WEB3ADS

Your Gateway to the Metaverse Marketing

powered by **AD**SHARES

Metaverse Introduction

Decentraland is a virtual world platform, where users can create, experience, and monetize content and applications.

3,2M users visited **Decentraland** in the last 12 months.

59% of consumers are excited about transitioning their everyday **activities to the metaverse.**

79% of respondents believe that **purchasing** physical or virtual products is the most preferred activity in the metaverse.
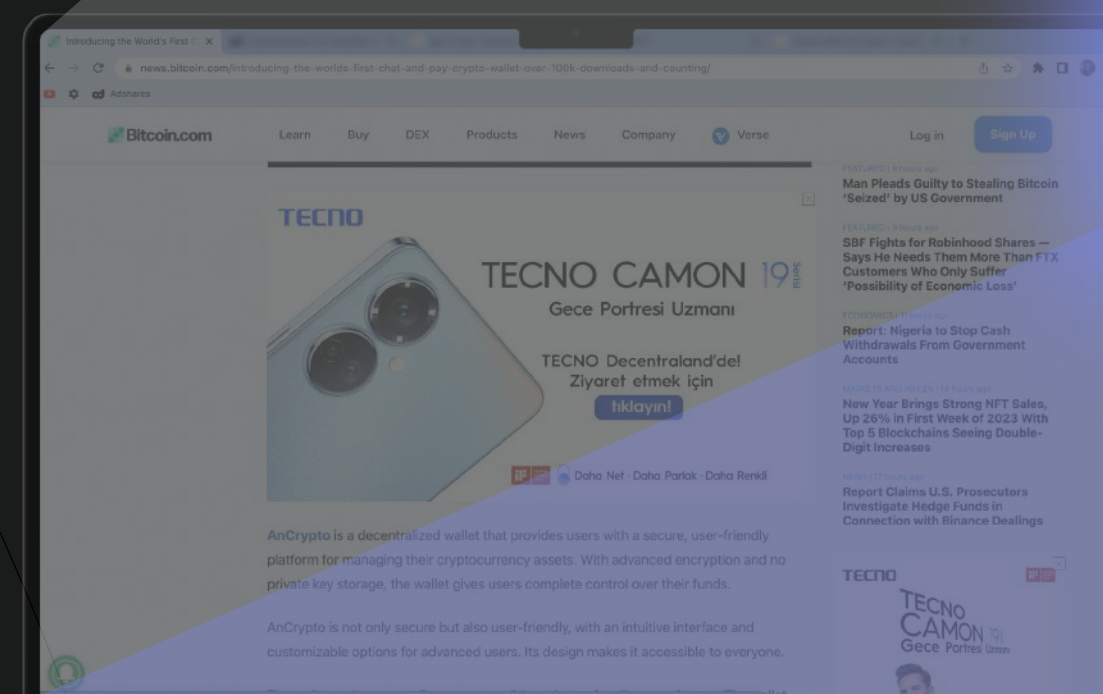
70% of general consumers rate their **digital identity** as very important.

