How do these trends ladder up to Trend Hunter's Megatrends, or any other Megatrends I'm familiar with?



For more info on Trend Hunter's methodology, check out the Appendix section.

Consumer Insights

Overlooked Opportunities & Examples

Trend Hunter's Insights highlight the what and why of major industry shifts. They are split into two sections: the trend section, which identifies a new opportunity in a given industry, and the insight section, which explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity. They are built on a foundation of Trend Hunter's crowdsourced trend examples, clustered together by underlying patterns.

Shoppable Room

Brands are utilizing virtual home experiences as a medium for retail

Trend - Companies are launching virtual home shopping experiences to market products during the COVID-19 era. These gamified platforms are engaging with playful interactivity and comfort aesthetics that entertain consumers and also allow for the visualization of a product in one's space.

Insight - As government-imposed COVID-19 measures are highly restrictive to brick-and-mortar retail, individuals have turned to online shopping for their daily needs—whether that is because they want to play it safe or save themselves the hassle. Aware of the potentials of technology in virtual environments, many are looking for digital experiences that are immersive and this demand arises from a consumer need for entertaining distractions during a difficult time.



Shoppable Digital Homes

Mashable Home is a Virtual Shopping Experience with Items from Walmart



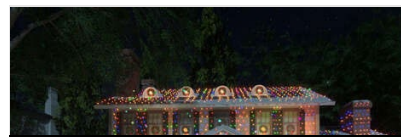
In-App Virtual Escape Rooms

IKEA is Challenging Snapchat Users to Escape a Messy Room



Virtual Beauty Boutiques

bareMinerals' Virtual Villa is an Immersive Shopping Experience



Shoppable Home Film Sets

Sam's Club's VR Home Recreates National Lampoon's Griswold House

7.7
Score

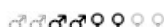
Popularity



Activity



Freshness



Simplicity



Gamification



Experience

4 Featured, 36 Examples

58,658 Total Clicks

URL: [Hunt.to/450518](https://hunt.to/450518)

Virtual Land

Virtual real estate is emerging as a new investment opportunity during COVID-19

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User-Owned Virtual Real Estate

On Decentraland, One Can Create, Explore, & Trade Items & Property



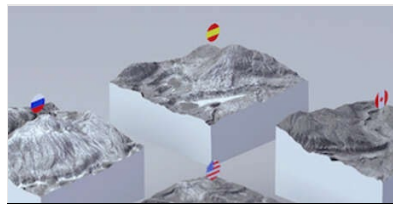
Blockchain-Powered Virtual Worlds

Cryptovoxels is a User-Owned Virtual World and You Can Buy Land



NFT Investment Funds

Republic Realm is a Hyper-Exclusive Real Estate Investment Fund



Futuristic Second Earth Concepts

Earth 2 is a Metaverse Between Virtual and Physical Reality

7.6
Score

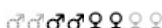
Popularity



Activity



Freshness



Instant
Entrepreneurship
Catalyzation

Many to Many

4 Featured, 15 Examples

34,644 Total Clicks

URL: [Hunt.to/450343](https://hunt.to/450343)

★ Advisor Pick

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NFT Marketing

Brands are embracing non-fungible tokens in their outreach and marketing strategy

Trend - At the beginning of COVID-19, brands quickly pivoted their marketing strategy to digital out of necessity. Now, many companies are embracing the virtual world in its entirety. Recognizing the promise of NFTs (non-fungible tokens), brands across sectors are taking advantage of its popularity to connect with consumers.

