

# Welcome to the Metaverse

Trend Report for Little Diversified Architectural Consulting

11.09.21



Shoppable Room

Virtual Land

NFT Marketing

NFT Exhibition

Charitable NFTs

LITTLE  
DIVERSIFIED ARCHITECTURAL CONSULTING

**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

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## 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



- 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

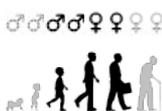
Republic Realm is a Hyper-Exclusive Real Estate Investment Fund



### Futuristic Second Earth Concepts

Earth 2 is a Metaverse Between Virtual and Physical Reality

**7.6**  
Score



Instant Entrepreneurship Catalyzation  
Many to Many

4 Featured, 15 Examples  
34,644 Total Clicks  
URL: [Hunt.to/450343](https://hunt.to/450343)

★ Advisor Pick

# 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.



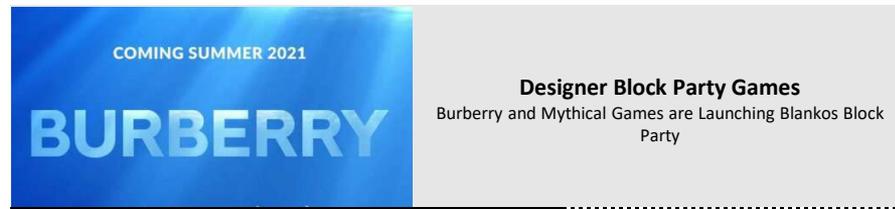
## In-Store NFT Experiences

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

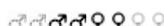


## Horse Racing-Inspired NFT Collections

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)

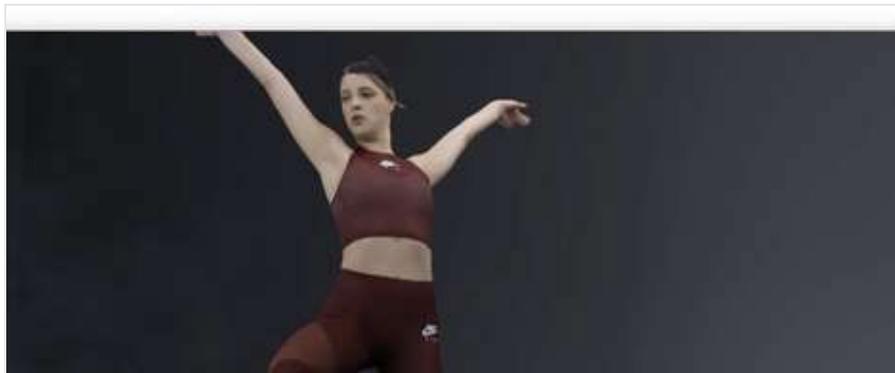
★ Advisor Pick

# Metaverse Expansion

Brands are placing more of an emphasis on metaverse experiences

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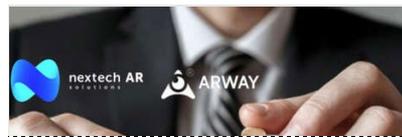
## Metaverse-Focused Startups

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'

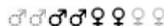


## VR-Focused Commerce Platforms

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](https://hunt.to/458673)

★ Advisor Pick

# Charitable NFTs

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

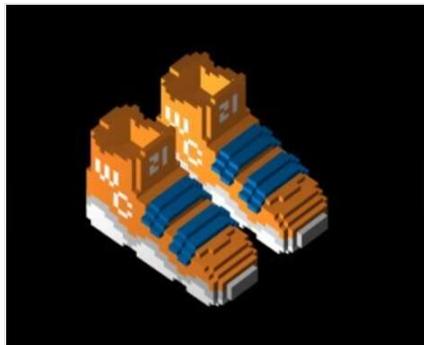
**Trend** - Blockchain-based non-fungible tokens (NFTs) have become a viral phenomenon since hitting the market and brands are now leveraging the digital tokens for social good. Brands in various spaces, ranging from alcohol to streetwear, are auctioning off NFTs and donating the profits to charities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