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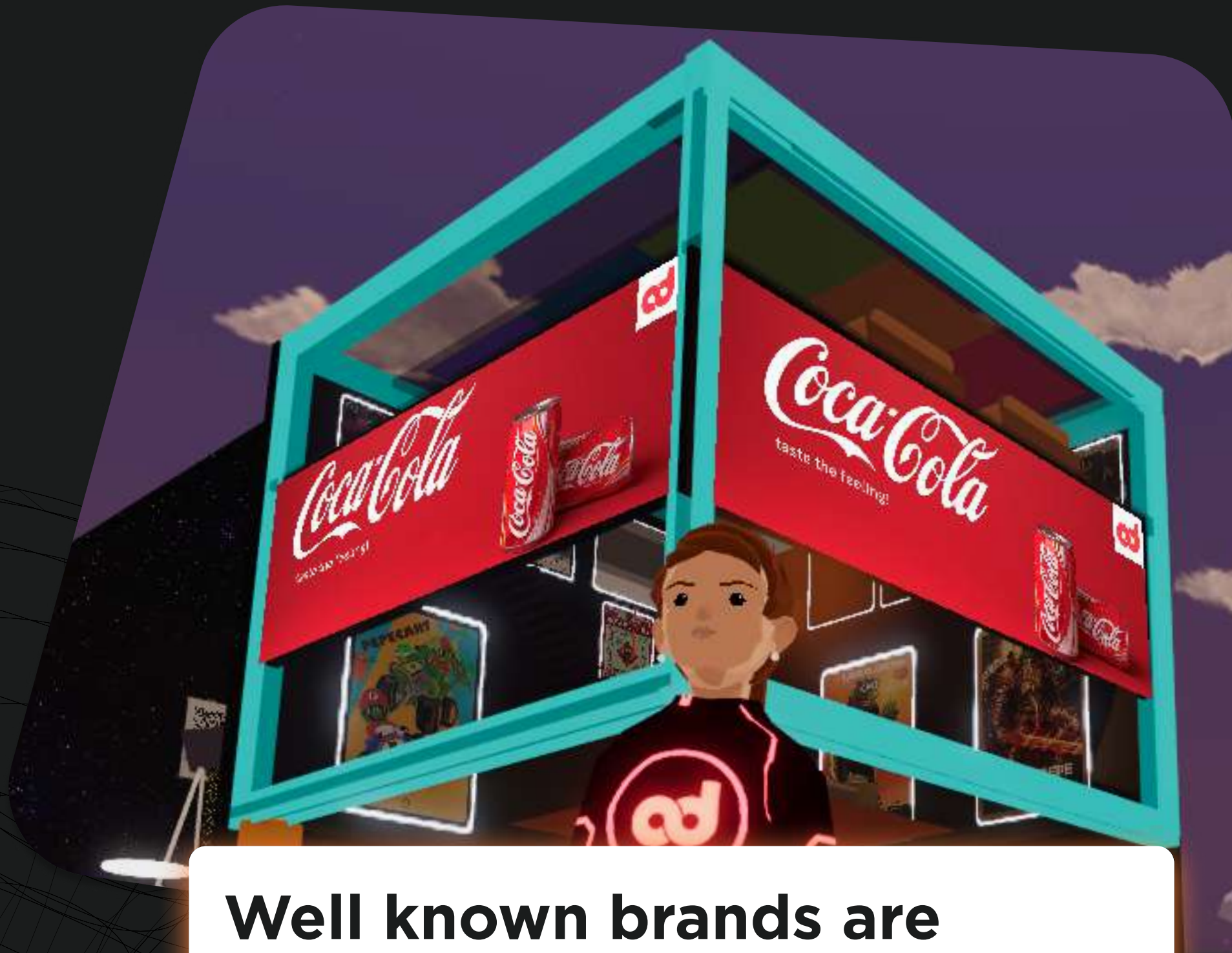# Enrich your media strategy with advertising in virtual worlds

2D Advertising   3D Experience

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| **Top brands** are actively exploring and **entering into the metaverse**

Well known brands are waiting for possibility to **advertise in the metaverse**

Top brands already in the space

Audi · Disney · adidas

GUCCI · Nestlé · NIKE

Coca-Cola · SAMSUNG · Heineken

BURGER KING · PKO Bank Polski

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| **Benefits** for your agency/brand

ⓘ 11% of the nominated CANNES LIONS 2022 projects were related to the Metaverse.

BRANDING

CREATIVE

BUSINESS

COMMS

Virtual world is a **new medium for branding.** You can create brand-specific environment, design brand avatars and 3D objects. **This can be a powerful way** to create brand awareness and recall.

Metaverse advertising allows for **unprecedented creative opportunities**, from virtual product demonstrations to interactive branded experiences, brands can create truly innovative campaigns that stand out from the traditional advertising.

