

TMW

Lunch & Learn

Feb '22

an **UNLIMITED** agency



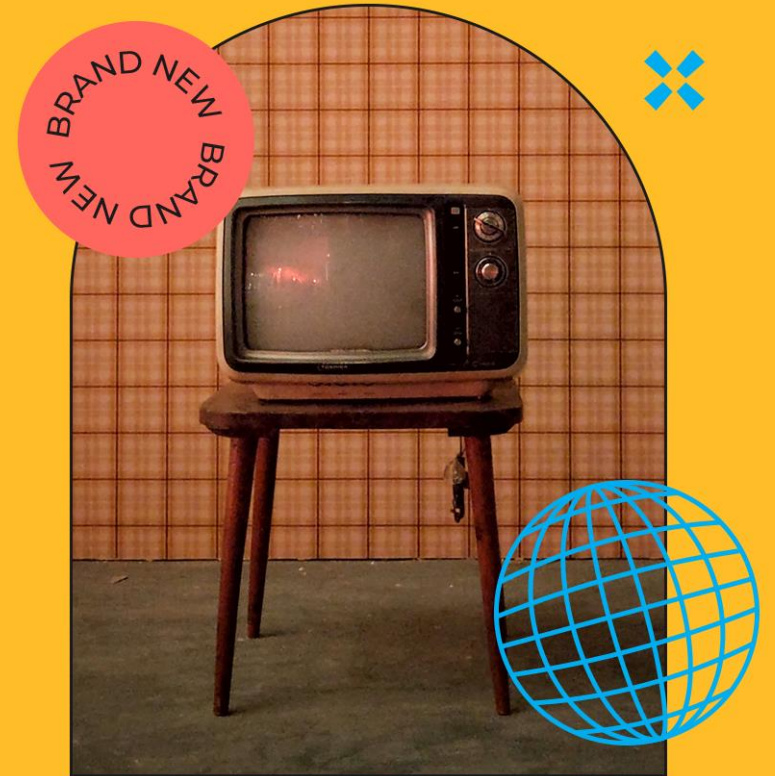
CONFIDENTIAL

New(?) realities

If 2021 was the year vaccines and boosters helped us wrest back control of the pandemic (Omicron aside) ...

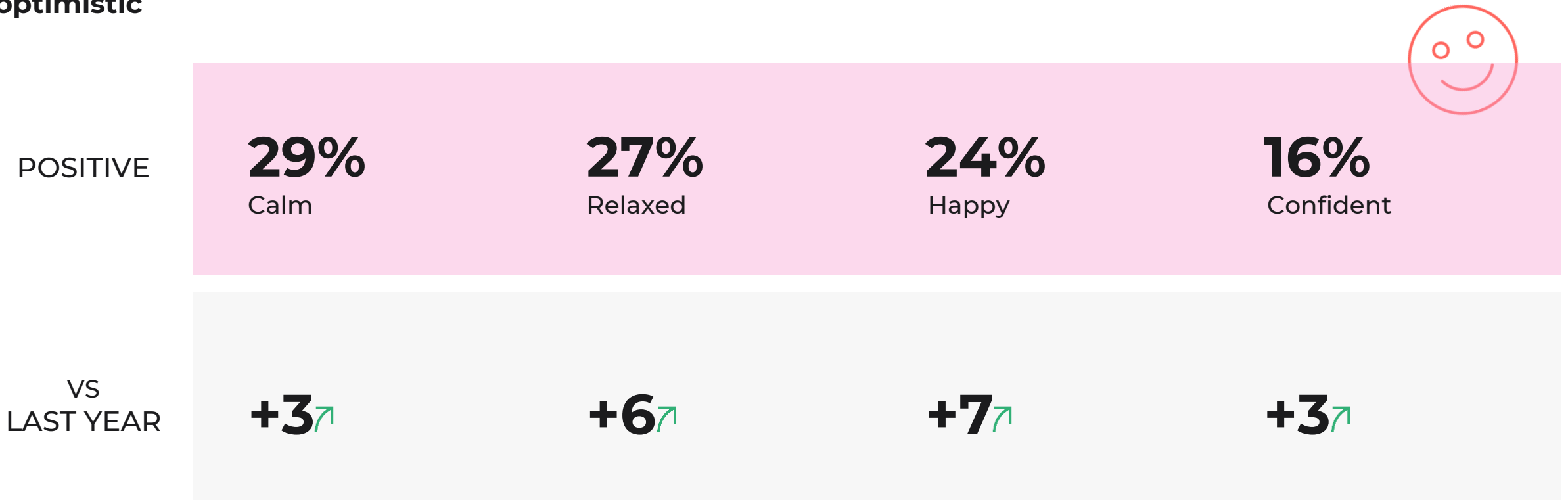
Then 2022 is the year we start **emerging from our restrictions into a world of optimism**, shaped by a period of intense behaviour change.