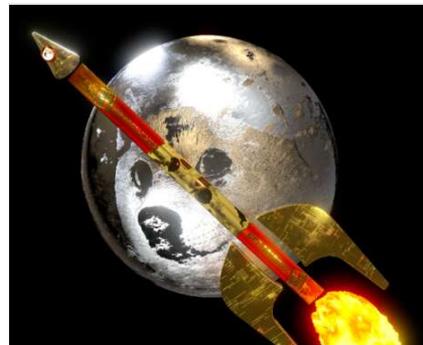
### Virtual Tipping NFTs

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



### NFT *abbreviation or noun*

\ ,en-(,)ef-'tē \

: **NON-FUNGIBLE TOKEN** : a unique digital identifier that cannot be copied, substituted, or subdivided, that is recorded in a blockchain, and that is used to certify authenticity and ownership (as of a specific digital asset and specific rights relating to it)

### Charitable Definition NFTs

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

**6.9**  
Score



Authenticity

4 Featured, 30 Examples

39,505 Total Clicks

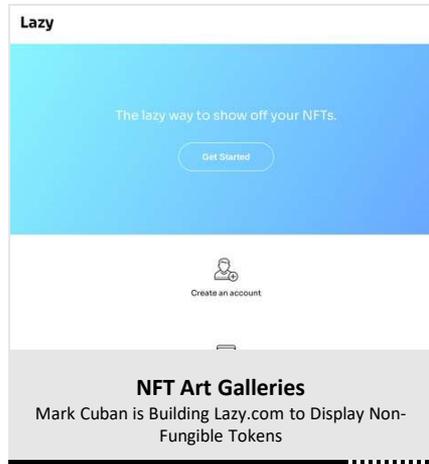
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# NFT Exhibition

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.



**Physical NFT Galleries**  
Superchief in NYC is a Carbon-Negative Space Devoted to NFT Art



**In-Person NFT Art Exhibitions**  
NFT BZL is Showcasing Physical & Digital Artwork at its NFT Gallery



**Fruit-Themed NFT Artworks**  
Dole Partnered with Artist David Datuna on an NFT Series

7.1  
Score



⚡ Catalyzation

4 Featured, 36 Examples

58,075 Total Clicks

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# 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