Leveraging the immersive and interactive nature of virtual environments, businesses can **increase revenue and save on costs** while reaching a global audience.

Additionally, the metaverse offers access to valuable data and analytics, allowing businesses to optimize their campaigns for maximum impact. One of the main benefits is appointed **to differentiate from competitors.**

Provides immersive and highly interactive communication, with the ability to target specific segments of the audience and receive real-time feedback. **Brands can use the metaverse to tell their stories through interactive experiences** and virtual environments, with measurable impact and global reach.
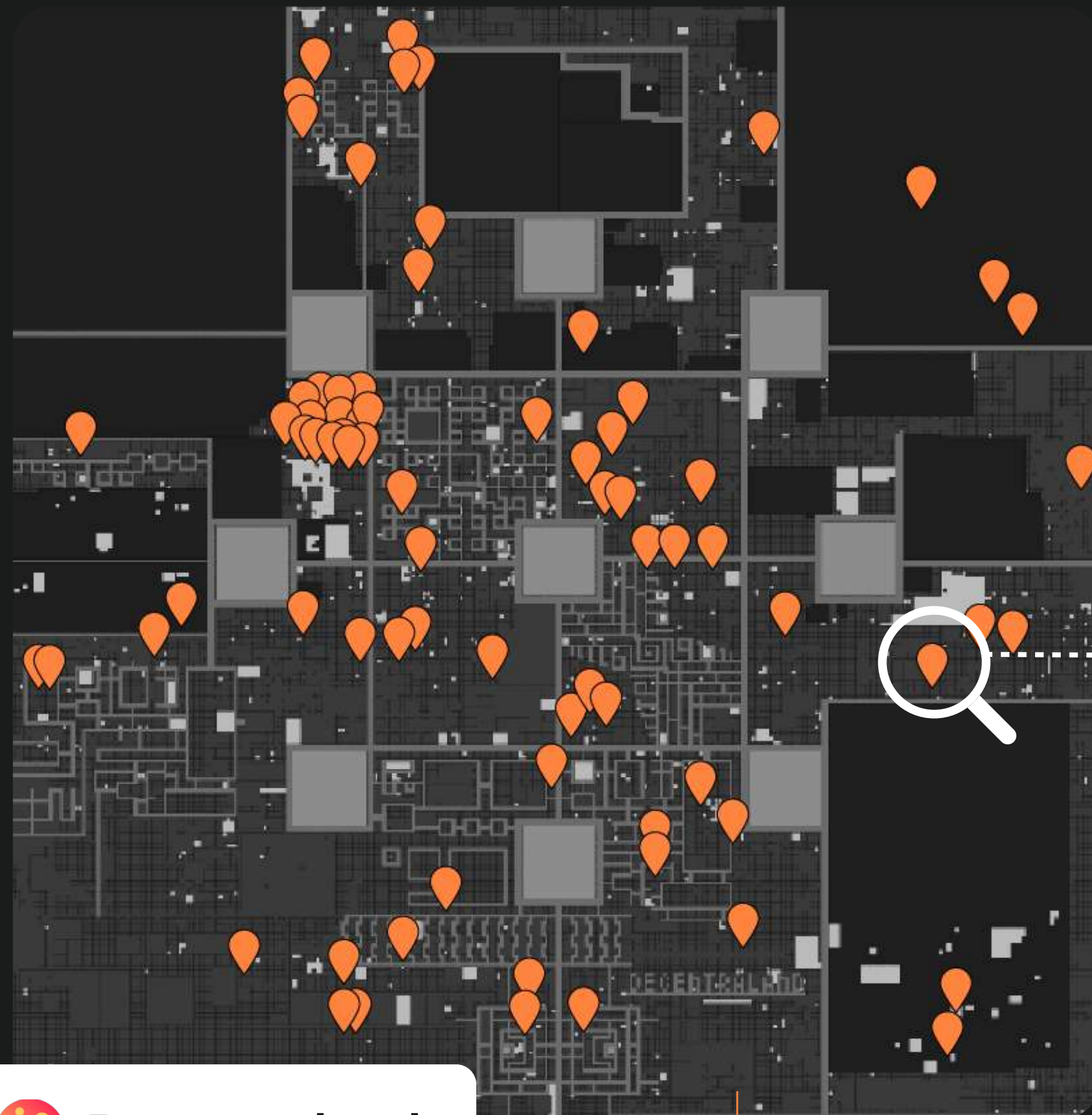
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What will your ads look like?

