PERSONALIZED BRAND EXPERIENCE IN METAVERSE

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Abstract: *Metaverses represent immersive three-dimensional virtual environments in which people interact as avatars, using the metaphor of the real world but without its physical limitations. Although the metaverse may seem a bit futuristic, it has many implications for marketers providing a gateway to innovatively reach the customers. Enabled by new technologies such as augmented and virtual reality and artificial intelligence, metaverse experience offers vast opportunities to play, work, learn, connect or buy. The brand communication potential of a metaverse lies in the ability to create a richer, more engaging, and vivid customer experience. This paper reviews the literature on marketing communication strategies in metaverse to discuss issues in creating a personalized brand experience in virtual environments. Within the presented cases of different brands and their metaverse customization, virtual try-on features have been specially analyzed. The purpose of this research is to highlight the importance of creative communication strategies in creating a vivid digital experience between brand and customer. The findings indicate the relevance and popularity of this topic, but also numerous possibilities for further research and improvement.*
Key Words: *brand experience, personalized communication, metaverse, AR/VR technologies*

1. INTRODUCTION

Since *Facebook* published its vision of the metaverse last year, including changing the company's name to *Meta*, the topic of the metaverse has been a growing public focus. Metaverse is the new buzzword that has created a major buzz across the globe [1]. At the core of the metaverse is the vision of the immersive Internet as a vast, unified, permanent, and shared space [2]. Although the metaverse may seem a bit futuristic, enabled by new technologies such as virtual reality and artificial intelligence, the digital "big bang" of virtual space is not so far away [3]. The metaverse does not refer to a specific technology with a specific use but represents a wide range of technologies that could be used in a way that has not been conceived so far.

Limited access to stores during the pandemic of Covid-19 has forced brands to choose alternative ways to display and test products. Creating business models based on virtual technologies is recognized as a chance to engage consumers in the era of pandemic marketing, when the importance of digital experiences is growing [4].

Marty Resnick, VP Analyst at Gartner said that companies will have the ability to expand and enhance their business models in unprecedented ways by moving from a digital business to a metaverse business [5]. The adoption of metaverse technology is still in its early stages and is fragmented, according to Gartner, who advises companies against investing extensively in a single metaverse. It's still too early to tell which investments will pay off in the long run, but marketing and brand managers should spend time learning about, exploring, and preparing for a metaverse in order to stay viable.

In the context of brand strategies, it is crucial to investigate the potential of new technology trends such as metaverse, in order to create a more personalized and vivid customer experience. This paper presents an overview of theoretical and practical knowledge on the topic of applying the metaverse in marketing, with a special emphasis on creating a personalized customer experience and creative brand strategies. The result of the research within this paper is the analysis of use cases of metaverse applications by different brands, as well as their personalization strategies and virtual try-on features.

2. THE SPECIFICS OF METAVERSE

The Metaverse is a collective virtual open space, created by the convergence of virtually enhanced physical and digital reality [6]. It is physically persistent and provides enhanced immersive experiences. The metaverse is an online world made up of interconnected locations where people can interact, play, work, meet, and exchange. The name itself is a combination of the prefix "meta" (indicating transcendence) with the word "universe". This combination of words should describe the virtual environment associated with the physical world [3]. Go et al. [7] defined the metaverse as a "3D-based virtual reality" in which everyday activities are conducted through avatars that exist in reality".

The adoption of Metaverse technologies is still at an early stage, but with Facebook moving into space in 2021, Metaverse became more popular [1]. Technology innovation leaders need to identify, examine and track emerging technologies to help business leaders develop

new products, transform the business or mitigate risks [6]. In 2022, even *Microsoft* will begin developing the metaverse app. It is an independent virtual economy enabled by digital currencies and nonfungible tokens (NFTs) [8].

Gartner defines a metaverse as "a collective virtual shared space, created by the convergence of virtually enhanced physical and digital reality. It is persistent, providing enhanced immersive experiences, as well as device independent and accessible through any type of device, from tablets to head-mounted displays" [5].

The three technologies of metaverse are [1]:

- Augmented reality (AR) that integrates digital elements with the physical space to provide relevant information and increase understanding of a subject;
- Virtual reality (VR) is a fully immersive virtual tech environment that provides a sensory experience but requires VR glasses.
- Spectrum or mixed reality (MR) is the blend of virtual and physical worlds; the technology is being developed today with holographic technology and augmented reality.

