

**BRIGHT IDEAS,
BRILLIANT CONNECTIONS**

APARTMENTALIZE

Powered by NAA



SUCCESS
in a
NEW LIGHT

APARTMENTALIZE

Powered by NAA

JUNE 22-24 | *San Diego*

Marketing in the Metaverse — NFTs, Crypto-friendly Campaigns, and Virtual Reality

Christy McFerren, Lindsay Brown, and Lauren Goodman | June 24, 2022

Meet The Experts



Christy McFerren

President,
Catalyst



Lindsay Brown

Senior Vice President of
Leasing & Marketing,
Campus Advantage



Lauren Goodman

Creative Director,
Catalyst

THE METAVERSE AND NFTs: DEFINED

Poll Question #1

Do you have a good understanding of what the metaverse is?

1. Yes, I'd consider myself an expert
2. A little — I know the basics!
3. No, not at all
4. Sorry, the meta-what?

The Metaverse: Defined



WEB

WHAT IS THE METAVERSE, AND DO I HAVE TO CARE?

One part definition, one part aspiration, one part hype

By [Adi Robertson](#) and [Jay Peters](#) | Oct 4, 2021, 8:40am EDT

In recent months you may have heard about something called the metaverse. Maybe you've read that the metaverse is going to replace the internet. Maybe we're all supposed to live there. Maybe Facebook (or Epic, or *Roblox*, or dozens of smaller companies) is trying to take it over. And maybe it's got [something to do with NFTs](#)?

The Metaverse: Defined

Forbes

How would you define the metaverse? Is it one metaverse? Is it multiple metaverses? Is the term metaverse the term we should use? Is the metaverse here, or is it being created? So many questions arise when one is asked to define the term metaverse. Defining the term in 2021 is not a simple task.



The Metaverse: Defined



met·a·verse

/ˈmedəˌvɜrs/

noun **COMPUTING**

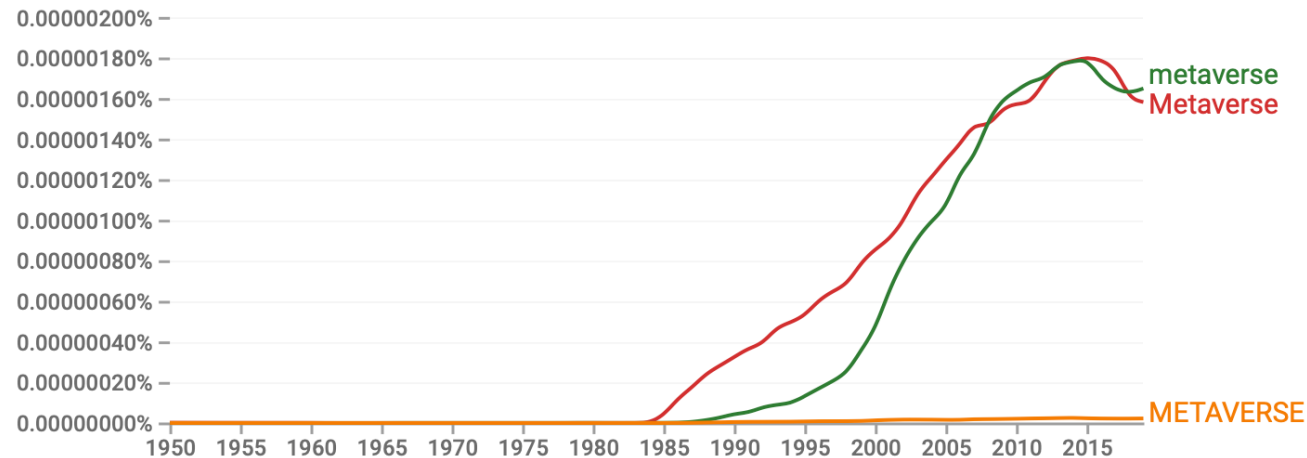
a virtual-reality space in which users can interact with a computer-generated environment and other users.

1950 - 2019 ▾

English (2019) ▾

Case-Insensitive

Smoothing of 7 ▾



(click on line/label for focus, right click to expand/contract wildcards)



The Metaverse: Defined

Metaverse

From Wikipedia, the free encyclopedia

For other uses, see [Metaverse \(disambiguation\)](#).

A **metaverse** is a network of 3D [virtual worlds](#) focused on social connection.^{[1][2][3]} In [futurism](#) and [science fiction](#), it is often described as a hypothetical iteration of the [Internet](#) as a single, universal [virtual world](#) that is facilitated by the use of [virtual](#) and [augmented reality](#) headsets.^{[4][1]}

The term "metaverse" has its origins in the 1992 science fiction novel *[Snow Crash](#)* as a [portmanteau](#) of "[meta](#)" and "[universe](#)."



The Metaverse: Defined



What Is the Metaverse?

The metaverse is a digital reality that combines aspects of social media, online gaming, [augmented reality \(AR\)](#), virtual reality (VR), and cryptocurrencies to allow users to interact virtually. Augmented reality overlays visual elements, sound, and other sensory input onto real-world settings to enhance the user experience. ^[1] In contrast, virtual reality is entirely virtual and enhances fictional realities. ^[2]



The Metaverse: Defined

WIRED

TO HEAR TECH CEOs like Mark Zuckerberg or Satya Nadella talk about it, the metaverse is the future of the internet. Or it's a video game. Or maybe it's a deeply uncomfortable, worse version of Zoom? It's hard to say.

To a certain extent, talking about what “the metaverse” means is a bit like having a discussion about what “the internet” means in the 1970s. The building blocks of a new form of communication were in the process of being built, but no one could really know what the reality would look like. So while it was true, at the time, that “the internet” was coming, not every idea of what that would look like is true.

Mentally replace the phrase “the metaverse” in a sentence with “cyberspace.” Ninety percent of the time, the meaning won't substantially change.



Poll Question #2

What does the acronym NFTs stand for?

1. Net Future Tokens
2. Net Fungible Tokens
3. Non-Fungible Tokens
4. Ninety-Five Tacos

NFTs: Defined

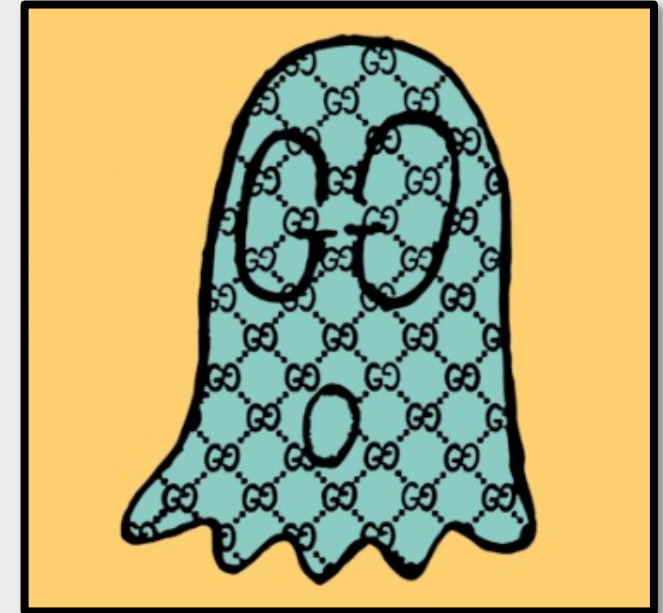
THE VERGE

WHAT IS AN NFT? WHAT DOES NFT STAND FOR?

Non-fungible token.

How do NFTs work?

At a very high level, most NFTs are part of the Ethereum blockchain. Ethereum is a cryptocurrency, like bitcoin or dogecoin, but its blockchain also supports these NFTs, which store extra information that makes them work differently from, say, an ETH coin. It is worth noting that other blockchains can implement their own versions of NFTs. ([Some already have.](#))



This last sold for \$3,600, but the current owner is asking for \$16,300.

NFTs: Defined

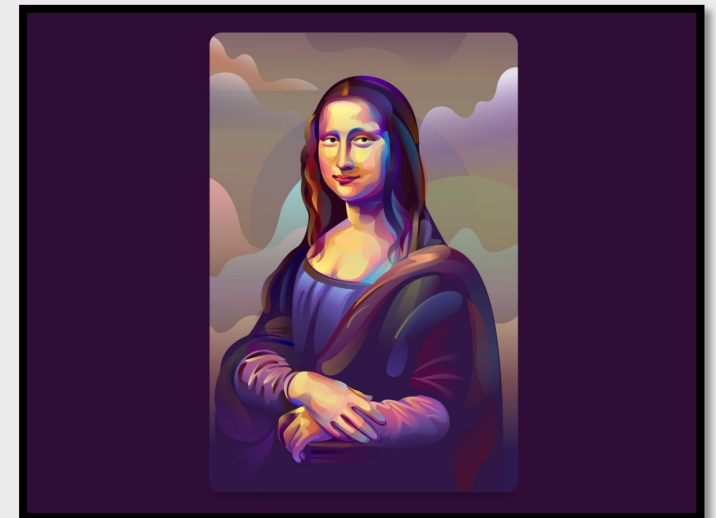
“NFTs tap into a buyer's desire to collect—something that was previously unavailable (or unverifiable) for digital assets.

If it helps, you can think of NFTs as like the certificate of authenticity you might get if you bought an expensive sculpture. The sculpture could be copied or forged — or someone could break into your house and steal it — but because you have the certificate of authenticity, you can prove that you are the owner of the original.