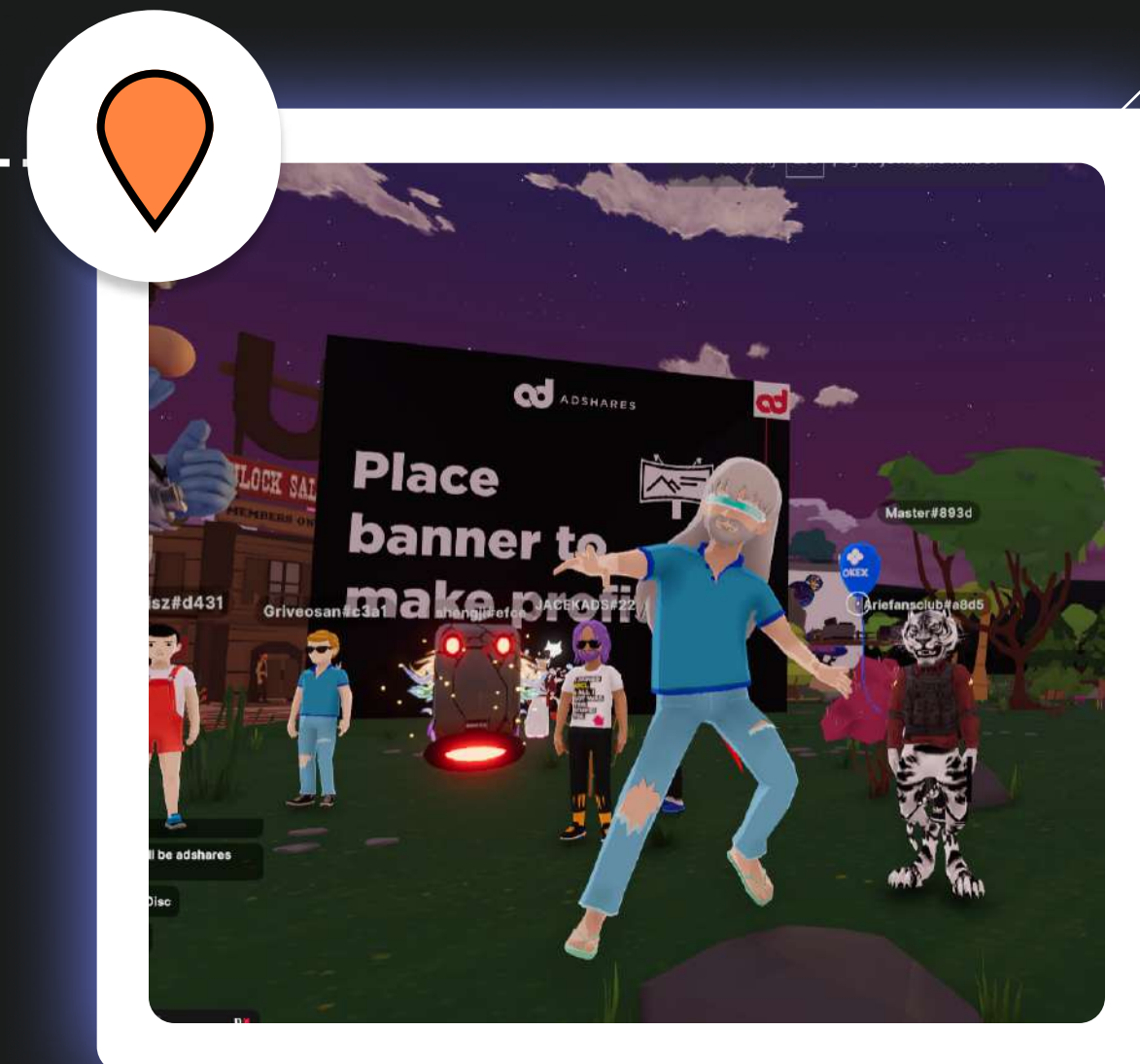ⓘ Banners are available in .mp4, .gif, .png, .jpg formats