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In-Store NFT Experiences

Sweet & Happy Jack Launched an NFT Series on Mental Health Awareness



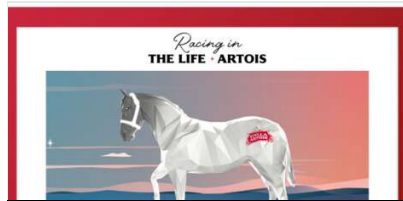
NFT Wine Allocations

Yahyn Shares a Digital Experience for Wine Collectors



Designer Block Party Games

Burberry and Mythical Games are Launching Blankos Block Party



Horse Racing-Inspired NFT Collections

ZED RUN and Stella Artois! Celebrate the UK's Horse Season

7.2
Score

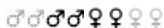
Popularity



Activity



Freshness



Experience



Catalyzation



Authenticity

4 Featured, 36 Examples

43,940 Total Clicks

URL: [Hunt.to/457094](https://hunt.to/457094)

★ Advisor Pick

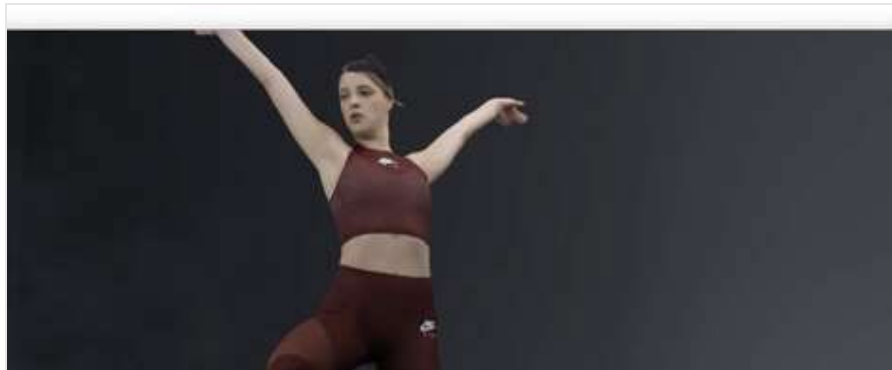
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Metaverse Expansion

Brands are placing more of an emphasis on metaverse experiences

Trend - Mainstream brands are now investing in metaverse technology to develop a range of shared social experiences online. While the concept has yet to become a mainstay among consumers, technology brands are seeing the potential in creating extensive online worlds where individuals share immersive virtual spaces.

Insight - In light of the pandemic, more individuals are accustomed to virtual experiences. As technology continues to advance, consumers are expecting these virtual spaces to be more sophisticated and life-like, transforming the experience into a manifestation of reality. As people, especially younger generations, continue to turn to digital means to establish a sense of interconnectedness, brands that offer community-based virtual experiences will win consumer loyalty.



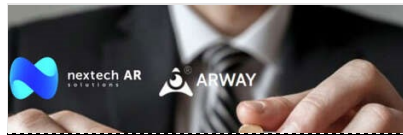
Metaverse-Focused Startups

TetaVi Raises \$20 Million to Develop Accessible Computer Vision Tech



Blockchain-Based Metaverse Casinos

Atari Set to Launch Interactive Crypto Arcade in Decentraland



Mini Metaverse Companies

Nextech Set to Acquire Spatial Computing Company 'ARway'

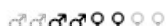


VR-Focused Commerce Platforms

Boson Protocol Turns to the Metaverse with the Launch of 'Portal'

7.0
Score

Popularity



Activity



Freshness



Multisensation

Hybridization

4 Featured, 32 Examples

31,840 Total Clicks

URL: Hunt.to/458673

★ Advisor Pick

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Charitable NFTs

Brands are launching NFTs with profits being donated to non-profits

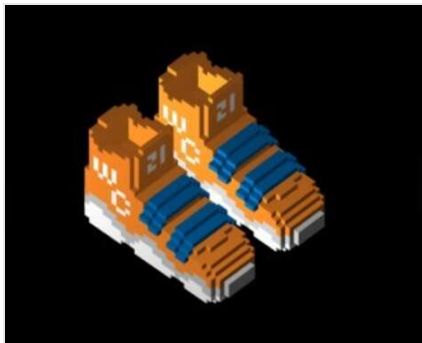
Trend - Blockchain-based non-fungible tokens (NFTs) have become a viral phenomenon since hitting the market and brands are now leveraging the digital tokens for social good. Brands in various spaces, ranging from alcohol to streetwear, are auctioning off NFTs and donating the profits to charities and non-profits.

