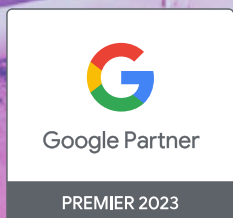


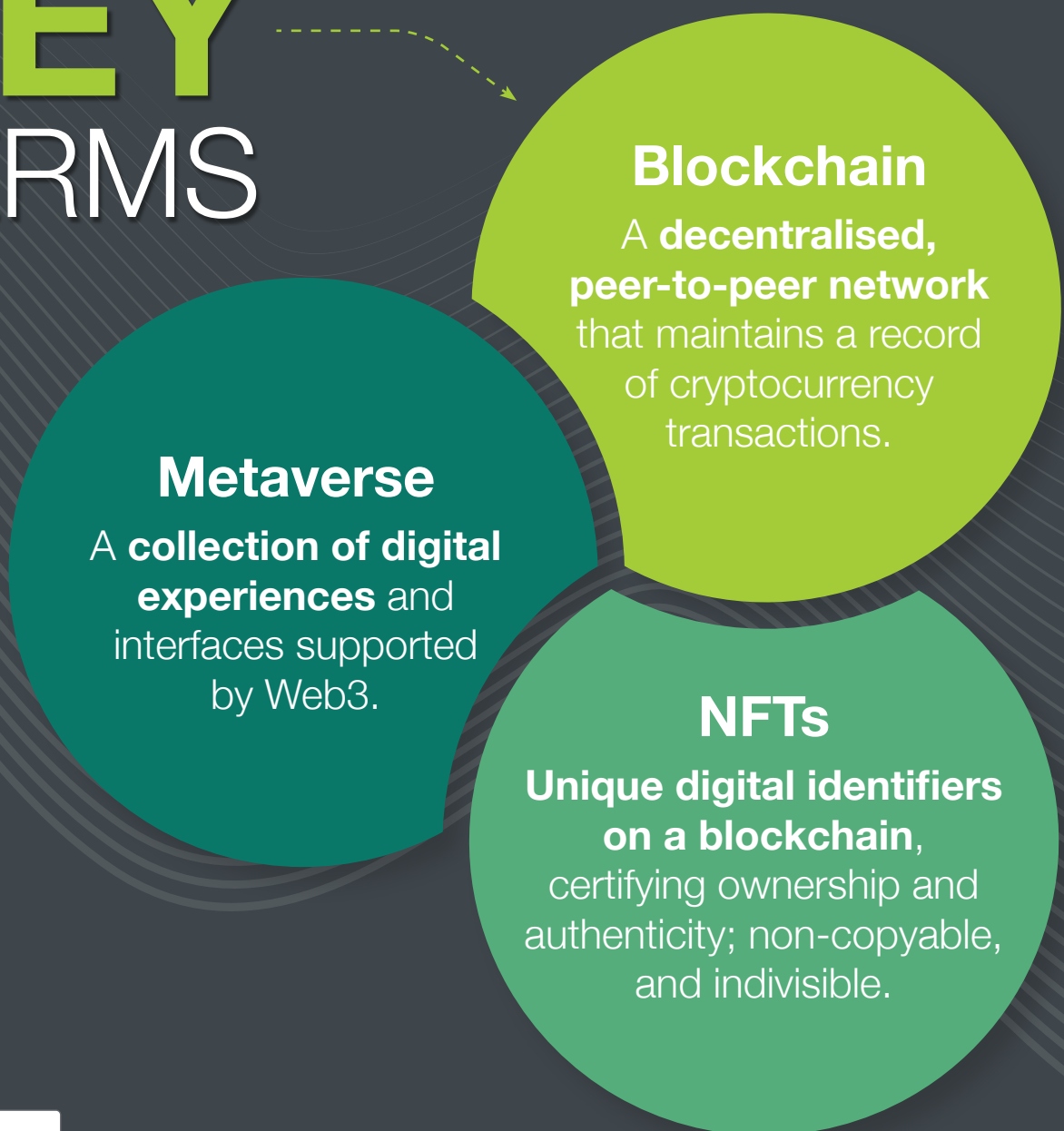
# WHAT THIS MEANS FOR BRANDS

## METaverse



The metaverse can be described as a **virtual reality space** where people can interact with a computer-generated environment and other users in real-time. In this immersive and interconnected digital world, advertising presents both opportunities and challenges for brands.

# KEY TERMS



The metaverse in South Africa is expected to grow steadily, with a projected CAGR of 39.8% from 2023 to 2030. This will increase the industry value from R3.9 billion in 2023

 **R40.5 billion**  
by 2030

**61%**  
**South Africans**  
believe that the metaverse is the future of technology.

**16%** **South African of adults** have dabbled in the space. This is the same proportion of individuals active on dating sites in the country.