Because it operates on numerous technologies and trends, the metaverse is a combinatorial innovation. Augmented reality (AR), flexible work methods, head-mounted displays (HMDs), an AR cloud, the Internet of Things (IoT), 5G, artificial intelligence (AI), and spatial technologies are all contributing tech capabilities [6]. "Calling the metaverse 'virtual reality' is like saying the mobile internet is just an app" [9].

3. TECHNOLOGY-BASED MARKETING COMMUNICATION STRATEGIES

The metaverse is mostly about elevating consumer experience to a whole new level in marketing. The pandemic of COVID-19 brought in an increase in virtual shopping methods, and the consumer market's response hints at the metaverse's future marketing communication options. In such conditions, one of the tools that enable virtual try-on, supported by augmented reality (AR) technology, has experienced expansion [4].

AR and VR technologies can be used to create an immersive brand experience within the metaverse's vast environment. This, in theory, would help customers to obtain a better grasp of the brand by allowing them to interact with products and services in a real-world situation. Augmented reality (AR) technology upgrades the physical world with a layer of digital information, which users experience through digital screens [10]. Thus, AR enhances the sensory perception of customers by adding virtual elements to the real environment. AR applications appeared in marketing practice in the late 2000s [11], which resulted in new opportunities to connect with (potential) customers. The implementation of AR in marketing strategies has given a number of positive implications for [4]:

- customer engagement,
- stimulating curiosity that strengthens the intention to buy,
- enrichment of sensory brand experience,
- strengthening brand awareness and positive brand associations,
- utilitarian and hedonistic values,
- reducing the risk of potentially disappointing purchases.

As AR technology enriches the perception of reality by adding virtual elements to it, customers can experience brands, products, and spaces in new ways, by engaging all of their senses. New possibilities of technology connect online customers with a virtual world in which they can visualize the product on themselves or in the environment [4]. The interaction and experience need to be as human as possible [1]. Companies need to be transparent and honest in metaverse communication because customers can easily choose another competitor's brand. Also, making the digital customer service representative recognizable is vital for the metaverse customer experience [1].

Online shopping is experiencing rapid growth [4], and contactless options are becoming imperative. However, the inability to try the product is cited as one of the biggest drawbacks of buying on an online channel [12]. The digital experience is often limited by two-dimensional representations [13] where there is a lack of certainty in assessing product size, performance, and suitability. The AR tool, which is also one of the most successful in commercial use, refers to products' virtual try-on [11].

Fiore, Kim, and Lee define "virtual product testing" or "virtual try-on" as a function that allows product creation or manipulation to simulate or even surpass the actual experience of using a product [14]. AR visualization of the desired object in the environment appears immediately. It can be applied, modified, and removed in real-time, without much effort [15]. Consumers have the ability to enlarge and rotate the product and customize the virtual model to their liking [4].

The adoption of virtual tools is of particular importance for customer feedback, which can be used to improve marketing communication strategies. When customers search for virtual products, they are encouraged to test more options to find the right one. Interacting with a virtual product takes much longer than interacting with a product displayed in a store – and the chance of making a purchase is growing [16]. The success of online experiences that enable virtual try-on does not depend primarily on the sophistication of technology, but on a strategic understanding of how AR contributes to the customer [4].

Nowadays, interaction is what customers seek. Before they buy something, they want to learn about it, feel it, and experience it. Consumers might use the metaverse to discover and try out things before making a purchase in a way that has never been done before. Marketers who are seeking new and imaginative ways to attract, engage and communicate with customers will appreciate the metaverse and everything it has to offer. Due to the significant impacts of technological innovation on the retail industry, it is crucial to redefine marketing communication strategies to provide the best customer experience [12].

4. CUSTOMER EXPERIENCE IN METAVERSE

Metaverse allows for a high level of personalization of customer experience [1]. According to Gartner, by 2026, 25% of people will spend at least one hour a day in Metaverse for work, shopping, education, social and/or entertainment [5]. Consumers can have a unique experience, including their vitals and color preferences, and personalizing their avatars. This offers customization like never before. For example, customers can create their avatars based on their gender, age, social networks, and interests. Customers will be able to present themselves in the way they want, and in the context of brand experience, this can help in a customer-centric approach and improve customer knowledge.