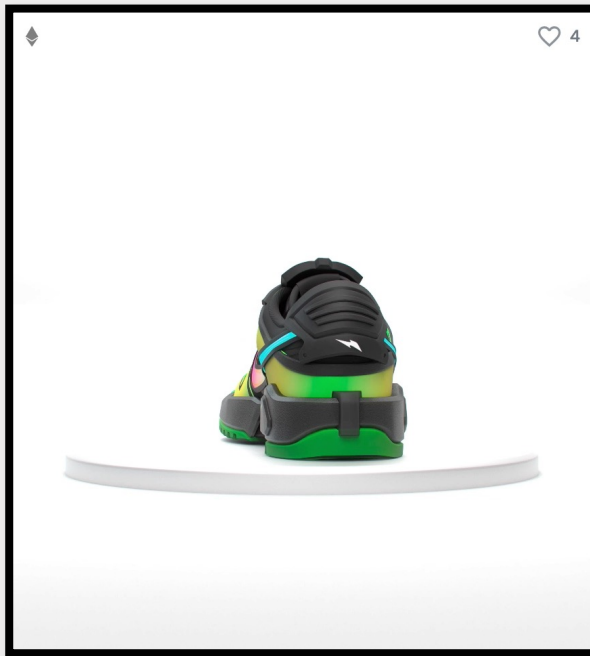
Sorry, I was busy right-clicking on that Beeple video and downloading the same file the person paid millions of dollars for.

Wow, rude. But yeah, that's where it gets a bit awkward. You can copy a digital file as many times as you want, including the art that's included with an NFT.

But NFTs are designed to give you something that can't be copied: ownership of the work (though the artist can still retain the copyright and reproduction rights, just like with physical artwork). To put it in terms of physical art collecting: anyone can buy a Monet print. But only one person can own the original.



NFTs: Defined



MONEYWATCH >

Nike's new NFT sneakers selling for more than \$100,000



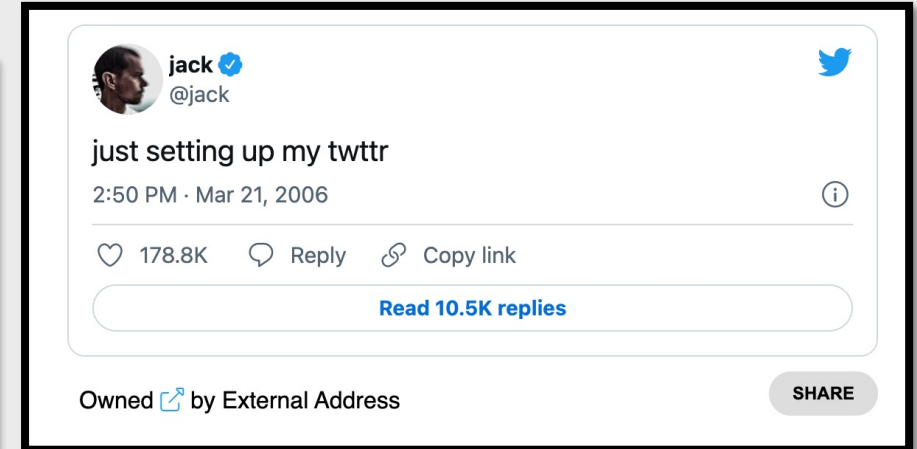
Kings of Leon Will Be the First Band to Release an Album as an NFT

NFT Yourself Album



LAST SOLD PRICE
FREE

Sold Out



Sold to @sinaEstavi for \$2,915,835.47 (1630.5826)

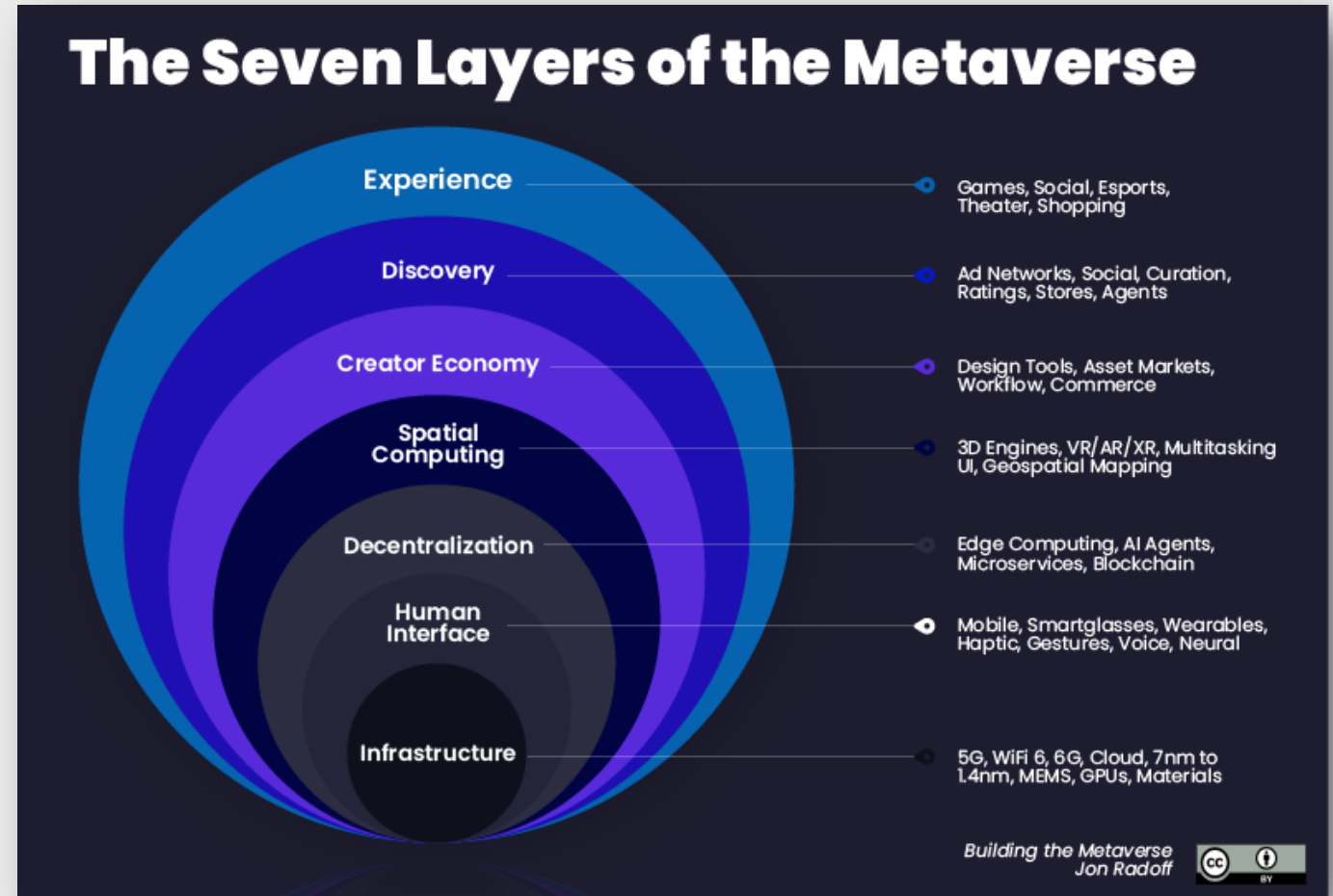
MAR. 22 2021

THE METAVERSE IS ALREADY HERE.

(AND YOU KNOW MORE THAN YOU THINK YOU DO)

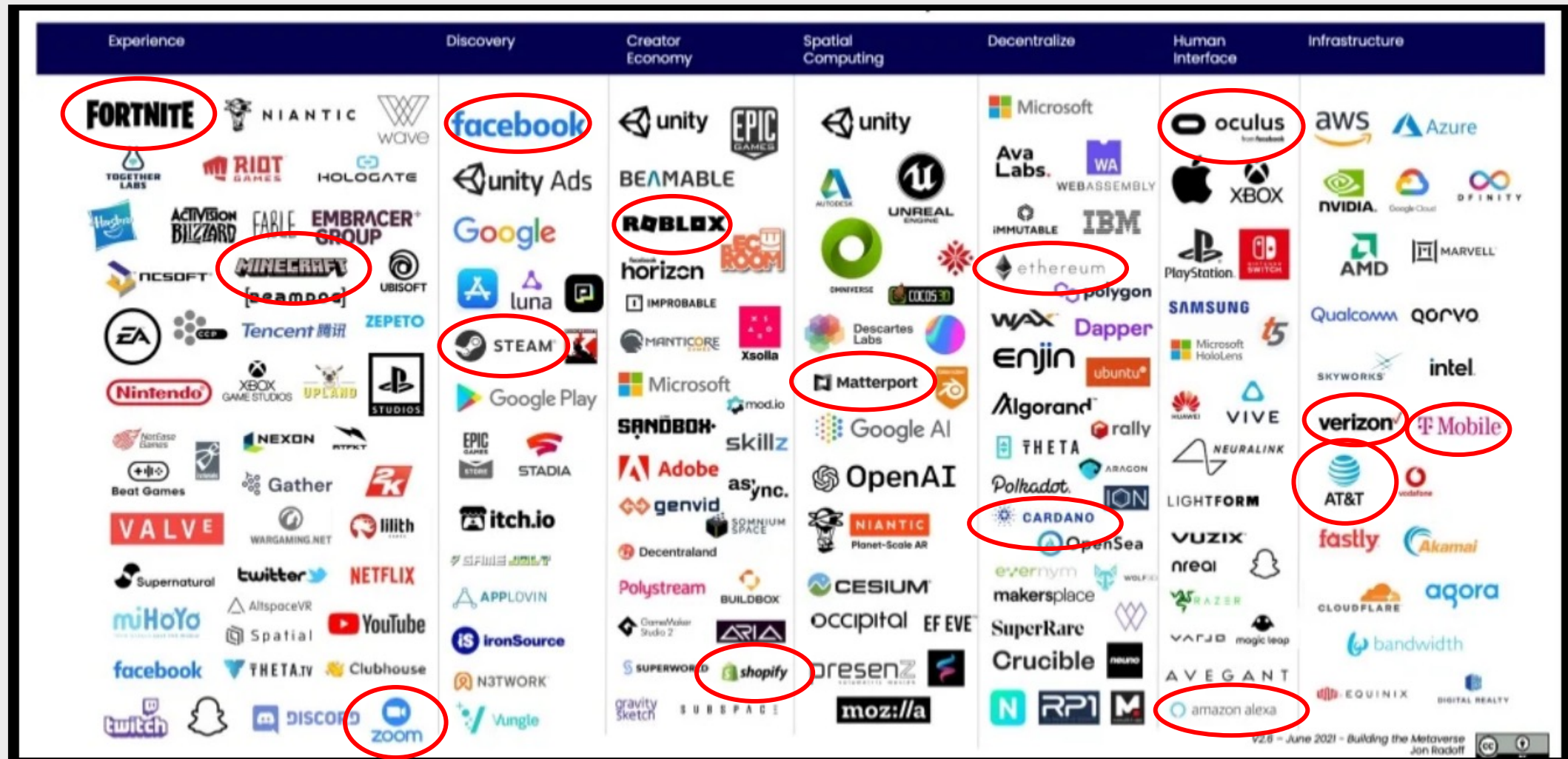
Technology Has Caught Up to Our Imagination.