Today we'll look at 3 post-pandemic **new and evolving realities** as well as highlight the opportunities for Colart.



Optimistic mindset

Compared to last year, the nation is starting to feel more optimistic



Source: Human Understanding Lab, State of the Nation Tracker Dec 2021

3 evolving trends

1

Living to the max

After two years of sporadic restrictions, people really want to live life to the full.

2

Digital experiences

The Metaverse opens the door to an exciting world of experiential for brands.

3

Doing the right thing

It's not enough to make quality products; brands need to make a positive contribution to society too.

1 Living to the max

After two years of sporadic restrictions, people really want to live life to the full.

The power of positivity is here. Having lived too long under various restrictions, people are ready to break out from their confines. This means 2022 is a big opportunity to seek out new and novel experiences in both real and virtual worlds.



48%
of UK adults
are planning on
spending more
on holidays than
before the pandemic



Outdoor swimming
participation has tripled
since 2019



Babbel x HelloFresh
Offering cooking
language lessons

**'People are
looking for
collective
experiences that
offer shared joy'**

Source: Mintel



1 Physical experiences can be powerful for brands

Brains are designed to feel, not think! Sensory experiences appeal to easier brain processing.

10%

sales increase when sensory elements are involved

Source: HUL



4X

more likely to purchase a product you've held

Source: HUL

50%

more emotionally engaged when touching an item

Source: HUL



Procreate x Playgrounds
Partnered for 'Blend', physical and online festival

1 The opportunity for Colart

Previously we talked about:

- What can we **give** people to look forward to?
- How can we **remind** people of the joy creativity can bring?
- Can we **encourage** UGC?
- What have people **missed** from the creative world?

Further opportunities:

- How can we **inspire and enable** some of these exciting new experiences?
- Can we flip the idea of art being an inside & individual activity (especially for lockdown hobbyists!) on its head and **create our own experiences**?
- Could we **partner with other brands** to bring any of this to life?

2

What exactly is the Metaverse?

It's a tricky one to define because it's not fully here yet. But at the same time, parts of it exist and we're already starting to get acquainted with it.



"The metaverse is where your physical persona and your digital persona become a unified reality. What happens in one affects the other and vice versa."

Source: Alexander Fernandez, Streamline Media Group

"The metaverse will exist once everything that we do digitally is completely, seamlessly connected. So, if I buy a yellow T-shirt in Fortnite, I get to wear it on Instagram.. I get to have an AR wearing experience, and they're all completely interconnected."

Source: Kerry Murphy, The Fabricant

"A platform-agnostic digital space. The metaverse is a persistent hub that is user definable. Persistence and user-generated content will be a big part of it."

Source: Keith Stuart, the Guardian



2

What exactly is the Metaverse?



The metaverse is the **next evolution of social connection..**

Source: Meta

76% say their everyday lives and activities depend on tech

Source: Wunderman Thompson

The AR and VR market size in Europe is set to grow to **20.9 billion** by 2025, **7.5x** the size of what it was in 2021

Statista – Jan 2022



Roblox Wants to be thought of as a place to go and enjoy experiences



2 Experience on tap

The Metaverse opens the door to an exciting world of experiential for brands.

Web 3.0 will change how people engage with 'real life', and brand experiences are at the heart of this. Things that were once deemed impossible will be experienced through the power of VR.



"The metaverse — whether it lands in a decentralized, blockchain-based world like Decentraland, or a rigidly controlled Facebookland built by Meta — **is an experiential place**"

Source: pymnts.com



In 2021, O2 and Universal Music UK Launch 'the world's first real-life supervenue' in Fortnite



Samsung just launched its immersive virtual world 837X in blockchain-powered metaverse Decentraland

"The metaverse is well-positioned to **be a strong digital economy for creators from all walks of life**. This is primitive [sic] to a functioning metaverse. We want to make sure creators are ready to share their creativity and capitalize on this emerging opportunity from day one"

Marne Levine – CBO @ Meta

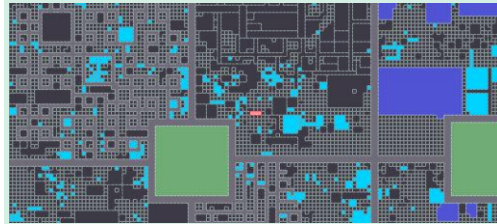


2 Digital ownership

NFTs can be anything digital (art, music, tickets to events, virtual clothes or even virtual land).