Millennials and Generation Z are the most agile of the generations because they have grown up adapting to ever-changing technologies [3]. It's no surprise that they're among the first adopters of new technologies, particularly ones that make their life easier. Millennials and gen Z are already enthusiastic AR and VR users, and brands are taking note. The integration of AR/VR into existing shopping experiences is gaining in popularity, including [17]:

- The creation of virtual closets across luxury retailers
- Brands' use of AR and VR to allow virtual shoppers to try on beauty products at home
- The integration of AR and VR across the gaming landscape

These generations are enthusiastic about the concept of a digital avatar, with which they can freely move across the virtual world of the metaverse. Virtual avatars are quickly gaining popularity in the gaming industry, particularly among younger gamers [6].

Companies can also customize ads and make it easier for customers to choose from the options [1]. From attending virtual classrooms to buying digital land and constructing virtual homes, these activities are currently being conducted in separate environments. They will eventually occur in a single space – the metaverse – with many destinations involving multiple technologies and experiences [5].

By creating a personalized virtual CX, customers would be able to engage with things that actually interest them, based on their particular tastes, whenever, and whenever they need them. Essentially, the metaverse might allow customers to have customized, realistic purchasing experiences suited to their specific wants, requirements, and interests without ever leaving their homes. The metaverse promises that social media user data will eventually be integrated into the immersive virtual reality, allowing brands to create and implement highly tailored marketing strategies for users across a 3D landscape [6].

Trying to design a metaverse customer journey is a good starting point for brand experience strategies. Recent literature suggests a holistic view of CX, incorporating the customer's cognitive, emotional, sensory, social, and spiritual responses to all interactions with a brand or company, through the customer journey during the purchase cycle across multiple touch points [18]. Organizations focus on how customers "travel" throughout numerous touch points, moving from thought, search, purchase, utilization, and future repurchase. Multiple definitions of CX exist in the literature, but in simple terms, customer experience is "the internal and subjective response customers have to any direct or indirect contact with a company" [19].

The secret to a good experience isn't the variety of offers, but the variety and quality of customer's contacts with a brand [18], and it represents an extensive opportunity and an untapped meta-universe for brands. Metaverse is a fantastic way to create meaningful, personalized customer experiences. In the metaverse, CX requires brands to be virtually active [1]. Javornik et al. [15] investigated the potential and effects of the application of AR technology among luxury brands and indicates that AR particularly enriches authenticity, aesthetics, quality service, and exclusivity in all phases of the customer journey.

Omnichannel customer engagement drives higher loyalty, and if the metaverse is another added channel, it only improves the overall experience. If a brand is present on metaverse, it already has a differentiation [1].

Activities that currently take place in separate environments will someday be brought together in a single Metaverse, such as [6]:

- Purchasing outfits and accessories for online avatars,
- Buying digital land and constructing virtual homes,
- Participating in a virtual social experience,
- Shopping in virtual malls via immersive commerce,
- Using virtual classrooms to experience immersive learning,
- Buying digital art, collectibles, and assets (NFTs),
- Interacting with digital humans for onboarding employees, customer service, sales, and other business interactions.

It is expected that a Metaverse will provide persistent, decentralized, collaborative, and interoperable opportunities and business models that will enable organizations to extend their marketing strategies and boost customer experience.

5. BOOSTING BRAND EXPERIENCE IN METAVERSE

The parent company of *Facebook*, *Instagram,* and *WhatsApp* was even recently renamed **Meta**. This demonstrates how deeply Mark Zuckerberg and his colleagues are invested in the collective universe. The company plans to invest $150 million in a fund to train people to build the metaverse and to subsidize devices that people will use to access the metaverse, and at *Connect 2021*, Zuckerberg said that the company plans to invest billions of dollars over the next decade to build the metaverse [20].

While there are still so many questions about what the metaverse will ultimately turn into, right now it's a place where brands can start engaging and interacting with consumers with an eye on the future [21]. Brands

should always be in a test-and-learn mode, and the digital landscape in particular requires intellectual curiosity [22].