1. Infrastructure
2. Human Interface
3. Decentralization
4. Spatial Computing
5. Creator Economy
6. Discovery
7. Experience



SUCCESS in a NEW LIGHT

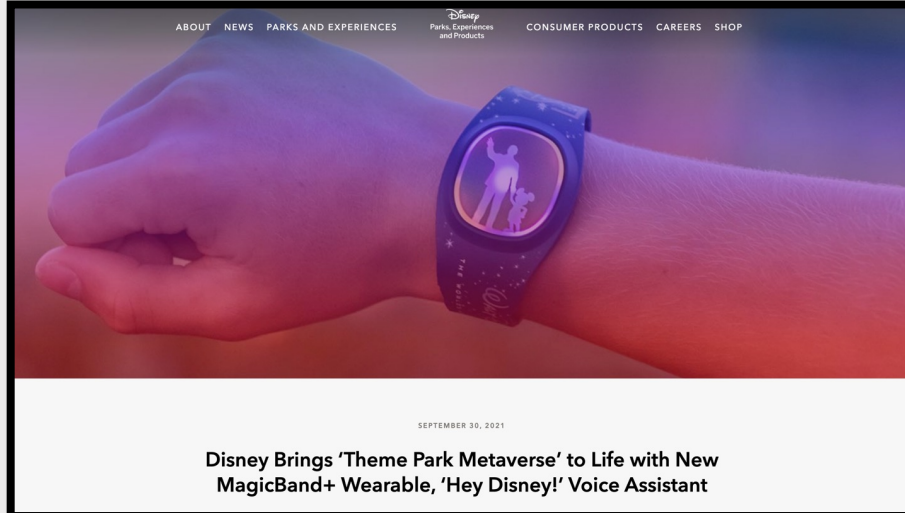
JUNE 22-24
SAN DIEGO



APARTMENTALIZE

Powered by NAA

The Metaverse is Making Headlines



A Virtual Gucci Bag Sold For More Money on Roblox Than The Actual Bag

The in-game accessory sold for approximately \$4,115 USD.



JUST IN | NFT

An estate in virtual world Decentraland just sold for nearly a million dollars

Coca-Cola NFT Auction on OpensSea Fetches More than \$575,000

Coca-Cola's first-ever NFTs sold as a single asset with proceeds benefiting Special Olympics International

4 MIN READ | 08/05/2021



AR/VR

Jose Cuervo's Metaverse Distillery Will Open This Summer

The Metaverse is Making Headlines



Microsoft

Microsoft's Mesh for Teams brings mixed reality to work


GAMING ENTERTAINMENT TECH

Lil Nas X's Roblox concert was attended 33 million times

It's up there with Fortnite's Travis Scott performance

By Jacob Kastrenakes | @jake_k | Nov 16, 2020, 5:29pm EST

f t SHARE




SUPER BOWL 2022 TICKETS WILL COME WITH SOUVENIR NFTS FROM THE NFL

Fans who attend the game will receive a token unique to their section, row and seat

By [Ava Hilken](#), Published on February 02, 2022.

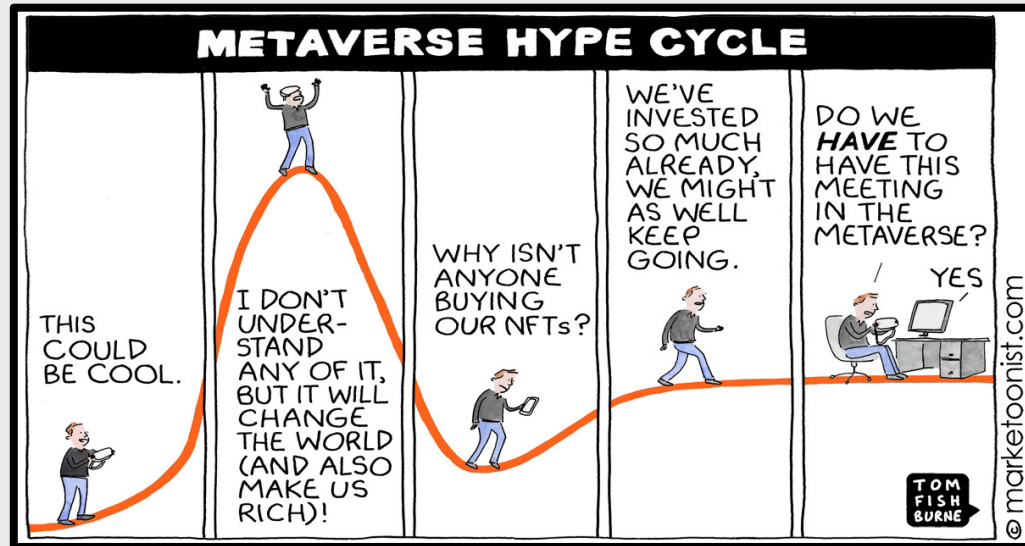


Nike Creates NIKELAND on Roblox

The Hype (Cycle) is Real

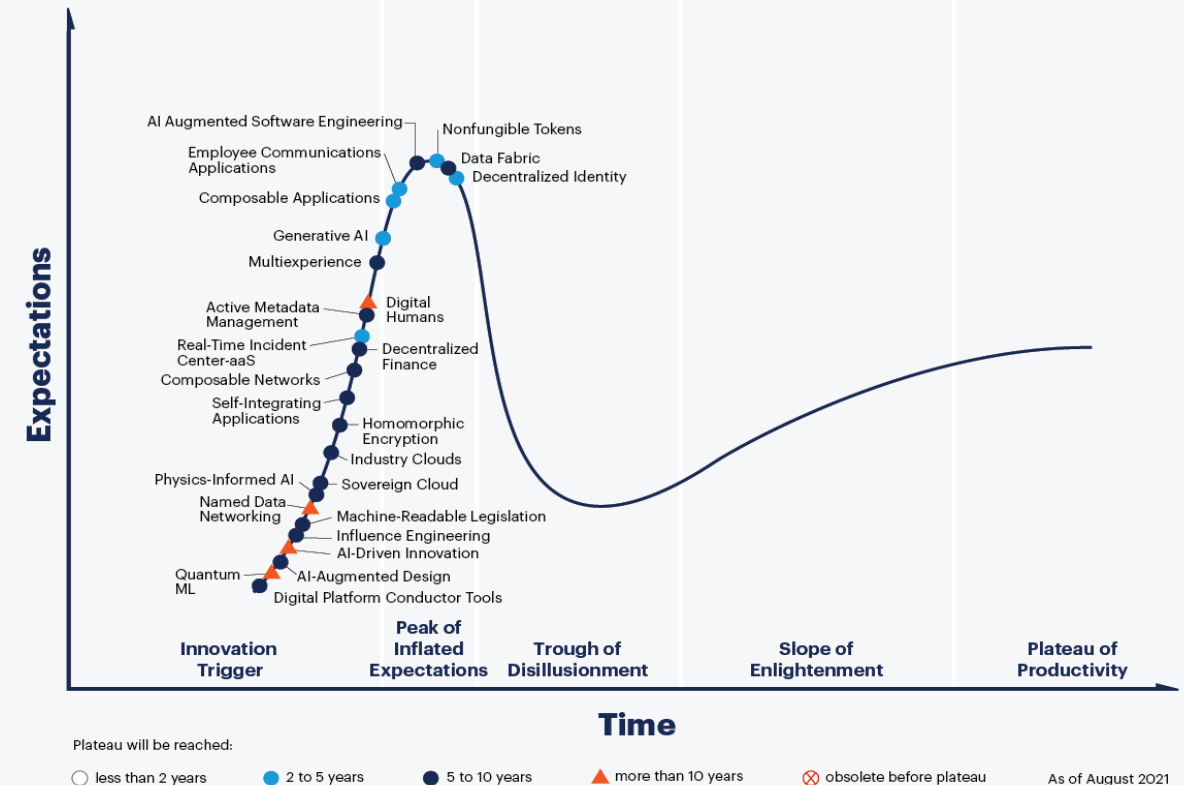


Like the Oscars for
emerging tech!



NFT craze is a strong case study in three behavioral psychology concepts: Scarcity, Social Proof, and Signaling.

Hype Cycle for Emerging Technologies, 2021



gartner.com

Source: Gartner
© 2021 Gartner, Inc. and/or its affiliates. All rights reserved. Gartner and Hype Cycle are registered trademarks of Gartner, Inc. and its affiliates in the U.S., 1448000

Gartner

THE IMPACT ON APARTMENT MARKETING

ADOPTION DEMOGRAPHICS AND PRACTICAL OPPORTUNITIES

Why Should Apartment Marketers Care About the Metaverse?