Jimmy Fallon owns an ape from the 'Bored Ape Yacht Club'



Decentraland allows you to buy and sell virtual land plots



Stella Artois teamed up with ZEDRUN to create horse-racing avatars and a digital experience



FlyFish Club offers restaurant membership via NFT

2 What exactly are NFTs?

NFT stands for Non-Fungible Token. Which honestly doesn't make its abbreviation any clearer! So here's a breakdown of what a fungible vs. a non-fungible asset is.

Fungible:



Non-Fungible:



2

And how do NFTs work?

Just like with physical art you can buy and put on your wall, NFTs have a kind of digital certificate of ownership to show it's yours. Even though others might be able to save the Jimmy Fallon NFT, the blockchain shows him as the original owner.



"With NFTs, artwork can be "tokenised" to create a digital certificate of ownership that can be bought and sold."

Source: bbc.com



Item Activity				
Filter				
Sales X		Transfers X		Clear All
Event	Price			Date
↔ Transfer		moonpay-eth	039445	3 months ago 🔗
↔ Transfer		collector936	moonpay-eth	3 months ago 🔗
🛒 Sale	46.6	collector936	moonpay-eth	3 months ago 🔗
↔ Transfer		2000DE	collector936	5 months ago 🔗
🛒 Sale	33.5	2000DE	collector936	5 months ago 🔗

2

Why are NFTs controversial?

For the online art community there are those who are taking part in creating and selling NFTs, and those who believe the current downsides are too high to get involved.

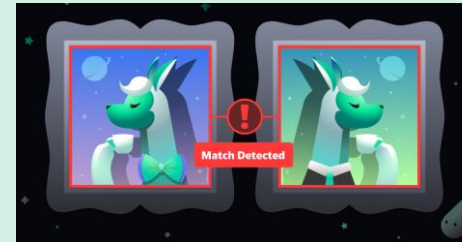


A Cambridge University study suggested that global bitcoin mining consumes **more electricity annually than the entire country of Argentina!**

Source: bbc.com

Melania Trump has denied buying her own NFT after an investigation found that the **winning bid in the auction appeared to come from the project's creators.**

Source: Newsweek



Deviantart created a system to flag if your art appears on an NFT sales platform



*'In light of the critical reception on social media regarding NFTs, it's clear that **now is not the right time for NFTs on ArtStation.**'*

Source: Artstation

The opportunity for Colart



Now is the time to **start to research** into the Metaverse and NFTs.

Ensure your artist community is involved every step of the way – **listen to their needs and address their concerns** (especially when it comes to NFTs!).

Think about **what creators might need to create experiences** for the Metaverse, and how you could help.



3

Doing the right thing

It's not enough to make quality products; brands need to make a positive contribution to society too.

In the wake of global events such as COP26, BLM and Covid, people are more alert than ever to the fragile nature of the world we live in. People are actively choosing brands over others if they make a positive contribution to society.



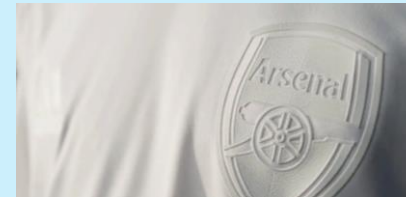
63%
of consumers say
it is 'crucial' for brands
to actively promote
healthy practices

65%
of them want to do
business with companies
who invest
in sustainability

Source: Accenture Interactive



Nike 'Move to Zero'
Clothing and shoe
launches in 2021 to
promote sustainability



Adidas and Arsenal
Powerful anti-knife
crime protest on the
pitch by ditching the red
and wearing all white



3 Communicating in the right way is key

Consumers are rightfully wary of ingenuine marketing. But they can also be nudged into doing good alongside the brand.



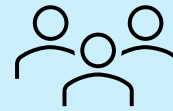
"It's now the norm for companies to communicate their sustainability progress..."

Source: Amfori report

56%

feel too many brands use societal issues as a marketing ploy to sell more of their product.

Source: Accenture, 2018



Social proof

we tend to copy the crowd to get reassurance we're doing the right thing in the right situation.

CASS ART
23 hrs · 🌐

In today's day and age, we are much more aware of harmful substances we are exposed to. Here's our guide of top tips protect yourself, the people around you and of course the environment when painting with oils.

<https://bit.ly/3GPS7pe>

CASSART.CO.UK
Our Guide To Safer Oil Painting for You and the Environment | Cass Art



3 The opportunity for Colart



Previously we talked about:

- Tackling environmental issues
- Tackling societal issues
- Fostering community spirit



Further opportunities:

- How can we **develop our initiatives** now that people are starting to come out into the world again?
- How can we **effectively communicate our initiatives** across channels and show elements of social proof?
- How can we **reward involvement**?

3 trends with big opportunities

1

Living to the max

- How can we **inspire and enable** some of these exciting new experiences?
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Thank you

