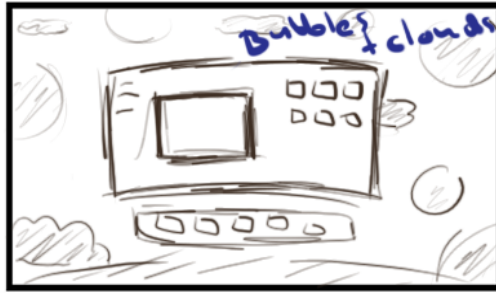
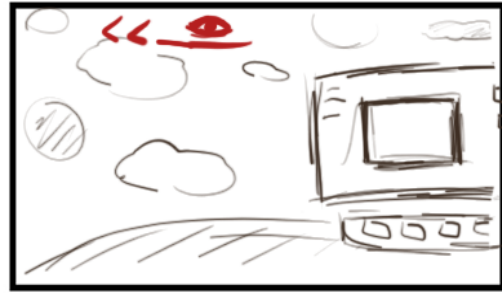


"From the dawn of advertising, we have made a recurring mistake: whenever a platform rolls around, we gather up our known tools and try to implement the techniques we know and are familiar with in a new environment.. Oftentimes, this does not go over well."



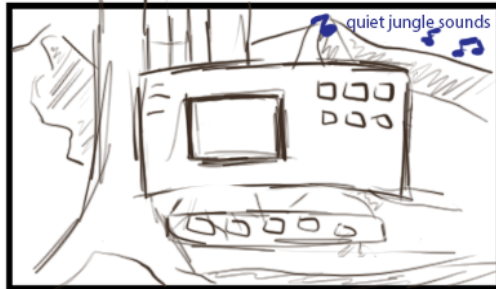
"Welcome to the Oculus Quest home page. In the near future, users will be able to use this home menu to navigate anywhere within the Metaverse with the click of their fingers."



"Right now, it is rather empty." "A blank canvas, one could say."



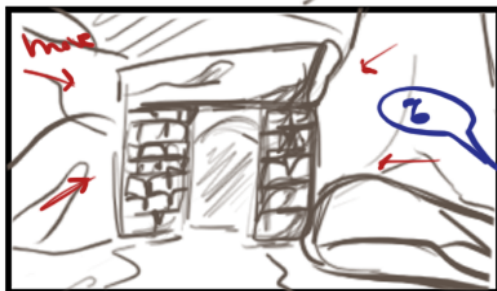
"We are of the belief that this place is the adspace of the future. .. But our traditional advertisements such as banners will find little purchase here - they are invasive and aggravating, and have to compete with virtual worlds for the user's attention."



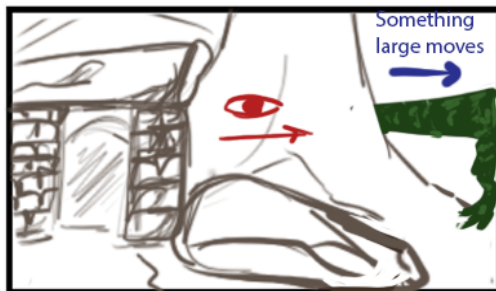
"Instead, we should aim to integrate with the user's environment - a takeover advertisement, you could say."



"Placing the user in a mesmerizing environment such as a fantastical city.."



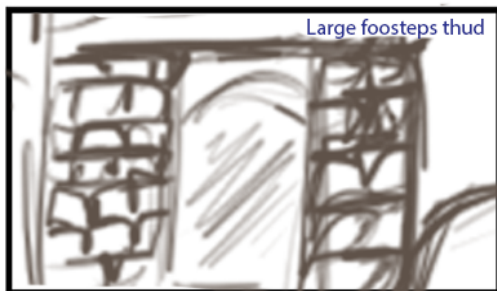
"..or placing them in a location they could otherwise never visit, brings both customers and clients value."