1. Decentralized social media platforms; power shakeups and new entrants
2. New approach to entertainment and the entertainment industry creating new opportunities for events and campaigns
3. New approach to operations and how we conduct business, additional revenue streams
4. New opportunities for doing good, ESG, corporate social responsibility
5. Allows you to engage with your residents in new and evolved formats
6. Opportunity to define and position your brand in new ways

Why Should Apartment Marketers Care About the Metaverse?

1. Brand presence and experiences
2. New opportunities for virtual/online lead generation
3. Brand loyalty programs leading to renewals



Strengths of Incorporating New Technology

72%

of Millennials prefer
spending money on
experiences over things,
and increasing with Gen Z

91%

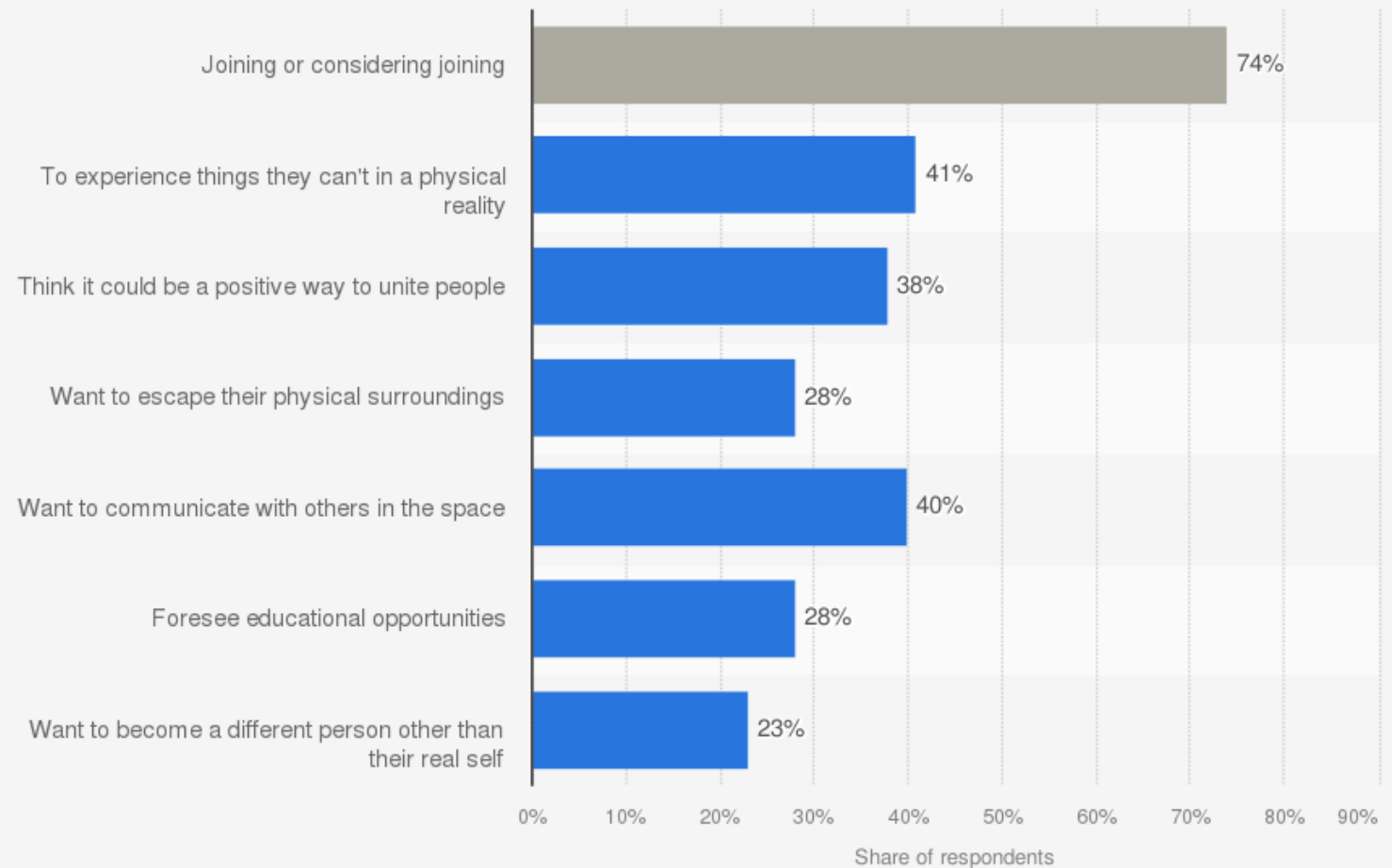
had more positive feelings
about brands after
attending an experience

85%

indicated that they would
likely purchase after
participating in events
and experiences

Metaverse Adoption by Demographic

Share of adults in the United States joining or considering joining the metaverse for various reasons as of December 2021



Metaverse Adoption by Demographic

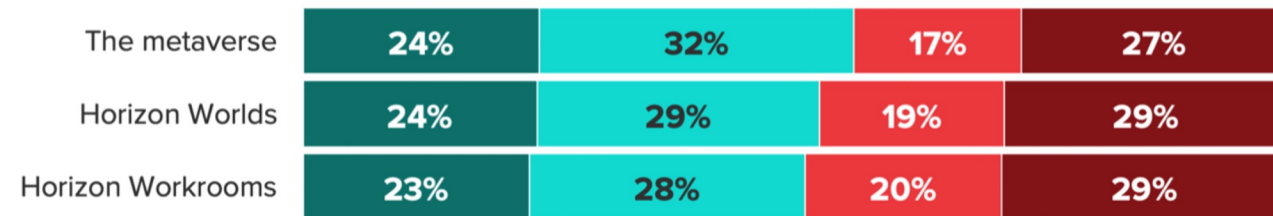
At Least Half of Millennials, Gen Z Adults Say They're Interested in the Metaverse

Gen Zers are less interested in Horizon Workrooms

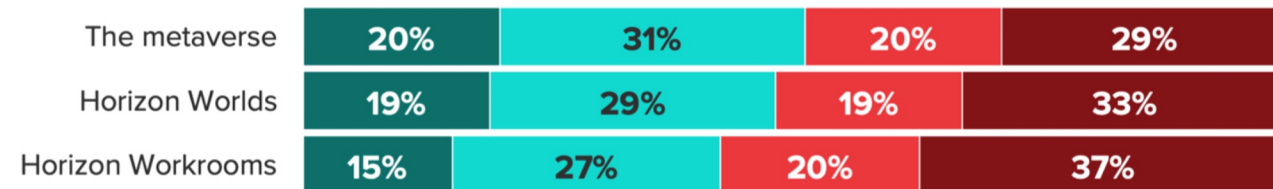
Respondents were asked how interested they are in the following:

Among millennials

■ Very interested ■ Somewhat interested ■ Not very interested ■ Not interested at all