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Where will your ads display?

ⓘ You can release the campaign to all or selected parcels integrated with the Adshares protocol.

Decentraland map

Decentraland

1000+
Advertising placements in over 190 spots.
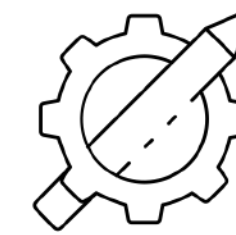
120M+
Impressions in the last 12 months.

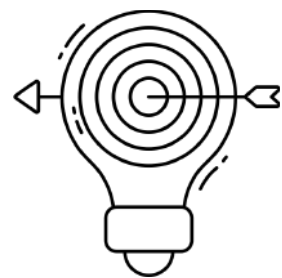WEB3ADS

| Why advertise in the metaverse **with us?**

GLOBAL REACH

Virtual advertising can be more cost-effective than traditional advertising methods and can be used to reach a **larger audience.**
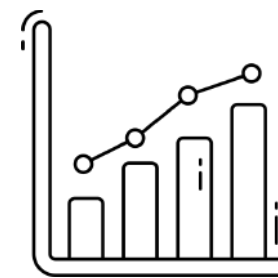
OUR OFFER

In addition to an advertising campaign, we create entire concepts, events, wearables and headquarters. **Simply we bring your brand to the metaverse!**
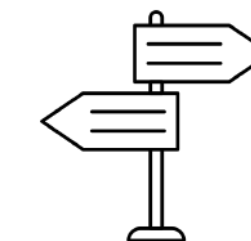
TARGETING

Geotargeting and Adshares technology are used to provide users with highly targeted ads based on **their interests, demographics, physical location, and more.**

ANALYSIS AND REPORTING

Advertisers can use analytics to track user engagement and measure the effectiveness of their campaigns **in real time.**
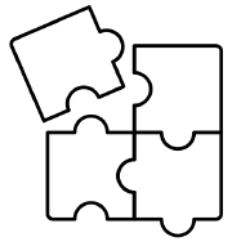
IMMERSIVE EXPERIENCES

Advertisements in the metaverse can be highly immersive and interactive, allowing users to engage with brands and products **in new and exciting ways.**

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Additional capabilities

ⓘ Details of additional services are determined individually.

EXPERIENCES, EVENTS, GAMIFICATION

We will create, design, code and execute your event that will engage your potential customers in the metaverse.

CONSULTING & EDUCATION

We will help you select the best tools, formats and services in metaverse according to your marketing plan and brand strategy.

