

Marketing in the Metaverse

We asked the audience at the AMA Conference 2022 to discuss how they would envisage the Metaverse working in the arts, what the practicalities are, and what the challenges are?

HdK

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The Prompts

Brand awareness
Partnership
Content/Games
Collectibles/NFTs
Affiliate

Marketing

AI

Advertising
Influencer
Community Engagement
Experiential
Tracking and Measurement

The Responses

Run a dance class with the dance leader using a haptic suit

Virtual venue tours

Online shop for show merch, badges, pins

Interaction with audience. Large scale audiences, opportunity for audience development

Sales through NFTs

After school meet up

Rebuild the venue in the metaverse

Providing additional experiences you cannot get anywhere from else

Opening night

Virtual Galleries

Can I buy outdoor ads in Decentraland?

Personalised Member area with “collected” performances, tickets, souvenirs

Virtual gallery tours

Irrelevant in a food insecurity crisis. It widens inequalities

Can we do a curtain raiser at a gig?

Digital performances using a LIDAR scan

Visiting non accessible buildings

Audience development / ambassadors in decentraland

Use display advertising at metaverse spaces and targeted events

Love the idea of a metaverse press night, only concern is how do you get the wine!

To allow geographical reach for venues

Great for discussions of events after shows. Chance to put you in the performers on stage perspective

Buy ad space in the metaverse for key events

I think it will work well for events that are free and help people with access issues get out. But beyond that I think its a fad like 3D cinema

Engagement with schools in the class room prior to live performance

Virtual real-time behind the scenes tours of our museum

It would open up accessibility

Hire out meta goggles for use in large rehearsal spaces for cultural experiences when not in physical use

Virtual venue and backstage theatre tours

Exhibitions for those who cannot travel and also chance to meet the artists

Encouraging fans of our pantomime to join us on the stage as part of the ensemble in a special performance

More reach to customers and ticket bookers!

Sneak-peaks at set and costumes during show get-ins to peak audience curiosity in shows

Advertising gallery in other metaverse spaces

School students playing along side players of an orchestra

Use metaverse influencers to attract target audience to branded events

Show posters in a 3D venue

Fundraising? NFTs instead of sponsoring a seat in a theatre

Live or pre-recorded concerts, NFTs of music bites and artworks

Sharing our exhibitions with artists who have difficulty leaving the home

Metaverse brand experience in venues

Attend a live performance and socialise with friends from different locations

Think of the children

Becomes a part of your tour, so a metaverse performance is one of the dates

Meet the artist / player

Branded merchandise!

Hand in hand live and metaverse events. Work with ways to merge tech and real life to provide a rounded experience with wide appeal

Build a strong venue brand by consistently producing quality within a niche

Development push? Purchase a virtual seat for sponsorship at a venue

Volatility of platforms and sustainability of those platforms to satisfy the risk register required for public funding

Highly targeted data driven marketing (for better or worse!)

Metaverse Roundtable

Hans de Kretser

Jannick Moth

Tugay Topju

Miles Dorsey

Peter Klip

Research and Administration

Meg Edwards

Victoria Knights

Raf Malanga

Alexandra McDermott Brown

Kate McInnes

Olivia Ward

Danny Skahill

Phoebe Cleghorn

The logo consists of a white circle centered on a dark blue background. Inside the circle, the letters 'HdK' are written in a bold, dark blue, sans-serif font. The 'H' and 'K' are uppercase, while the 'd' is lowercase.

HdK