Among Gen Zers



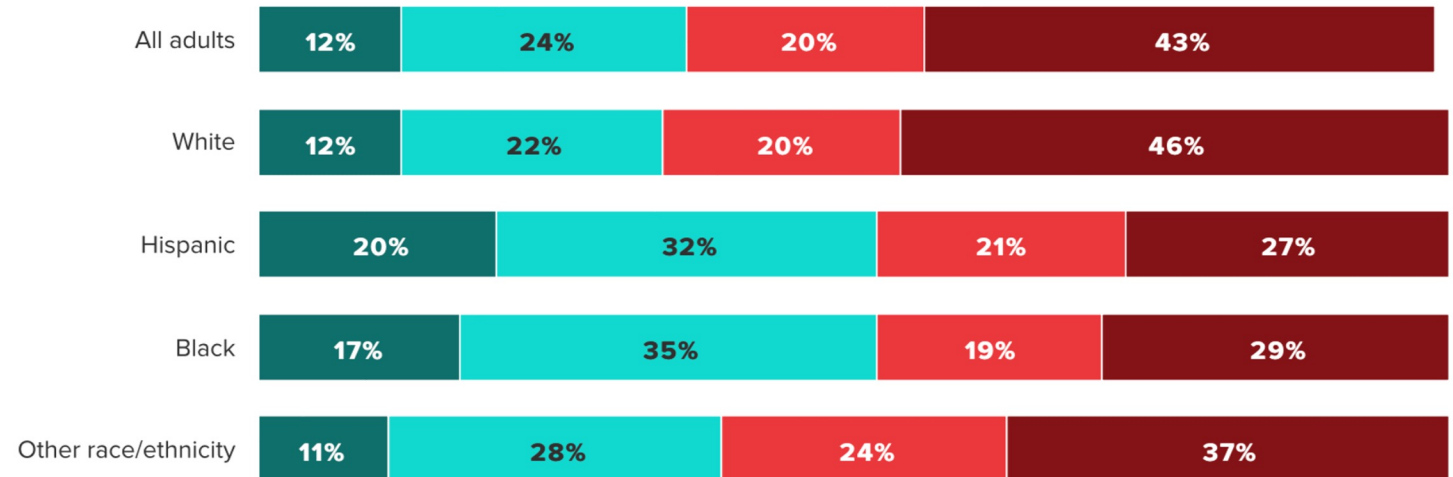
Metaverse Adoption by Demographic

About Half of Hispanic, Black Adults Interested in Entering Metaverse

Just over 1 in 3 white people expressed the same sentiment

Respondents were asked how interested they are in using the metaverse

Very interested Somewhat interested Not that interested Not interested at all



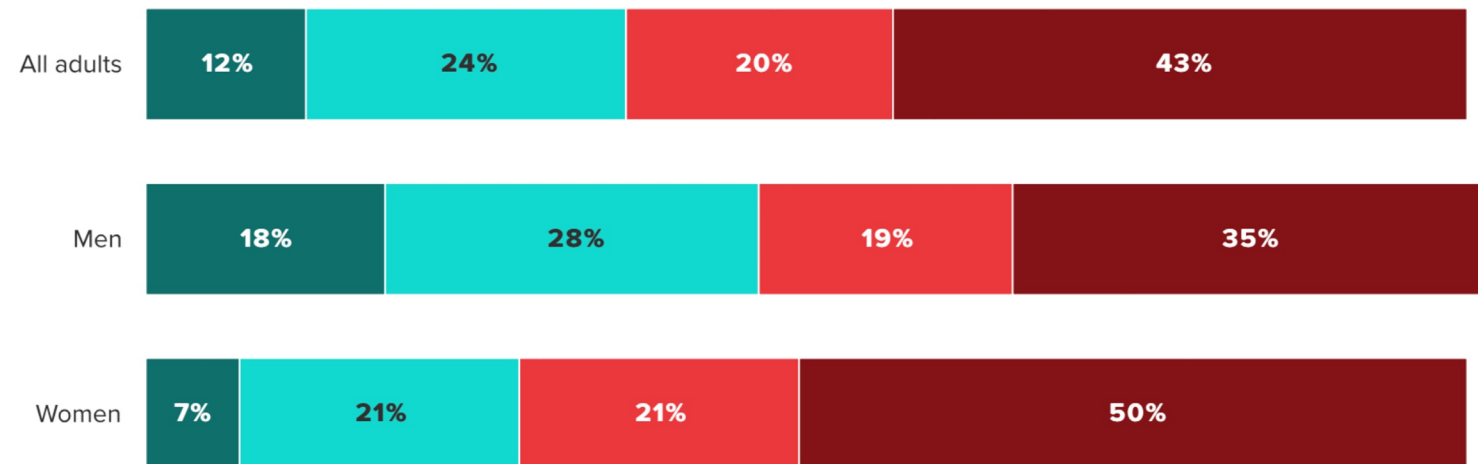
Metaverse Adoption by Demographic

Men Are More Interested in the Metaverse Than Women

Nearly half of men said they were interested, compared to roughly 3 in 10 women

Respondents were asked how interested they are in using the metaverse

Very interested Somewhat interested Not that interested Not interested at all



MORNING CONSULT*

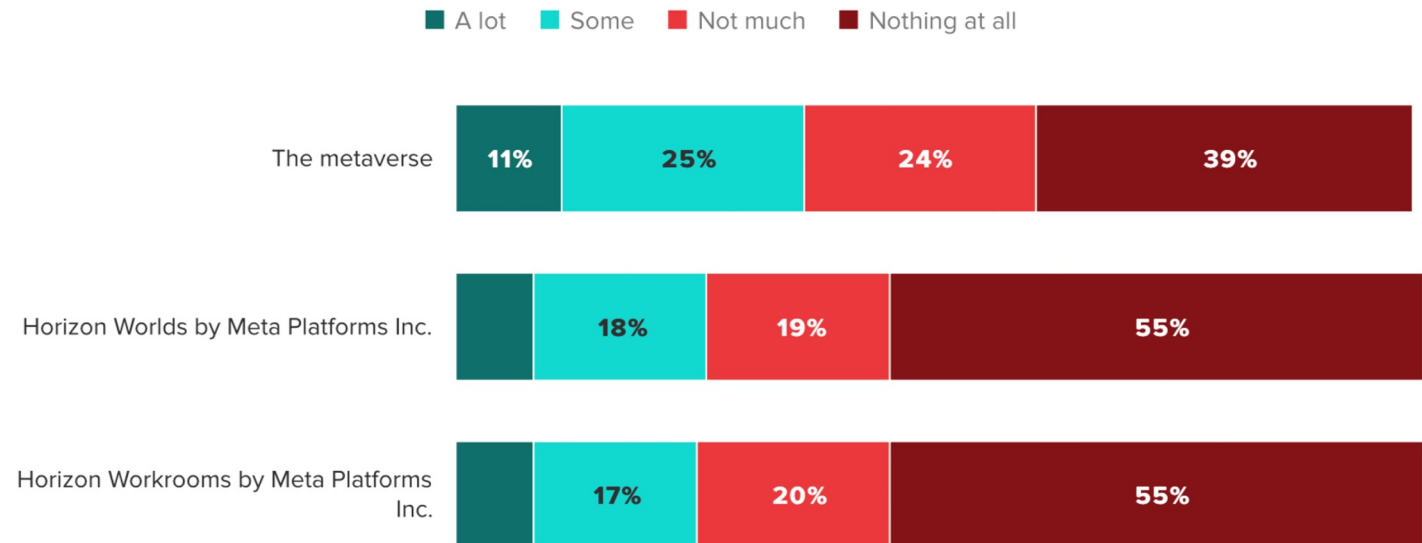
Survey conducted March 3-5, 2022, among a representative sample of 4,420 U.S. adults, with an unweighted margin of error of +/-1 percentage point. Figures may not add up to 100% due to rounding.

Metaverse Adoption by Demographic

2 in 5 Adults Have Heard 'Nothing at All' About the Metaverse

And another quarter say they haven't heard much, despite publicity and funding push from Facebook parent Meta Platforms Inc.

Respondents were asked how much they have seen, read or heard about the following:



NFT Adoption by Demographic

Age

Civicscience conducted a survey in April 2021 to learn how familiar the US population was with NFTs. The majority of people interested in NFTs (14%) are between the ages of 18 and 24. Followed by 25 - 34 year olds where 8% of respondents are interested in NFTs.

Gender

Data from **Statistica** shows that among the age group with the largest interest (18 - 34) men and women own NFTs fairly equally, with 24% men and 21% women.

It would be unwise to discount women in this market. The false conclusion that NFT is a male market happens when you include buyers 35+; who have less than 3% interest in buying an NFT.

NFT Adoption by Demographic

Income

Income gets interesting. The same **civicscience** survey shows those earning less than \$25,000 (lower-income) investing in NFTs equal to those making more than \$150,000 annually (upper-income.) Both of these demographics said they have invested in non-fungible tokens.

Middle income (\$25,000 - \$150,000) respondents were the least interested with up to 94% not interested in non-fungible tokens at all.

So, what does this tell us about NFT buyer demographics?

Recent survey data and Google trends indicate that a young, tech-savvy audience with disposable income dominate the NFT buyer market.

Opportunity Examples

- **Airdrop NFTs for attending events at your property and bringing a friend**, later make those NFT's **redeemable for a discount** on lease renewal or new leases
- Build a **virtual version of your community in Decentraland** (abstract or realism!), host an event, and offer a drawing for anyone who visited to win a free month of rent (or other concession) in real life.
- Alternatively, take residents on a **virtual tour path** using a **custom leasing agent avatar**
- Offer NFTs for residents who sign up for ancillary **income services** like renter's insurance, guarantor services, or others; allow those to **accrue in value you deliver back to your residents**, such as a loyalty program
- Offer NFTs of specific floor plans to **commemorate the first year of a new development**, as a way to celebrate their time living there. This can also apply to legacy properties that are passed down.

CAMPAIGN CASE STUDIES

2021 CYBER MONDAY & GIVING TUESDAY: CRYPTOCURRENCY

Poll Question #3

Have you ever incorporated a metaverse strategy into your marketing?

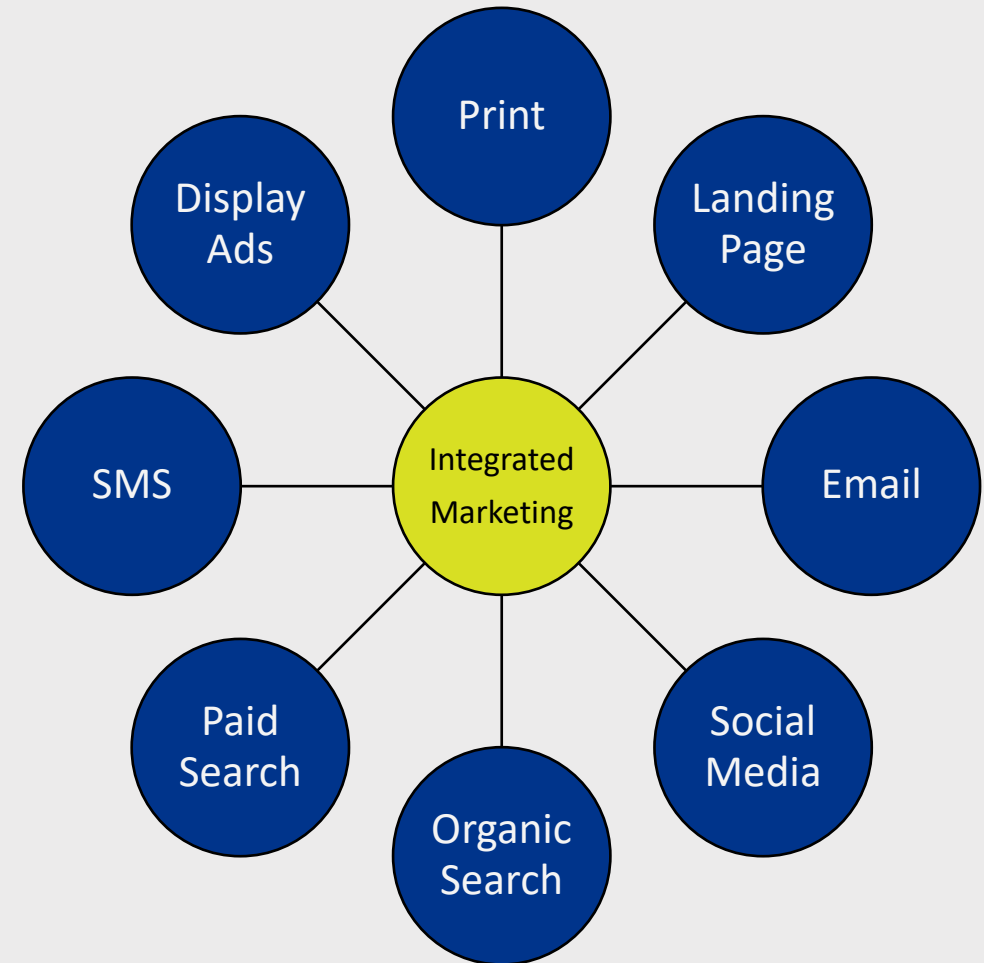
1. Yes
2. No

Preface: Our Integrated Marketing Approach

By combining multiple communications channels (content, email, display ads, social media, etc.) we can promote a consistent message to a specific audience in a short amount of time.