WEARABLES, AVATARS, EMOTES

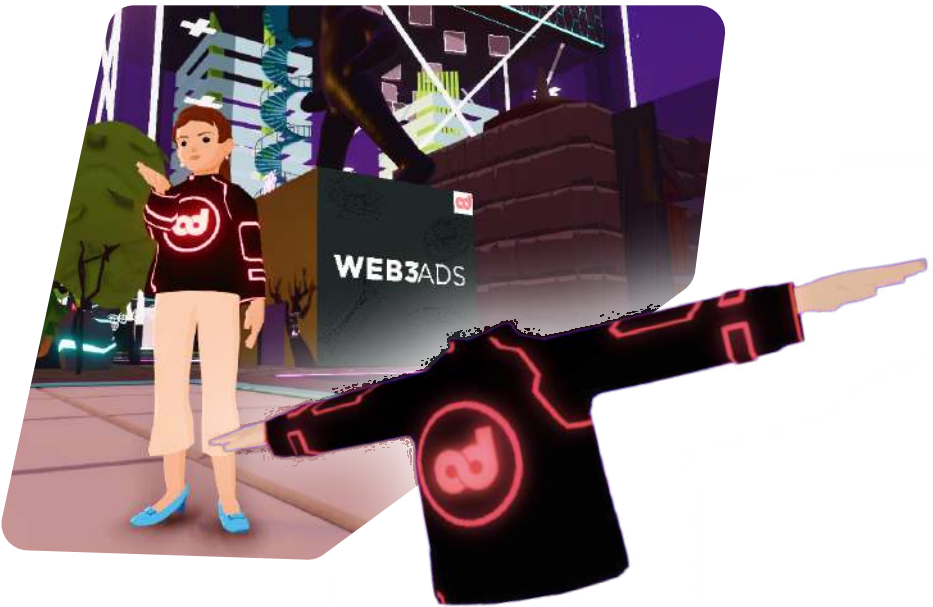We will create a package of giveaways and branded poses that fit your brand's purpose.

CREATIVE CONCEPTS

We will create the whole idea of the campaign with you or for you. Simultaneously, we will technically adapt it according to the requirements of the metaverse.

3D ARCHITECTURE

We will design, create and implement an interactive headquarters for your brand in the metaverse.

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Metaverse banner pricing

ⓘ The price may change according to the number of current advertisers and advertising placements.
Expiration date: 31th March 2023.

UNIQUE VIEWS ★	PRICE ($)
50 000	1000
100 000	1900
150 000	2700
200 000	3400
250 000	4000
>250 000	TBD

★ **1 unique view** = display of your banner by unique user in 1 hour anywhere
(no matter how many advertising spots they saw it in).

What's more? ⌄

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Additional services pricing

ⓘ The price ranges given are approximate. Contact us and we will prepare a detailed quote for you.

TYPE	PRICE ($)
WEARABLES, AVATARS, EMOTES ★	2 000 - 5 000
EXPERIENCES, EVENTS ★★	5 000 - 15 000
3D ARCHITECTURE ★★★	5 000 - 20 000
GAMIFICATION ★★★★	2 000 - 3 000
CREATIVE CONCEPTS ★★★★★	TBD

★ price depends on complexity of design, number of units and method of distribution

★★ price depends on the complexity, purpose, format and ways to promote the event

★★★ you will receive 4 price variants to choose the best one for you yourself

★★★★ price depends only on you. The larger the budget = the greater the interest in the games

★★★★★ price depends on our scope of activities and working time

Contact us!

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Do you have any questions?

Contact us to determine together how you would like to bring your brand into the metaverse!