Insight - After a year of financial and emotional hardship for many, consumers are more aware of the need for philanthropic initiatives that support their communities. People expect more responsibility, action, and accountability from brands and no longer accept lip service, requiring tangible actions and business initiatives. Brands that can demonstrate social responsibility by offering accessible ways for consumers to give to the causes they care about will win long-term consumer loyalty.



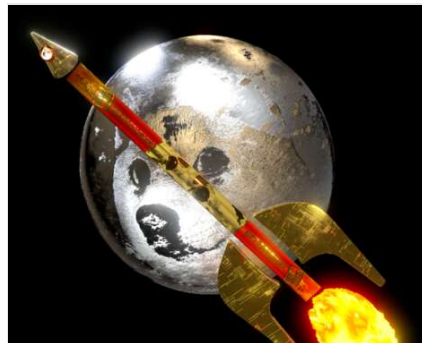
Virtual Tipping NFTs

Stella Artois is Auctioning NFT Art Collectibles to Benefit Bar Staff



Signature Virtual Sneakers

CryptoKickers Creates NFT-Based Virtual Footwear for the New World



Charitable Snack-Themed NFTs

The Very First Slim Jim NFT Supports the World Central Kitchen



Charitable Definition NFTs

Merriam-Webster is Selling Its Definition of an NFT, as an NFT

6.9
Score

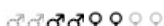
Popularity



Activity



Freshness



Authenticity

4 Featured, 30 Examples

39,505 Total Clicks

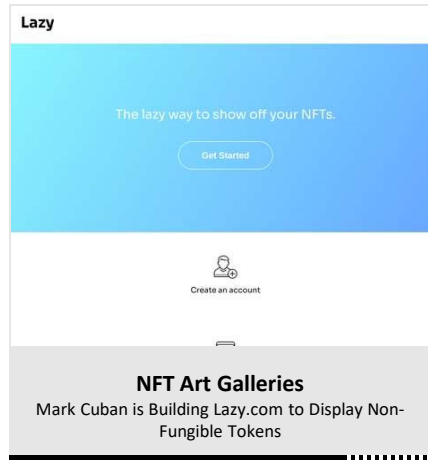
URL: [Hunt.to/452877](https://hunt.to/452877)

NFT Exhibition

NFT art galleries are becoming more popular both digitally and in real spaces

Trend - The growing popularity of non-fungible tokens as a way to create and sell art has resulted in art galleries being centered around only NFTs. These spaces exist both virtually and within in-person exhibitions, and allow creatives to showcase their work as digital assets.

Insight - The creative ownership that NFTs allow are appealing to artists who are looking to ensure independence in the process of selling and sharing their art. People who are choosing to sell their pieces as NFTs are allowing for more creative ways for people to invest in their work.



7.1
Score



 Catalyzation

4 Featured, 36 Examples

58,075 Total Clicks

URL: Hunt.to/452838

Appendix

Get More From Your Experience

Your Trend Hunter custom reports are tailored to you using the world's most advanced, most powerful trend platform. Your dedicated advisor can help you get the most of it. This appendix shows you a few of the options that you have at your disposal and how other top-tier innovators rely on our service in different ways that could help you be more successful with less effort.