Brand experience is conceptualized as a subjective consumer internal response that includes sensations, knowledge, and behavioral responses, caused by specific brand-related stimuli [23]. These incentives can be part of the design and brand identity, packaging, communication, and environments. Brakus et al. [23] proposed four dimensions of the brand experiences:

1. Sensory brand experience;
2. Affective brand experience;
3. Intellectual brand experience;
4. Behavioral brand experience.

The sensory dimension involves creating a strong visual impression on the consumer and includes creating experiences through the five senses - smell, touch, taste, sight, and hearing [24]. Metaverse as an immersive concept and extremely sensory environment can contribute to the strengthening of brand experience values.

Numerous brands are beginning to investigate the metaverse's full possibilities and how they may transform the way they engage customers, enabling new dimensions of involvement, and creating an immersive experience of their offers. Business opportunities in metaverse across multiple industries include [6]:

- Higher education, medical, military and other types of trades can deliver a more immersive learning experience. They don't need to create their own infrastructure, as the Metaverse will provide the framework.
- Virtual events, having gained popularity over the last two years, can now present more integrated offerings.
- Retail can extend its reach to an immersive shopping experience that allows for more complex products.
- Enterprises can achieve better engagement, collaboration, and connection with their employees through virtually augmented workspaces.
- Social media can move to the Metaverse, where users can interact through three-dimensional avatars.

Consumers want more engaging interactions with brands, thanks to the increased popularity of video, live broadcasts, augmented reality (AR), and virtual reality (VR) in marketing efforts over the last two years. The challenges posed by the pandemic have encouraged brands to offer new solutions, but the metaverse's immersive consumer experience aims to allow modern customers to interact virtually with brands in ways they have never experienced before.

This comes with some risk, of course, but also potentially high reward [21]. Because of the untapped space of the metaverse and the numerous platforms that have embraced its idea, both brands and creators have the opportunity to innovate with experiences and content previously thought to be out of their reach. It can be used to a brand's advantage, regardless of its specific business goals.

At the beginning, for enhancing their metaverse experience, brands can do several key things [22]:

- Define the targets,
- Monitor the competition,
- Look for applications and opportunities,
- Plan the entrance and
- Be prepared for risks and rewards.

People in brand marketing and leadership positions, in particular, should start thinking about how to release their creativity and storytelling. If the creative palette expands dimensions in the metaverse, brands should be encouraged to create experiences at any point in the customer journey, from acquisition to engagement, to transaction, to customer support, which has the potential to be both spectacular and stickier than before [22].

6. THE ANALYSIS OF BRANDS' USE CASES IN METAVERSE

All previously described virtual developments open up a whole new world of possibilities for brands to launch creative content and communication strategies centered around avatars. Blockdata constructed a market map of big brands with a metaverse strategy [25], and some of them are illustrated in Fig.1.

Fig. 1 *Brands active in the metaverse* [25]

Since 2018, **Amazon** has been developing a new VR shopping concept. *Amazon* brings Metaverse to the e-commerce segment with augmented rooms. Amazon is ready to transform online shopping experience with *Amazon View* — an augmented virtual room that gives the basic layout of the house in 3D [26]. With this new feature, customers can easily swipe the items in the virtual room accurately.

Some of the businesses preparing for the Metaverse include major brands such as *Nike, Adidas*, and *Vans*.

In October of 2021, *Nike* filed several trademark applications for their popular slogans and iconography (like "Just Do It" and the iconic checkmark), which will allow them to make and sell virtual goods. In December of 2021, Nike announced their acquisition of virtual shoe company RTFKT studios which creates virtual sneakers and collectibles for the metaverse [27]. This is incredible news for sneakerheads everywhere.

Adidas is making their foray into the Metaverse with collaborative NFT projects (which have since sold

out), creating exclusive collectibles with other artists. Their NFTs collectively sold for over $22 million. They've affirmed the NFT community by investing in NFTs as a company and have bought a large plot of land in the metaverse to host virtual parties and events.

Vans has built an online skate park that's already seen upwards of 48 million visitors [8]. This type of engagement is unparalleled. In-person events simply can't hold the same capacity for people. Customers can also shop in their virtual store to earn points and customize an avatar. Virtual identities and digital avatars will become representations of their physical counterparts if the metaverse world becomes a mirror of the natural world, and consumers will want to style them with the latest and greatest fashions [27]. Early implementations of this across avatar-based gaming platforms are seen through **Roblox's** collaboration with *Vans* in creating the *"Vans World"*. This is a hub within this platform where users could buy virtual shoes, clothes, and skate accessories for their *Roblox* avatars (Fig. 2). This could be a huge opportunity for brands, and it might open up a whole new category of virtual avatar-based social commerce to explore, particularly with a focus on early adopters like millennials and gen Z.