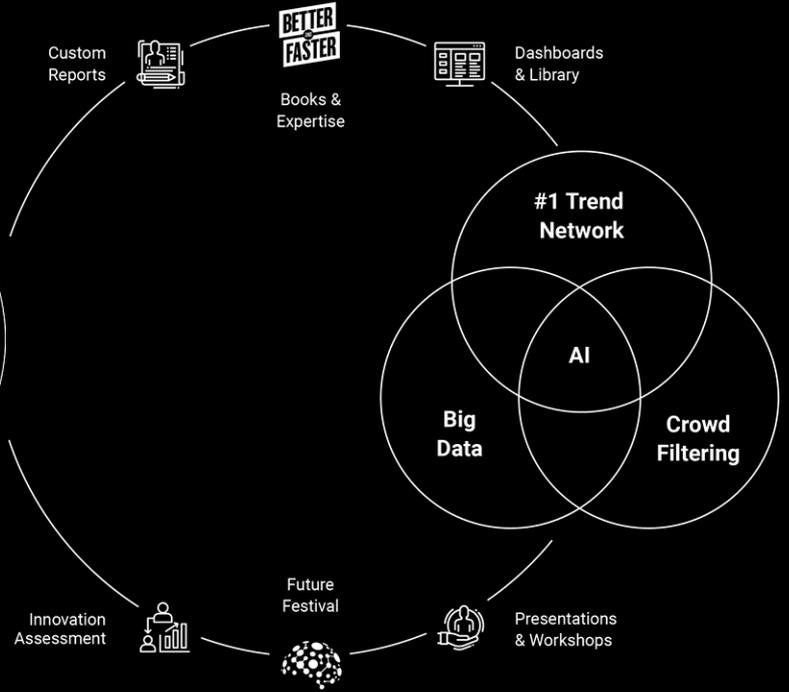
**YOUR SUCCESS  
STRATEGIST**

**Alisha Ellis**  
alisha@trendhunter.com



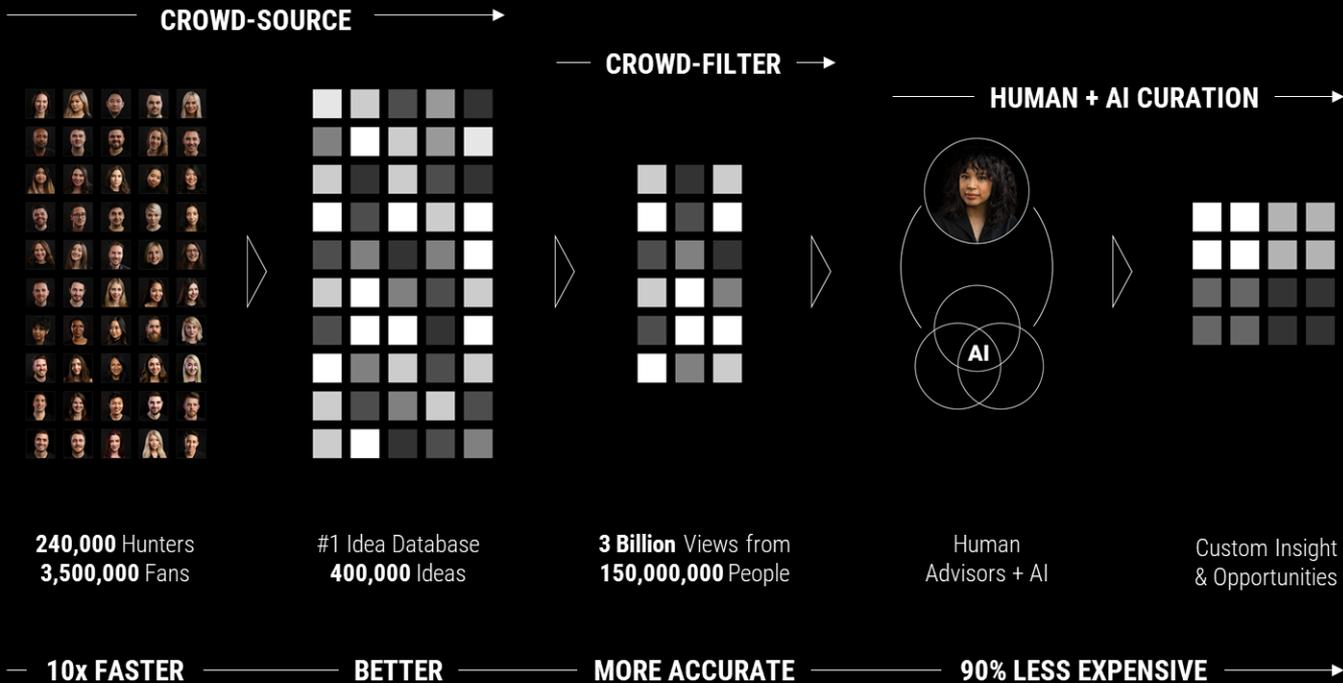
**YOUR DEDICATED  
ADVISOR**

**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



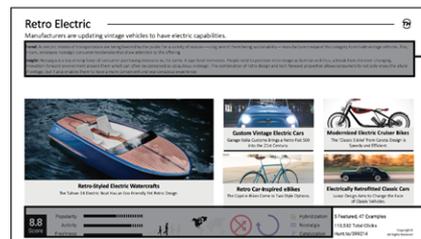
# Megatrend Matrix

 <p><b>Acceleration</b></p> <ol style="list-style-type: none"> <li>1. Perfecting One Thing</li> <li>2. Aspirational Icon</li> <li>3. Exaggerated Feature</li> <li>4. Reimagined Solution</li> </ol>	 <p><b>Prosumerism</b></p> <p>From user-generated content to maker culture, today's consumers are content creators and experts.</p>	 <p><b>Cyclicity</b></p> <ol style="list-style-type: none"> <li>1. Retro+ Nostalgia</li> <li>2. Generational</li> <li>3. Economic + Seasonal</li> <li>4. Repetitive Cycles</li> </ol>	 <p><b>Nostalgia</b></p> <p>Fond memories fuel a desire to bring the past into the present, especially with respect to one's formative years.</p>
 <p><b>Catalyzation</b></p> <p>Brands have taken a role of accelerating the personal development of consumers.</p>	 <p><b>AI</b></p> <p>We are entering a transformative new era, denoted by an exponential growth in data, robotics and intelligence.</p>	 <p><b>Naturalty</b></p> <p>The desire for sustainable products, including local, organic, recyclable and pronounceable ingredients.</p>	 <p><b>Youthfulness</b></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><b>Reduction</b></p> <ol style="list-style-type: none"> <li>1. Specialization</li> <li>2. Fewer Layers + Efficiency</li> <li>3. Crowdsourcing</li> <li>4. Subscription</li> </ol>	 <p><b>Instant Entrepreneurship</b></p> <p>New services make it easier than ever to conceptualize, fund, launch and companies.</p>	 <p><b>Redirection</b></p> <ol style="list-style-type: none"> <li>1. Refocusing</li> <li>2. Reversing</li> <li>3. Surprising</li> <li>4. Gamifying</li> </ol>	 <p><b>Tribalism</b></p> <p>Allegiant groups are more readily formed around specific interests, causes and even brands.</p>
 <p><b>Curation</b></p> <p>Hyper-targeted offerings, services, subscriptions and recommendations to simplify lives with better things.</p>	 <p><b>Simplicity</b></p> <p>In a fast-paced, cluttered world, simplicity stands out, resulting in focused businesses &amp; clean design.</p>	 <p><b>Gamification</b></p> <p>The application of game dynamics to real-world problems results in a world that's more competitive and engaging.</p>	 <p><b>Experience</b></p> <p>In a world abundant with 'stuff', experience becomes a more important currency and life priority.</p>