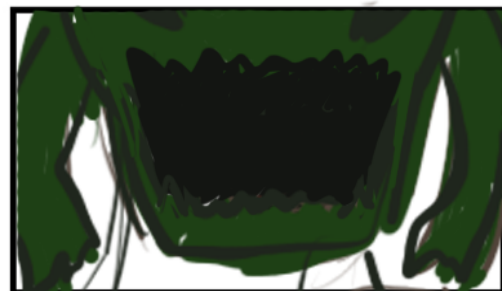
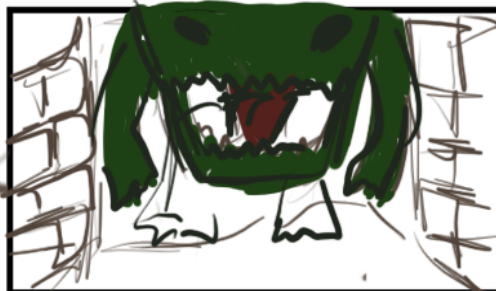
"We claim this as engaging multiple senses at once, increases the rate at which users retain the brand,"



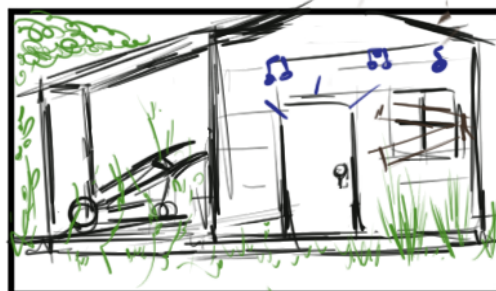
"When users spend more time with an experience, we are able to produce a high value lead based on the user's engagement time with the branded experience."



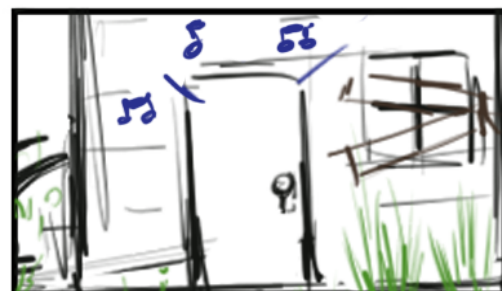
"This increased retention of the brand is what leads to claim that retargeting these users later down the line is likely to produce better results."

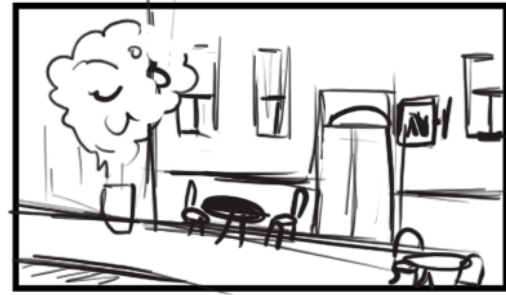
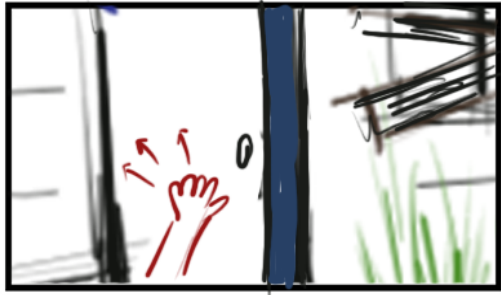


"So whether we are advertising an upcoming movie by placing the user in a teaser scene.."

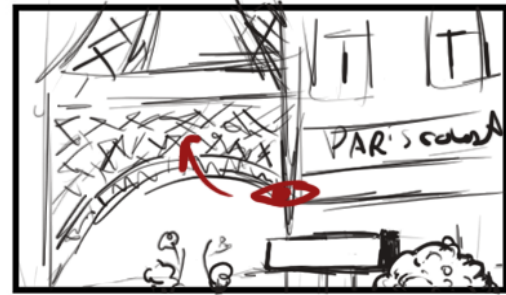


"Or set up a mysterious scene with easter eggs.."





...or place users in their favourite vacation destinations.



With this form of takeover advertisement, users can become a part of an experience and engage with our client's content in their own way, creating a personalised story.



Are you ready to begin advertising in the Metaverse?