Your Contacts & Additional Services



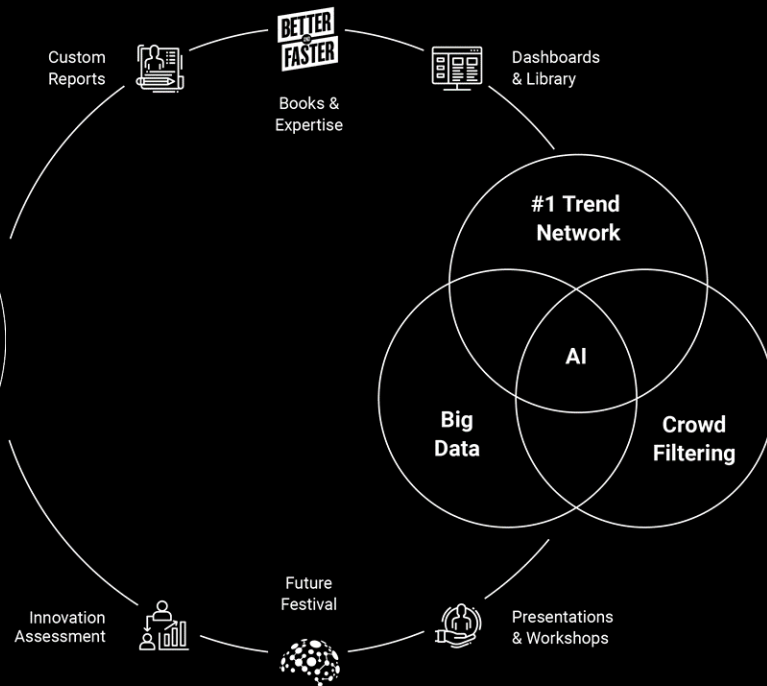
**YOUR SUCCESS
STRATEGIST**

Alisha Ellis
alisha@trendhunter.com



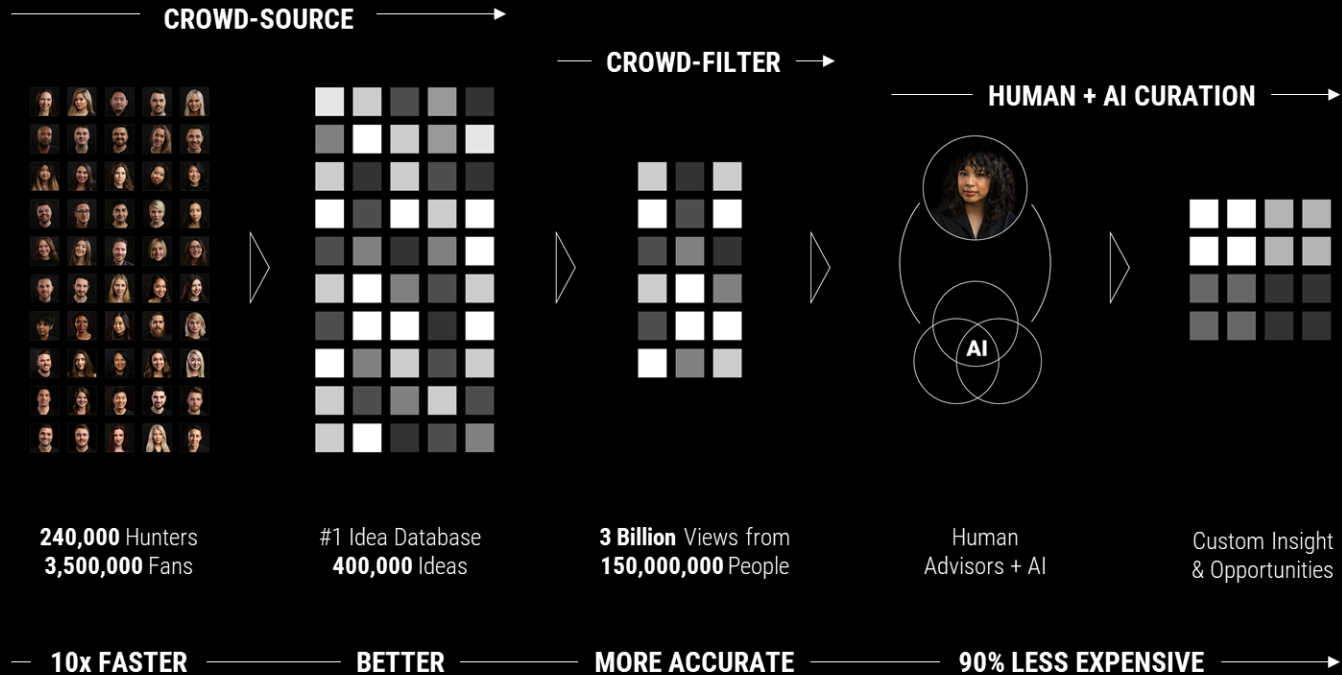
**YOUR DEDICATED
ADVISOR**

Mary Van Puymbroeck
mary@trendhunter.com



Over the last 15 years, we built the largest trend platform, leveraging crowd-sourcing, crowd-filtering, AI and humans to cut through the noise and uncover opportunity **faster!**

Our Process



Megatrend Matrix

 <p>Acceleration</p> <ol style="list-style-type: none"> 1. Perfecting One Thing 2. Aspirational Icon 3. Exaggerated Feature 4. Reimagined Solution 	 <p>Prosumerism</p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p>Cyclicity</p> <ol style="list-style-type: none"> 1. Retro+ Nostalgia 2. Generational 3. Economic + Seasonal 4. Repetitive Cycles 	 <p>Nostalgia</p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <p>Catalyzation</p> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <p>AI</p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <p>Naturality</p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <p>Youthfulness</p> <p>The world is becoming more playful, driven by generations not ready to grow up, including Boomers who desire a more active, enriched life.</p>
 <p>Reduction</p> <ol style="list-style-type: none"> 1. Specialization 2. Fewer Layers + Efficiency 3. Crowdsourcing 4. Subscription 	 <p>Instant Entrepreneurship</p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <p>Redirection</p> <ol style="list-style-type: none"> 1. Refocusing 2. Reversing 3. Surprising 4. Gamifying 	 <p>Tribalism</p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p>Curation</p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p>Simplicity</p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses & clean design.</p>	 <p>Gamification</p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <p>Experience</p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <p>Convergence</p> <ol style="list-style-type: none"> 1. Combining + Layering 2. Adding Value 3. Co-Branding + Aligning 4. Physical + Digital 	 <p>Multisensation</p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <p>Divergence</p> <ol