Fig. 2 *Vans World Roblox hub metaverse*
*(*https://www.usatoday.com)

Roblox Games, a user-created gaming platform, has over 42.1 million daily active users—and a whopping two thirds of them are Gen Z. By effectively and authentically becoming a part of the metaverse, brands can execute strategies to not only attract younger audiences' attention, but to change the perception of their brand among this much-valued cohort [21].

The meta-realms of virtual reality *Roblox* and *Zepetos* have given people new social networks as a space for meetings and relaxation [28]**. Facebook's Horizon Workrooms** are an example of mixed reality (MR). People can use the *Oculus Quest 2* to join a virtual office space, but also can see their hands and your keyboard. Also, colleagues not joining the meeting via a VR headset can join via a video feed that shows up in the virtual world just as it would in a live conference room. A *Horizon Workroom* can hold 16 people in the virtual space and 34 more people can join via video conference (Fig. 3) (https://www.oculus.com/workrooms/).

Fig. 3 *Horizon Woorkroom*

When schools were closed due to Covid-19 and students could not attend school, *ClassroomMap* was the most popular among various 3D maps in Zepeto [28].

Disney has announced that the theme park metaverse will be the next step in the evolution of Disney theme parks [29]. The company, known for providing realistic experiences and bringing its characters to life in various ways in its parks, will be trying to keep up with the new ways to deal with future strategies, with the new version of the internet blending the real and digital worlds.

Within the metaverse, as well as other avatar-based virtual platforms like Roblox, luxury brands like *Louis Vuitton* and *Gucci* have begun marketing and selling virtual items for digital avatars. Italian luxury brand *Gucci* has launched virtual sports shoes. After buying shoes, consumers can use them in Gucci's application and VR social platform VR CHAT, or they can try them out on the Roblox game platform [2]. *Louis Vuitton* launched its NFT game "Louis the Game" [30]. Louis Vuitton released an adventure-based game to celebrate its 200th birthday. Dubbed *Louis the Game*, users play as the in-game protagonist Vivienne, through six different worlds, where she needs to collect 200 candles to commemorate the birthday of *Louis Vuitton*. But the game isn't like most fashion games – it is major, complex, and it is addictive. Crucially, unlike existing video games, the metaverse enables users to move their virtual possessions between different metaverse platforms—with ownership of these items represented by NFTs. Louis the Game's mascot is an anthropomorphism of the company's monogram, which can wear various skins throughout the gameplay (Fig. 4).

Fig. 4 *Louis Vuitton' Vivienne in different (branded) skins (*https://www.voguebusiness.com)

In addition, retailers like *Zara* are leaning into the phenom metaverse to make sure their customers can

fully express themselves, even in a virtual world. In a first-of-its-kind release, the fast-fashion retailer *Zara* debuted a "*Metacollection*" called *Lime Glam* (Fig. 5), and it's filled with eight designs perfect for spring dressing in reality or *Zepeto's* virtual playground [31] - it's the same digital realm where *Gucci* launched *Gucci Villa*.
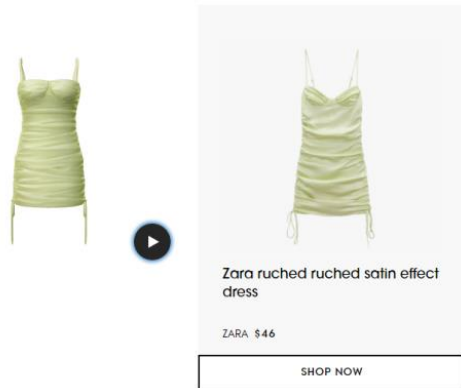

Fig. 5 *Digital and physical designs of Zara's Lime Glam (*https://www.vogue.com)

McDonald's has filed a series of trademarks for a virtual restaurant that will deliver food online and in person [32]. The fast-food chain joins a long list of other companies who have announced plans to cash in on the metaverse. The company filed 10 trademark applications to the US Patent and Trademark Office covering both *McDonald's* and *McCafe*. One of the trademarks was for "virtual food and beverage products," including NFTs, while another included "operating a virtual restaurant online featuring home delivery." It also trademarked entertainment services and events under the *McDonald's* and *McCafe* brands, including "online actual and virtual concerts."