 <p><b>Convergence</b></p> <ol style="list-style-type: none"> <li>1. Combining + Layering</li> <li>2. Adding Value</li> <li>3. Co-Branding + Aligning</li> <li>4. Physical + Digital</li> </ol>	 <p><b>Multisensation</b></p> <p>Tech, AR, VR and interactive experiences are raising our expectations in the realms of entertainment, retail and even food.</p>	 <p><b>Divergence</b></p> <ol style="list-style-type: none"> <li>1. Personalization, Customization</li> <li>2. Status + Belonging</li> <li>3. Style + Fashionizing</li> <li>4. Generational Rebellion</li> </ol>	 <p><b>Authenticity</b></p> <p>Social media and a resistance to traditional advertising have created a desire for authenticity and reality.</p>
 <p><b>Co-Creation</b></p> <p>Brands, products, services and consumers are increasingly co-creating an interdependent world.</p>	 <p><b>Hybridization</b></p> <p>Lines are blurring as business models, products and services merge to create unique concepts and experiences</p>	 <p><b>Personalization</b></p> <p>Small batch production technologies and more personalized media are creating an expectation for personalization.</p>	 <p><b>Many-to-Many</b></p> <p>A mass proliferation of sellers and media creators has shifted the world to a many-to-many economy.</p>



## 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.

**8.8** Popularity: ██████████ Activity: ██████████ Freshness: ██████████

17 Trends, 42 Clusters, 112,127 Sources, March 16, 2022

### 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:

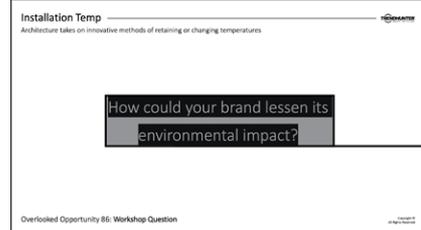
Understand the Consumer Insight within the context of the 18 Megatrends that are shaping the world, plus the 6 Patterns of Opportunity that help short-cut your discovery of innovative ideas.

### 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.

### Advisor Picks:

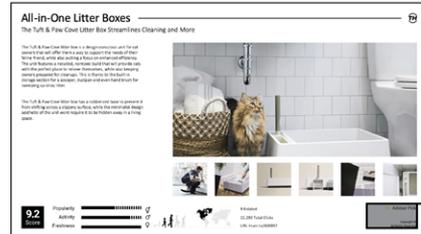
These are specific Consumer Insights and examples chosen by your Advisor because of their relevance to your team. These are featured on the Report Summary page and tagged throughout the report with a yellow star.



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

**How could your brand lessen its environmental impact?**

Overlooked Opportunity 85 - Workshop Question



**All-in-One Litter Boxes**  
The Tuff & Tidy One Litter Box Combines Cleaning and Mop.

**9.2** Popularity: ██████████ Activity: ██████████ Freshness: ██████████

17 Trends, 42 Clusters, 112,127 Sources, March 16, 2022

## Want More?

Gain access to additional Consumer Insights  
and Custom Research by contacting your  
advisor or **[TrendReports@TrendHunter.com](mailto:TrendReports@TrendHunter.com)**