Book a call   **Write to us**

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APPENDIX

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Process of cooperation

1 Getting to know **each other**

2 Establish the **details** of campaign

3 Preparation of a **quote**

4 Preparing the **campaign**

5 Campaign **Execution**

6 **Analysis and report**
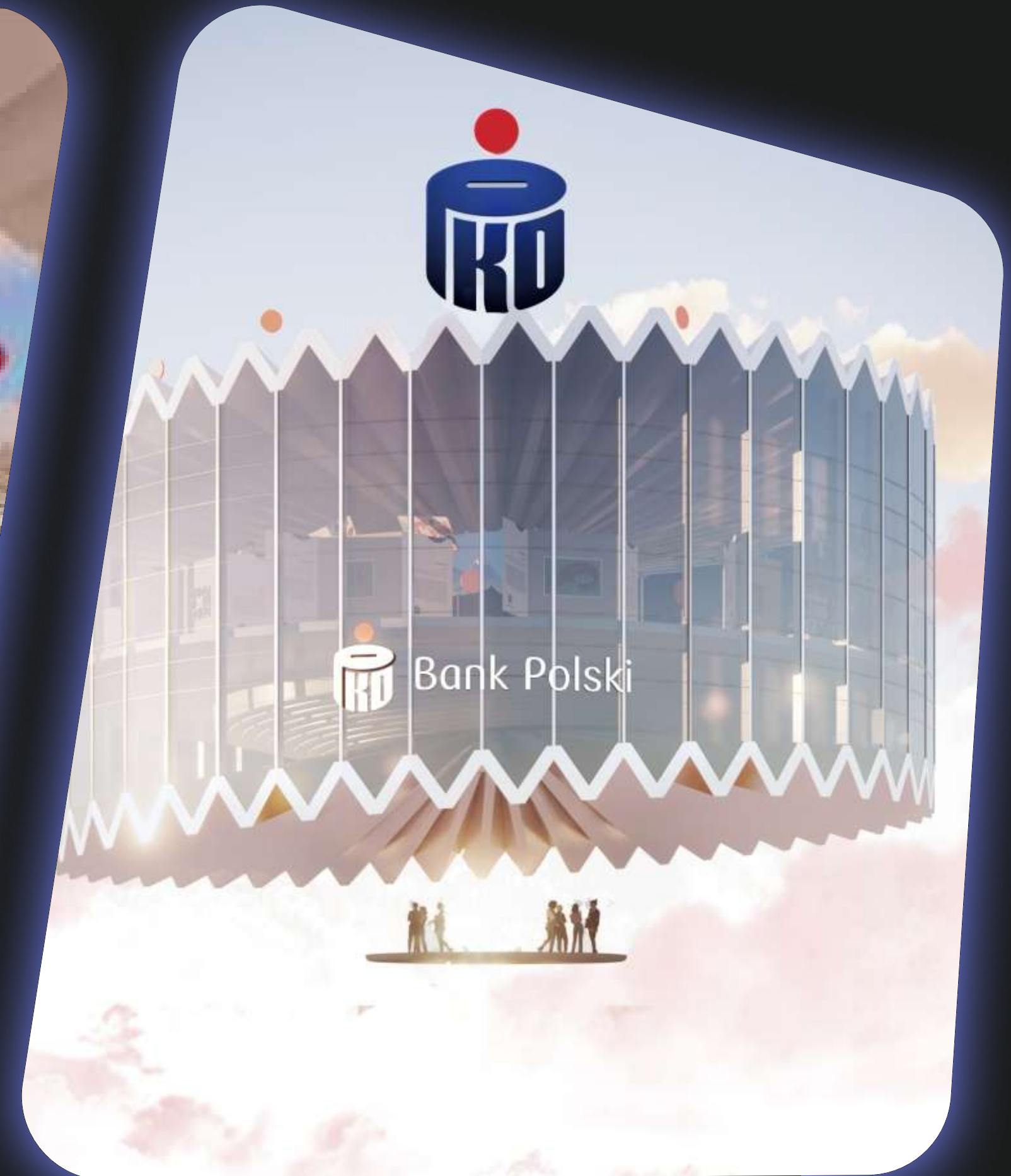
BEFORE CAMPAIGN

DURING AND AFTER CAMPAIGN

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Brands present in the metaverse

Headquarters

PKO Bank Polski

This is the first Polish bank decided to place its outpost in Decentraland.

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| **Brands present in the metaverse**

Event + wearables

Absolut x Coachella

Absolut Vodka has launched Absolut.Land, a Coachella inspired pop-up experience in the same virtual world. The launch coincides with the first weekend of the California music festival and headline act is a festival appropriate collection of digital fashion wearables.

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Brands present in the metaverse

Headquarters (museum)

Heineken Silver

Heineken built an environment where their audience could come together. Featuring a DJ, dancing and, of course, virtual beer, it embraced the metaverse and reflected Heineken's long-standing ethos of progressiveness and innovation.

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