style="list-style-type: none"> 1. Personalization, Customization 2. Status + Belonging 3. Style + Fashionizing 4. Generational Rebellion 	 <p>Authenticity</p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p>Co-Creation</p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <p>Hybridization</p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p>Personalization</p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <p>Many-to-Many</p> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>

Understanding Content Classification & Article Scoring

Below, you'll find an overview of the different types of content featured in our trend reports, as well as a breakdown of our scoring system that's used to evaluate the performance of the content in your report.

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities.

8.8
Popularity
Activity
Freshness

Retro Hybrid Electric Watercrafts
The latest in vintage boats that can be powered by electric motors.

Custom Vintage Electric Car
A custom-built electric car that looks like a classic Ford Mustang.

Retro Car-inspired eBikes
Electric bikes that look like classic cars, such as a Volkswagen Beetle.

Electrically Rebuilt Classic Cars
Classic cars that have been converted to electric power.

Consumer Insights:

The what and why of major industry shifts. Consumer Insights are split into two sections: the trend section and the insight section.

Expedition Camper Vehicles
The CamperHub C1 has a double-carbon fiber body.

9.2
Popularity
Activity
Freshness

Expedition Camper Vehicle
A custom-built expedition camper vehicle with a double-carbon fiber body.

Specific Examples:

Carefully selected individual innovations to provide more in-depth analysis.

Top Lists

Top Lists are collections of products, services or concepts created according to a common theme. They provide additional content and potential new perspectives on the topic we've explored in your report. Our team and software have created tens of thousands of Top Lists, which you can track and filter at [TrendHunter.com/toplists/](#).

Top 100 Travel Trends in 2019
The latest in travel trends for 2019.