Our approach provides the most:

- Reach
- Frequency
- Consistency
- Savings



Campus Advantage 2021 Cyber Monday Campaign

Objectives:

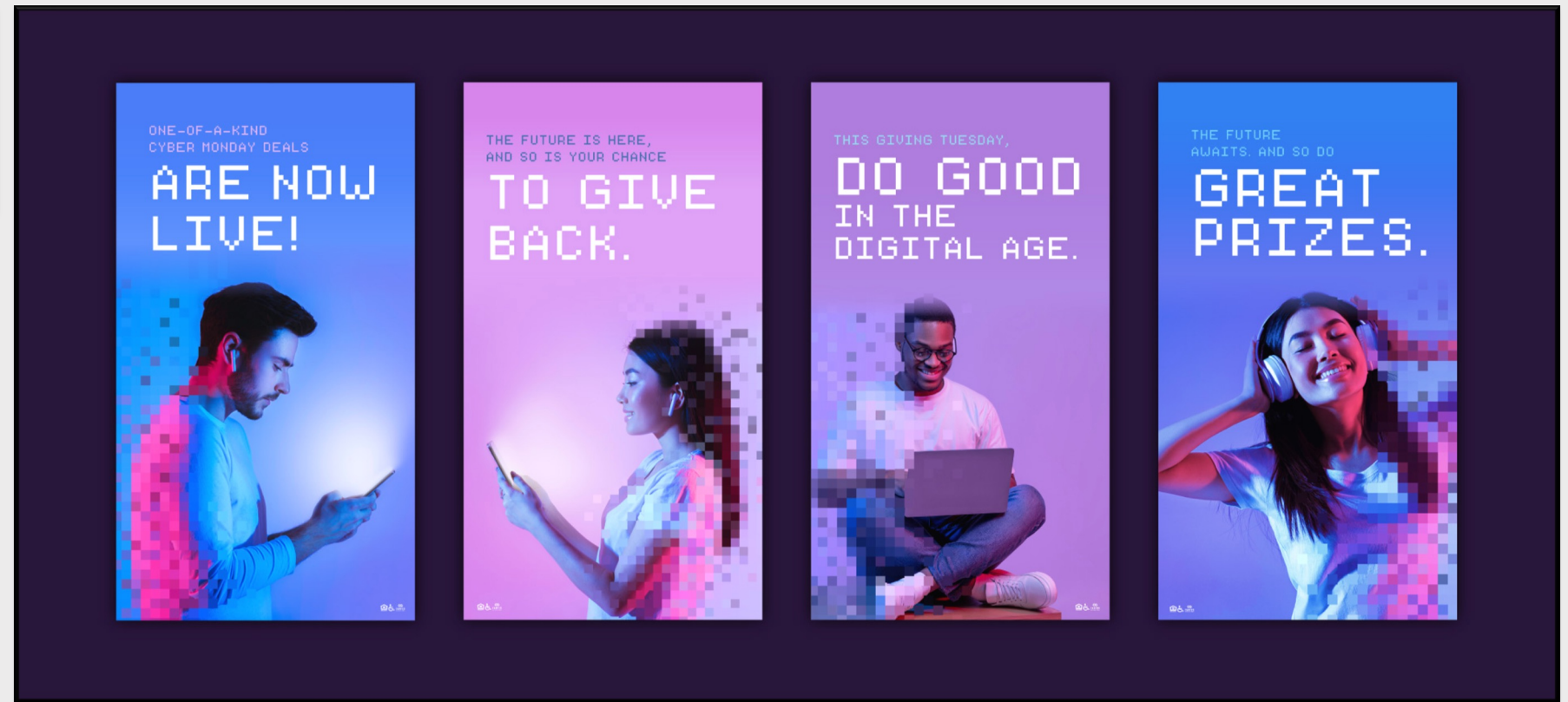
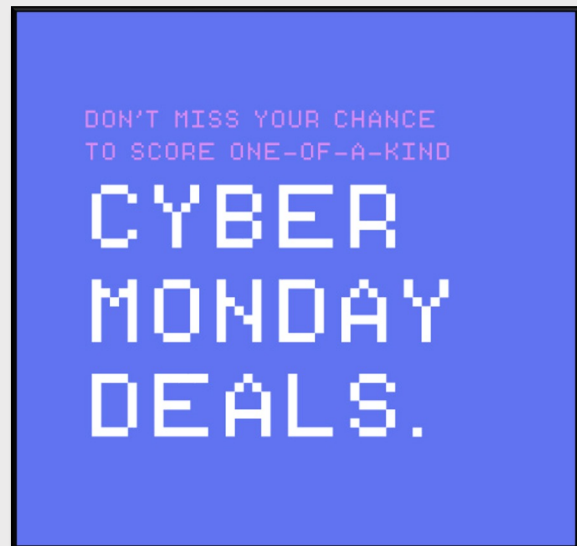
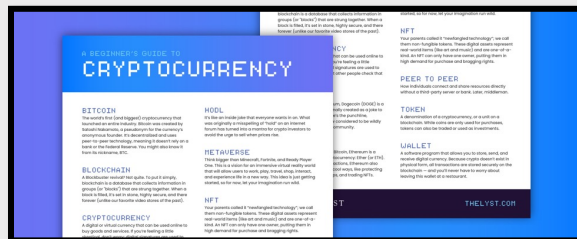
- Drive qualified new lease and renewal leads
- Build brand recognition for Campus Advantage
- Educate the target audience
- Innovate

Strategy:

- Use of CA slogan “The Future Lives Here”
- Capitalized on the season and the buzz around crypto & metaverse to drive traffic and interest
- Leveraged “Cyber” aspect of Cyber Monday to integrate cryptocurrency & the metaverse
- Created Metaverse Dictionary to add educational element to campaign
- Incorporate CA values through Giving Tuesday



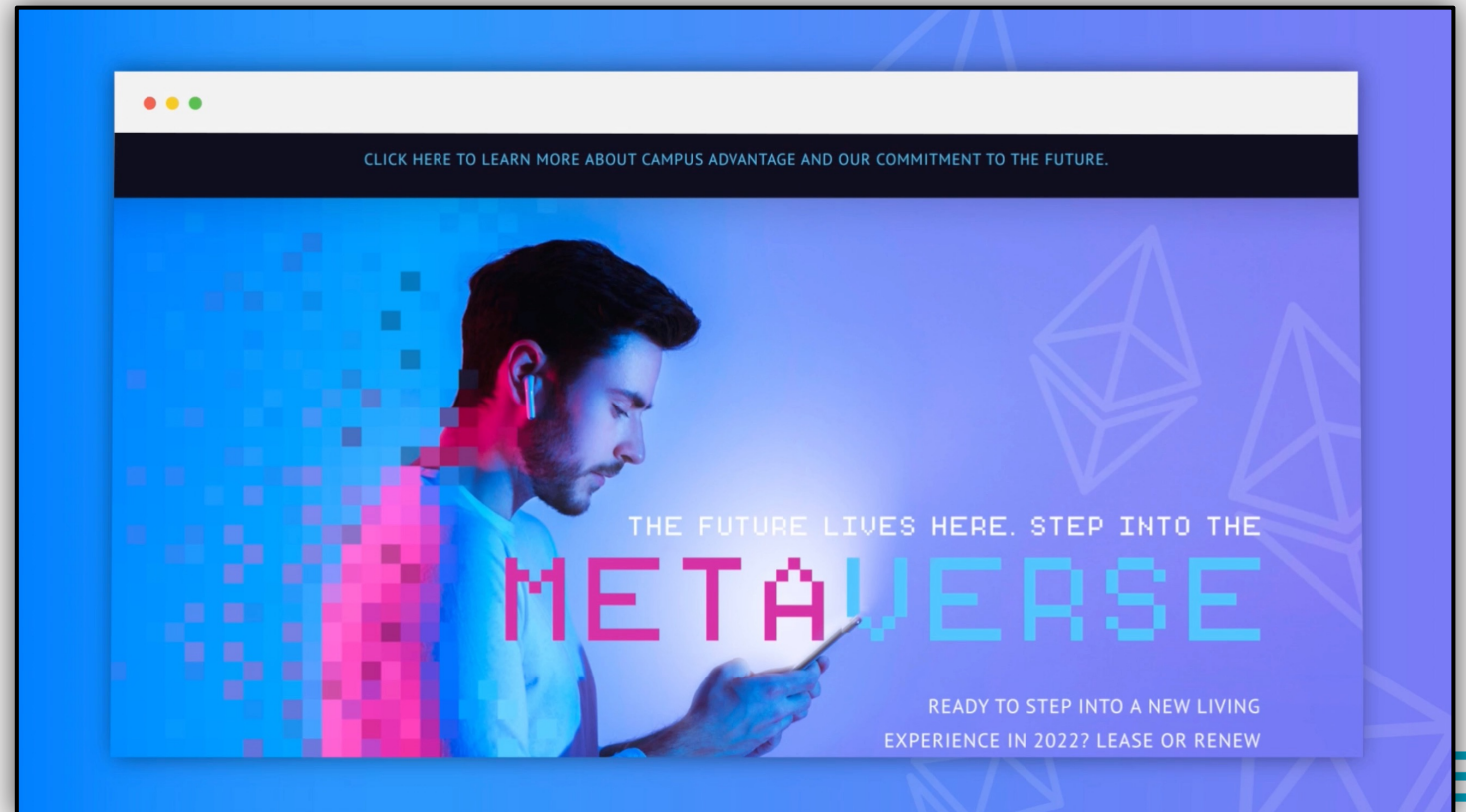
Campus Advantage 2021 Cyber Monday Campaign