The primary demographic dabbling in the metaverse consists of

**Gen Zs & Millennials**



Sources: Statista | SA Social Media Landscape 2022 report | Kapersky | Mandal 2023

© Copyright **iLEAD** *etal.*

# OPPORTUNITIES IN THE METAVERSE

1

## Enhanced Brand Experiences

The metaverse enables brands to create immersive and interactive experiences for users within virtual environments, strengthening their connection to the brand. Experiential marketing campaigns can now transition from traditional methods to the digital marketing sphere.

## Highly Targeted Advertising

Within the metaverse, brands can collect user data to deliver personalised, dynamic ads, effectively reaching the right audience with relevant content.

2

3

## Virtual Product Placement

The metaverse allows brands to integrate their products and offer virtual versions for user interaction and purchase, creating new revenue opportunities.



Google Partner

PREMIER 2023

Source: Mandal 2023

© Copyright iLEAD™ et al.

# 4

## Sponsorships & Partnerships

Collaborations with metaverse platforms, game developers, or virtual world creators can **increase brand visibility and engagement**.

- Nike's successful partnerships with Roblox and RTFKT, as well as Dolce & Gabbana's Kollection Genesse collection (How it Happened, 2022)
- Tiffany & Co. NFTiffs collaborations by companies like Netflix, Apple, Coca-Cola, and more demonstrate the potential value for businesses in the metaverse (How it Happened, 2022).

**Examples**  
of Sponsorship  
& Partnership

## Networking, Socialising & Creating

**The metaverse empowers brands to:**

- engage in networking,
- socialising,
- creative connections,
- fostering stronger relationships between businesses and their consumers,
- as well as among different brands (Nokia, 2023).

This approach provides sustainable and enhanced collaboration experiences compared to conventional methods.

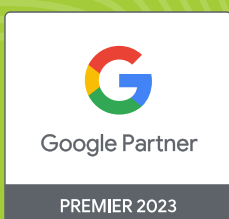
# 5

### Examples

of Networking,  
Socialising &  
Creating

Miller Lite's innovative Super Bowl advertising strategy. Unable to secure a traditional TV spot, the brand created a virtual bar in Decentraland, premiering its ad on digital screens, and successfully engaging users for an average of 20 minutes (Axworthy, 2022).

**This demonstrates the metaverse's potential for captivating advertising opportunities.**



# CHALLENGES IN THE METAVERSE

1

## Ad Overload & User Privacy

Balancing targeted ads and user privacy is vital to maintaining positive experiences in the metaverse and avoiding backlash. It is crucial to **respect the users' primary intent** in the space, which is to socialise and connect.

## Integration & Standardisation

Brands may face challenges in creating cohesive advertising strategies across diverse metaverse environments, and will require standardisation efforts.

2



Google Partner

PREMIER 2023

Source: Marcial 2023

© Copyright **iLEAD**™ *et al.*

3

## Ad Blockers & Ad Aversion

Brands must **find innovative, non-intrusive ways to capture users' attention** in the metaverse amid potential ad-blocking and ad aversion.

## Measurement & ROI

Developing reliable metrics and measurement techniques is essential for brands to accurately assess advertising effectiveness and ROI in the metaverse.

4

5

## Brand Safety & Trust

**Maintaining brand safety and trust is crucial** in the metaverse, requiring brands to display their ads alongside appropriate content to avoid reputational damage.



Google Partner

PREMIER 2023

Source: Mandal 2023

© Copyright **iLEAD**™ *et al.*

# THE **METAVVERSE** IN *south africa*

**Africarare, Africa's first metaverse platform,** focuses on the South African market. Ubuntuland highlights and promotes the continent's undiscovered talent, creativity, and innovation while establishing connections to the global digital economy.

## Africarare 4 Key components

### → **Ubuntuland**

An African Metaverse that allows users to experience various art exhibitions, games, and social experiences.

### → **Marketplace**

Africarare hosts an African NFT marketplace, serving as a hub for African creativity and innovation, supporting local talent, and connecting them to broader audiences.

### → **Meeting Rooms**

Users can book African-inspired meeting rooms to add excitement, engagement, and unique experiences to their team's virtual meetings.

### → **\$UBUNTU Token**

A digital currency that can be used within Africarare's Ubuntuland for purchasing, trading, and experiencing different metaverse services and offerings.



Africarare continues to expand its reach and partnerships, making it a **one-stop destination for exploring Virtual Africa**. Mic Mann is the founder and CEO of Africarare and is an experienced entrepreneur and advocate for digital transformation and innovation in Africa.



Google Partner

PREMIER 2023



Although the full potential of the Metaverse isn't at out fingertips just yet, **reach out to iLEAD *et al*** to get started on similar opportunities, such as **IN-GAME ADVERTISING**, in the interim.

## Get in touch today!

 [www.ileadetal.co.za](http://www.ileadetal.co.za)

 [hello@ileadetal.co.za](mailto:hello@ileadetal.co.za)

 012 771 7640

 LinkedIn



Google Partner

PREMIER 2023

© Copyright **iLEAD<sup>™</sup> *et al.***