For years**, Stella Artois** has been the official sponsor of premium horse racing tracks such as *Ascot*. But now, it's taken this same idea to the metaverse with a deal to sponsor *Zed Run*, the blockchain-based online horse racing platform. Brands can emulate *Stella Artois* and use previous sports/gaming involvement to instantly bring credibility to their presence in the metaverse [21].

Brands from different industries have decided to implement augmented reality technology in order to provide the possibility of products' virtual try-on [4]. In most cases, the virtual function is integrated into the brand's website, where online shopping is also performed, and thus represents a kind of virtual assistant in choosing the appropriate alternative. ***Lancôme, Nike, Mac, Nyx, Rey Ban*** and ***Pandora*** offer testing of their products through the website. The fashion and beauty industries are particularly exposed to the challenges of online shopping, as customers want to try the product before buying [12]. *Nike* has introduced a virtual solution to visualize every available size in its collections. The products appear in the space in the size chosen by the customer. In this way, the purchase of the wrong size and consequent return of the product is avoided [16]. *Gucci* allows users of the application to try on make-up, hats, glasses and sneakers, while ***Prada*** displays a virtual collection of bags through a ***Snapchat*** filter (Fig. 6).

Fig. 6 *Snapchat boosts AR try-on tools: Prada (*https://www.voguebusiness.com)

Snapchat is a platform based on AR technology, and through branded filters customers connect with products. it has been widely used among cosmetic brands. However, as AR experiences are often campaign-driven [15], *Nyx* used AR technology to present the new collection in addition to the above possibilities, creating an overall immersive experience in which a pop-up event is simulated.

According to an August 2021 survey among internet users in the United Kingdom and the United States [33], 15% of respondents in the UK and 22% in the U.S. said they thought brands should advertise in the metaverse. According to 13% of respondents from the UK and 19% in the U.S. brands should use the metaverse to build more branded experiences (Fig. 7).
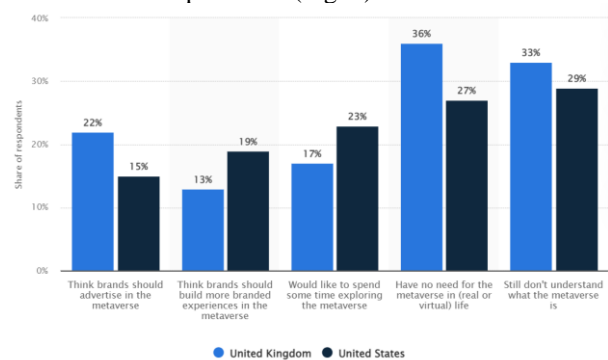

Fig. 7 *Brand-related attitudes towards the metaverse among internet users in the UK and the US as of August 2021* [33]

The results of a survey on knowledge of the term metaverse and its possibilities, conducted among students of the *Faculty of Technical Sciences in Novi Sad*, Serbia [3], showed that 36.8% of respondents had heard of the metaverse, while 63.2% of respondents is unfamiliar with this concept. Also, the results of the survey indicate that students are mostly unfamiliar with the technologies that enable the use of the metaverse. Only 23% of respondents have heard of technologies that are catalysts for metaverse development.

When Facebook restructured and rebranded itself as Meta, ina a November 2021, while announcing a strategic shift towards the metaverse, an online survey was conducted in US among 2200 respondents [34]. Original question was: *Based on what you know, how interested are you in using Facebook's new virtual reality project, metaverse, which would allow users to*

interact with each other in a computer-generated environment? 68% of adults in the US said that they were not interested in Meta's new virtual reality project metaverse, but the most of the interested participants belongs to Millennials and gen Z. Demographics of this research is presented in Fig. 8.
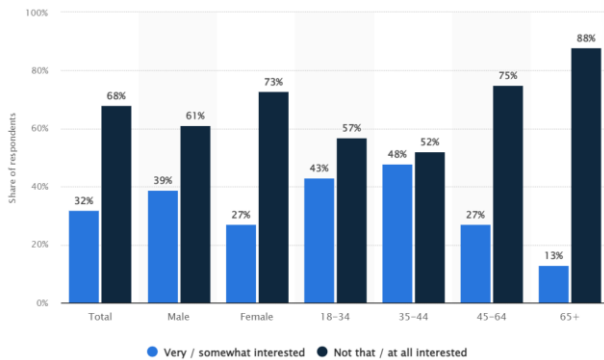