Campus Advantage 2021 Cyber Monday Campaign

Tactics:

- Landing page
- E-blasts
- 15 sec. promo video
- Paid social ads
- Paid display ads
- Customizable flyer
- Social sharables
- Crypto dictionary



Campus Advantage 2021 Cyber Monday Campaign

Prizes:

- 1st Prize: \$1,000 in Bitcoin or Ethereum
- 2nd Prize: Oculus Quest 2 or Dyson Air Purifier
- 3rd Prize: Student Success Box



\$1,000 IN
BITCOIN OR
ETHEREUM



OCCULUS
QUEST 2 VR
HEADSET



DYSON
AIR
PURIFIER



STUDENT
SUCCESS
BOX

Campus Advantage 2021 Giving Tuesday Campaign

Giving Tuesday Elements:

- Matched \$2 in cryptocurrency for every lease signed
- New and renewal split the match and donated to charity of their choice
The Giving Block



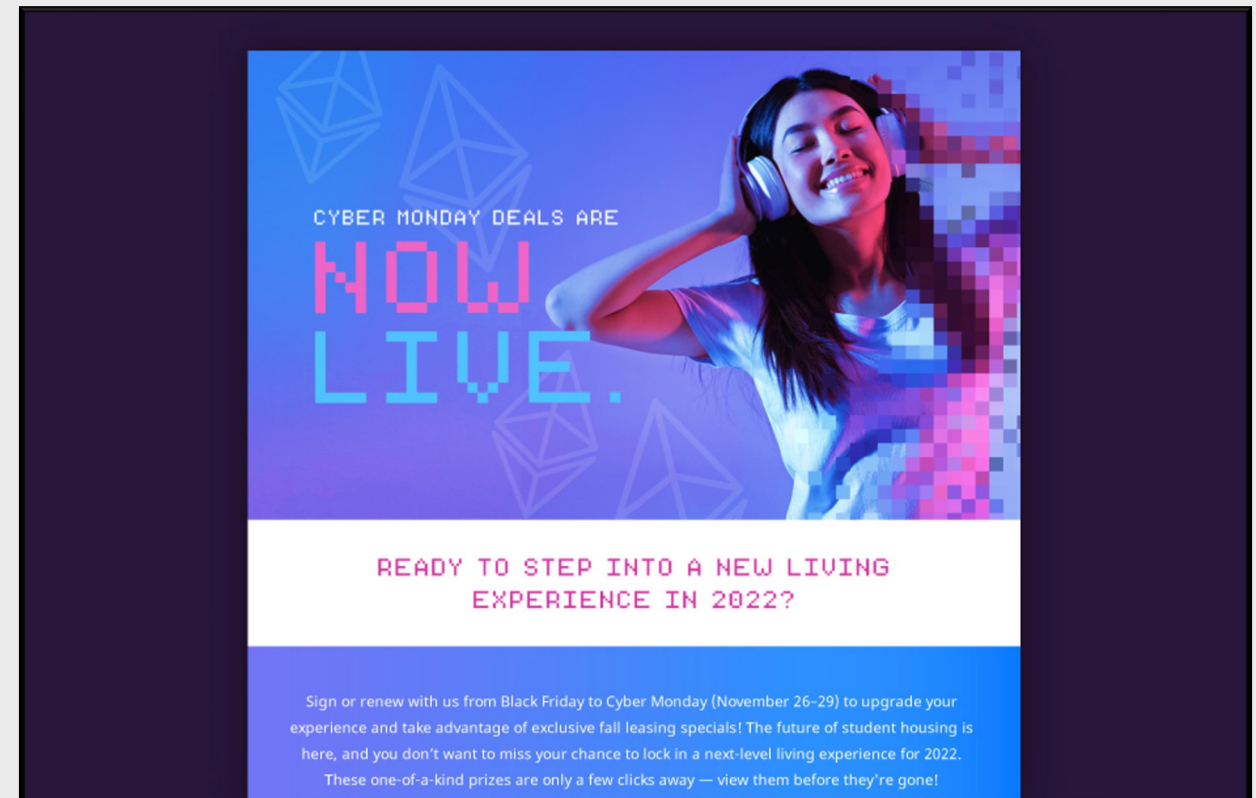
Campus Advantage 2021 Cyber Monday and Giving Tuesday Campaign

Campaign Results:

- 437 New Leases/Renewals:
- 213 New Leases
- 224 Renewals

Metaverse Engagement:

- \$874 in Ethereum donated to Sandy Hook Promise Foundation and Boys and Girls Club of Metro Atlanta
- \$1,000 in Bitcoin sent to our winner
- Oculus Quest 2 for 2nd place winner



Campus Advantage 2021 Cyber Monday and Giving Tuesday Campaign

KPIs:

- **4,050 sessions** to the landing pages, with **2,936 being new users**
- Total of **326,112 emails sent** with an open rate of **12.19%** and a click-through rate of **4.6%**
- SEM received **73,226 viewable impressions** and **1,038 clicks** for a final **click-through rate of 1.41%** and **avg. CPC of \$.54**
- SMM received **321,940 impressions** and **4,234 clicks**, resulting in a **click-through rate of 1.18%**, exceeding the industry **benchmark of 0.99%**
- Campus Advantage's CRM captured **2,255 leads**, **308 visits**, and **255 leases** as a result of the 2021 Cyber Monday campaign
- All participating websites received **113.6% more sessions YOY** with a **134.3% increase in new users**. The average bounce rate **improved by 7.38%**

Email Benchmarks

OPR - 18.2%

CTR - 3.90%

Display Benchmarks

CTR - 1.08%

CPC - \$.75

SMM Benchmarks

CTR - .98%

CPC - \$1.81

CAMPAIGN CASE STUDIES

2022 GENFT CAMPAIGN: NFTs

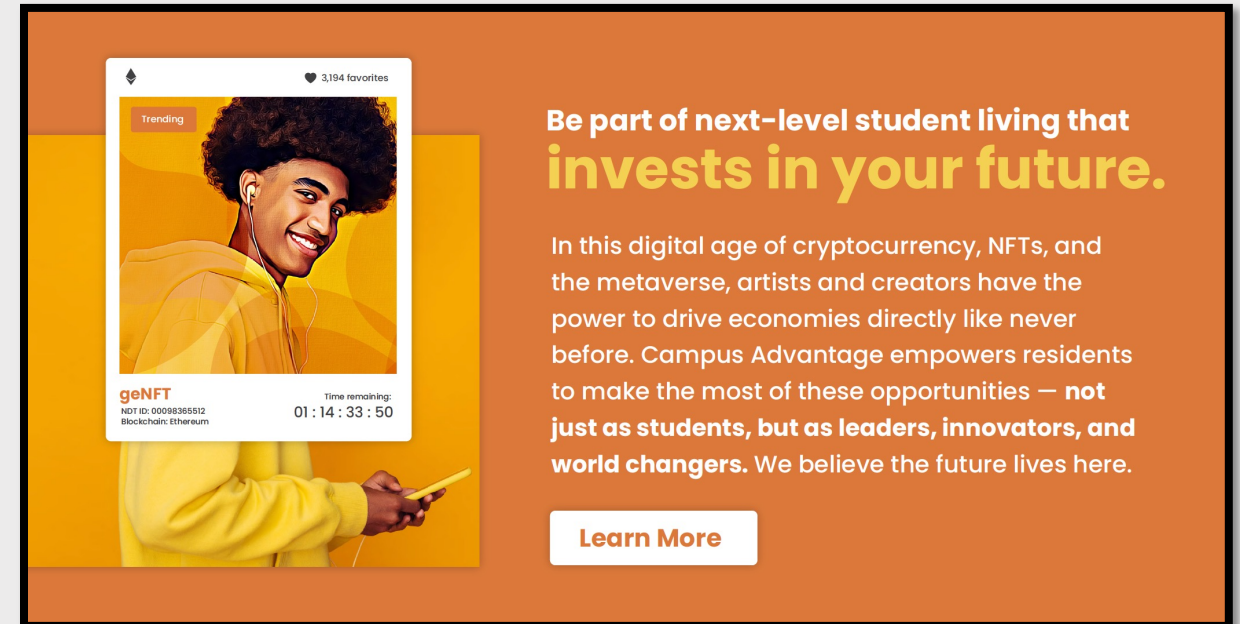
Campus Advantage 2022 GenFT Campaign

Objectives:

- Drive qualified new lease and renewal leads
- Build brand recognition for Campus Advantage
- Educate the target audience
- Innovate

Strategy:

- Guided by CA's "Future Lives Here" tagline, we crafted a future-focused NFT campaign
- Leveraged generational identity + phonics of "NFT" to create "geNFT" concept as campaign branding.
- Leveraged heightened media buzz and celebrity NFT activity to drive traffic and interest



Be part of next-level student living that invests in your future.

In this digital age of cryptocurrency, NFTs, and the metaverse, artists and creators have the power to drive economies directly like never before. Campus Advantage empowers residents to make the most of these opportunities — **not just as students, but as leaders, innovators, and world changers.** We believe the future lives here.

[Learn More](#)


geNFT
NFT ID: 00098365512
Blockchain: Ethereum

Trending
3,194 favorites
Time remaining: 01 : 14 : 33 : 50

SUCCESS in a NEW LIGHT


JUNE 22-24
SAN DIEGO

Campus Advantage 2022 GenFT Campaign

 **NOLAN and NORA**
Sponsored

Discover a living experience as innovative as you are. Sign today and win an Oculus Quest 2 or \$1,000 in digital currency!