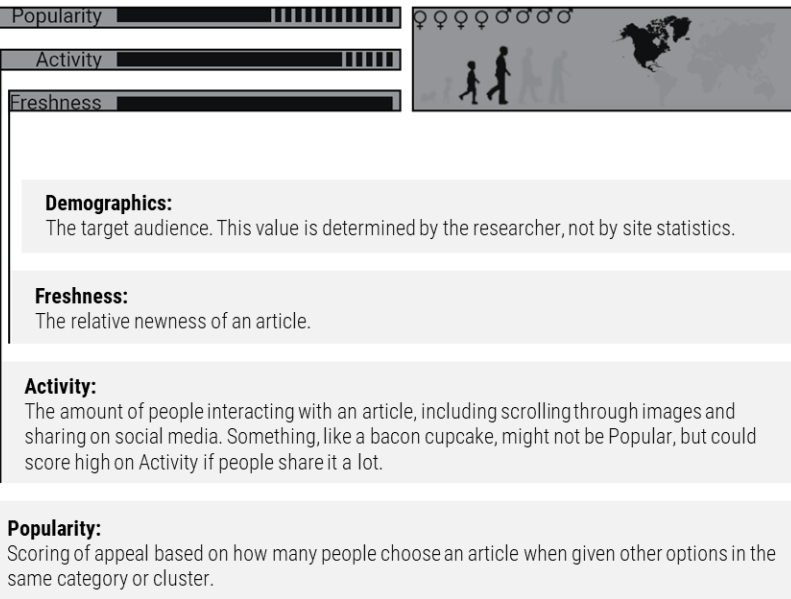
Top 100 Food Trends in December
The latest in food trends for December.

Top 30 Pet Innovations
The latest in pet innovations.

Clustered Lists:

Collections of related examples to broaden your perspective and expose you to adjacent opportunities.

8.8
Score



Overall Score:

All scores translate into percentiles (8.8 = 88th percentile) and overall score is the average of Popularity, Activity and Freshness.

How to Read This Page

Consumer Insights are high-level, over-arching patterns that often span different industries in scope. They focus on external and internal consumer factors that are motivating trends.

Retro Electric
Manufacturers are updating vintage vehicles to have electric capabilities.



Retro Hybrid Electric Watercrafts
The Volvo is a new boat that can be powered by a motor or sail.

Custom Vintage Electric Cars
Garage made cars that can be made for \$500 or less.

Retro Car-inspired eBikes
The classic look of a car, but with a modern twist.

Electrically Retrofitted Classic Cars
The classic look of a car, but with a modern twist.

8.8

Trend:

This section identifies a new opportunity in a given industry.

Insight:

This section explores the specific target consumer's motivations, attitudes, beliefs and ultimately tension behind that opportunity.

Demographics & Scoring:

The demographics speak to the target audience, as informed by the researcher, not by the site statistics. The overall score is the average of the following: popularity, activity and freshness.

Patterns & Megatrend:

Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

Installation Temp
Architecture takes on innovative methods of retaining or changing temperatures.

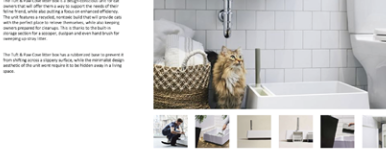
How could your brand lessen its environmental impact?

Overlooked Opportunity 86: Workshop Question

Workshop Question:

These questions are intended to be thought-provokers to help you brainstorm (either individually or in groups) about the relevancy or actionability of these insights.

All-in-One Litter Boxes
The Tuff & Purr One Litter Box Streamlines Cleaning and Maintenance.



The Tuff & Purr One Litter Box is a self-cleaning and odor-free litter box that can be used in a variety of ways. It is a great solution for pet owners who want to keep their homes clean and free of litter. The Tuff & Purr One Litter Box is a great solution for pet owners who want to keep their homes clean and free of litter.

9.2

Advisor Picks:

These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.

Want More?

Gain access to additional Consumer Insights
and Custom Research by contacting your
advisor or **TrendReports@TrendHunter.com**