Fig. 8 *Share of adults in the United States who are interested in Meta's new virtual reality project known as the metaverse as of November 2021* [34]

According to a Statista's 2022 survey of companies from selected countries that have already invested in the metaverse, businesses in the computer and IT sector were most like to have done so already [35]. The surveyed companies came from Belgium, Germany, Spain, France, the United Kingdom, and the United States, and specifically targeted employed individuals were above the age of 25 that occupied C-level positions. Overall, 10% percent of companies in Marketing&Advertising had already invested in the metaverse as a business opportunity (Fig. 9).
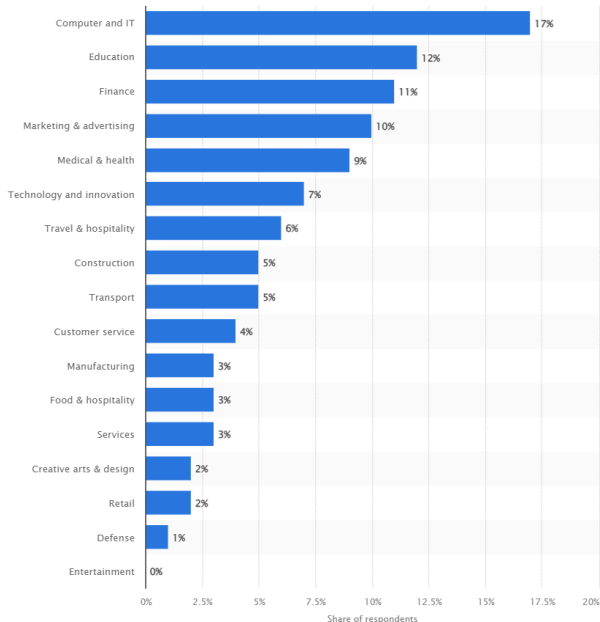

Fig. 9 *Leading business sectors worldwide that have already invested in the metaverse as of March 2022* [35]

The audiences that are engaged in metaverse-based platforms are among the most loyal and passionate. Thus, for brands to succeed in their metaverse efforts, they need to bring something meaningful to the user or their experience. If they do so consistently and in an authentic way, brands can generate a fruitful and lasting relationship [21].

Standing out is never easy, and it's become even more difficult recently in our world of media overload. The metaverse, however, can be a dreamland for those who need to differentiate or stand out in their category. Options are endless, and the brands that think and act in the most creative ways will find themselves earning the attention and admiration of consumers in the metaverse. The metaverse gives brands the opportunity to create new narratives and original virtual worlds and characters. Or they can opt to leverage and bring their already-recognisable distinctive assets to life.

7. CONCLUSION

Metaverse means a lot for the future of marketing: increasing engagement in new ways, customization and building for diversity, appealing to younger generations, adding another layer to social commerce etc.

If the metaverse concept becomes a mainstream, brand will need to adapt their creative communication strategies to advanced virtual capabilities for customer experience. The growing influence of metaverse requires brands to step up and ensure winning customer experiences thrive. Brands that want to prepare for the metaverse should start by investigating AR and VR elements and planning the expansion of their virtual presence into an immersive landscape where personalization and inclusion reign supreme. Some of the global brands already have recognized these trend and huge business potential of metaverse, thus the stylish inhabitants of virtual worlds can add to their 3-D closets pieces, try different colors of makeup, buy in virtual restaurants, visit virtual entertainment or skate park, communicate in virtual office space or virtually try furniture pieces in real space. The core goal is to make sure the metaverse customer experience is equally engaging as digital across channels, touchpoints, platforms, and more. Thus, the customer experience in every medium must be supreme, and consequently metaverse's brand experience will be highly differentiated and personalized.

8. ACKNOWLEDGMENT

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