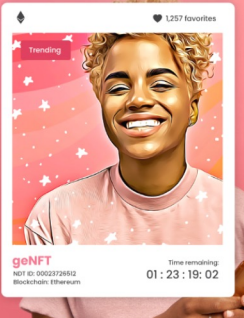
Discover next-level student housing that invests in your future.



SEATTLESTUDENTAPARTMENT...
Win \$1,000, a VR headset, and more!

[LEARN MORE](#)

Sign and win \$1,000 in crypto — or your own custom NFT!



geNFT
NFT ID: 0002272952
Blockchain: Ethereum

Take a tour with us before the end of March and you could take home an **Oculus Quest 2 VR headset!**

Sign a lease with us before the end of March and you could win **\$1,000 in crypto — or your own custom NFT!**

Dynamic, diverse, and digitally minded. We are geNFT.

Be part of next-level student living that **invests in your future.**

In this digital age of cryptocurrency, NFTs, and the metaverse, artists and creators have the power to drive economies directly like never before. Campus Advantage empowers residents to make the most of these opportunities — not just as students, but as leaders, innovators, and world changers. We believe the future lives here.

[Learn More](#)

Sign with us before the end of March and you could win \$1,000 in crypto!

Take a tour with [Property Name] this month and you could win an Oculus Quest 2 VR headset!


If you sign with a lease with us during March, you'll also be entered to win \$1,000 in crypto — **or collaborate with us to create your own custom NFT art!**

[Book a Tour](#)

Live here, lease from anywhere — schedule a tour today!

Don't miss your chance to upgrade your living experience. Invest in your future, and score big. Click below to get started!

Dynamic, diverse, and digitally minded. We are geNFT.



Sign before the end of March and you could win \$1,000 in crypto — or your own custom NFT!

PARTMENTALIZE
Powered by NAA

Campus Advantage 2022 GenFT Campaign

Tactics:

- Landing page
- E-blasts
- 15 sec. promo video
- Paid social ads
- Paid display ads
- Customizable flyer
- Social sharables



Campus Advantage 2022 GenFT Campaign

Prizes:

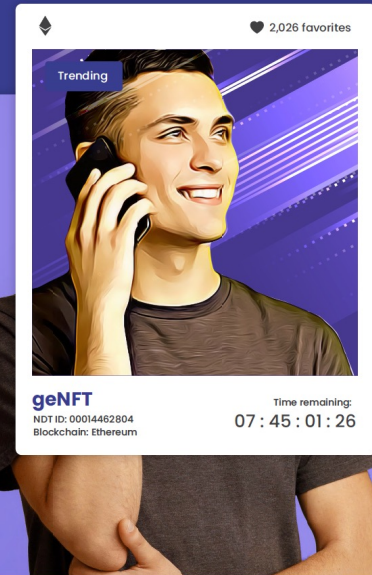
- 1st Prize: Sign or renew for a chance to win \$1,000 in cryptocurrency or Custom NFT
- 2nd Prize: Tour to win an Oculus Quest 2 VR headset

Sign with us before the end of March
**and you could win
\$1,000 in crypto!**

Take a tour with [Property Name] this month and you could win an Oculus Quest 2 VR headset!

If you sign with a lease with us during March, you'll also be entered to win **\$1,000 in crypto** —

**or collaborate with us to create
your own custom NFT art!***



Campus Advantage 2022 GenFT Campaign

Campaign Results:

- 1,026 New Leases/Renewals:

Metaverse Engagement:

- \$1,000 in Bitcoin sent to our winner
- Oculus Quest 2 for our tour winner



Be part of next-level student living that
invests in your future.
Sign this month and you could win \$1,000 in crypto!

Campus Advantage 2022 GenFT Campaign

KPIs:

- **6,071 landing page sessions** with **5,081** being new users at a bounce rate of **18%**
- **96,112 emails sent** with an open rate of **22%** and a **click-through rate of 1%**
- SEM received **384,354 viewable impressions**, **6,312 clicks**, resulting in a **click-through rate of 3%**, avg. **CPC \$.31**
- SMM received **966,016 impressions** and **6,921 clicks**, resulting in a **click-through rate of .75%**
- **16** out of the 25 participating sites **saw a positive delta in total website sessions YOY**. **5** of those sites saw a **50% or more increase in total website sessions YOY**

Email Benchmarks

OPR - 18.2%

CTR - 3.90%

Display Benchmarks

CTR - 1.08%

CPC - \$.75

SMM Benchmarks

CTR - .98%

CPC - \$1.81

WE WANT YOUR FEEDBACK

Tell us about your experience
with this conference.

Download the NAA App



Conference Survey



APARTMENTALIZE
Powered by NAA

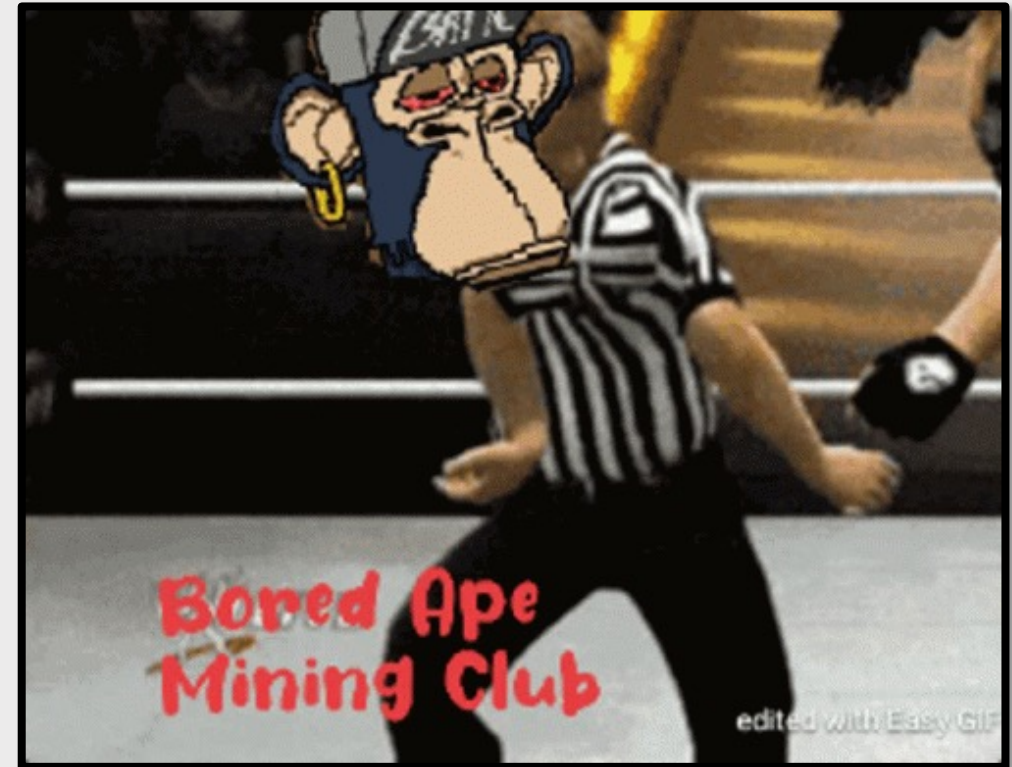
NOW FOR A RETROSPECTIVE

LOOKING BACK (AND TOWARDS THE FUTURE)

Learning From our Mistakes.

Things to Note:

- Google and Facebook have updated guidelines around cryptocurrency promotion
- Exchanging cryptocurrency requires several steps
- Unless it is an annual campaign, you will have to compare disparate data to measure YOY performance or solely base performance on benchmarks



FUTURE CAMPAIGNS

HOW TO INTEGRATE THE METAVERSE

Poll Question #4

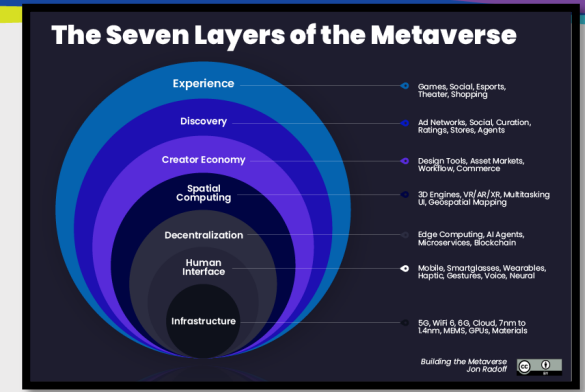
Do you think you will incorporate aspects of the metaverse into your marketing in the near future?

1. Yes
2. No

How To Jump In:

1. Take the time to learn the 7 Layers of the Metaverse
2. Follow headlines and socially listen to spot trends among your target audience
3. Capitalize on any opportunity to integrate the metaverse into your campaign theme – whether it's fully about the metaverse or just an element of the campaign.
4. Don't be afraid to be bold and have fun!

METaverse



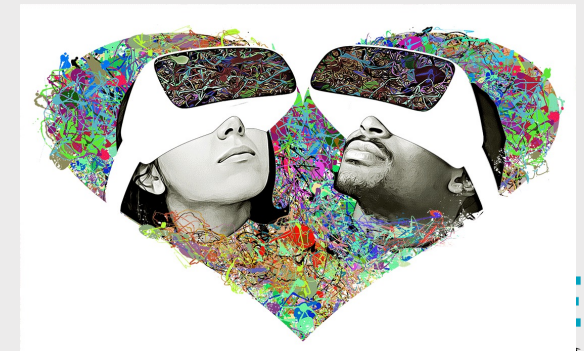
+

HEADLINES



=

ENGAGEMENT



LET'S GET PRACTICAL

A HOW-TO GUIDE FOR YOUR NEXT CAMPAIGN

A How-To Guide:

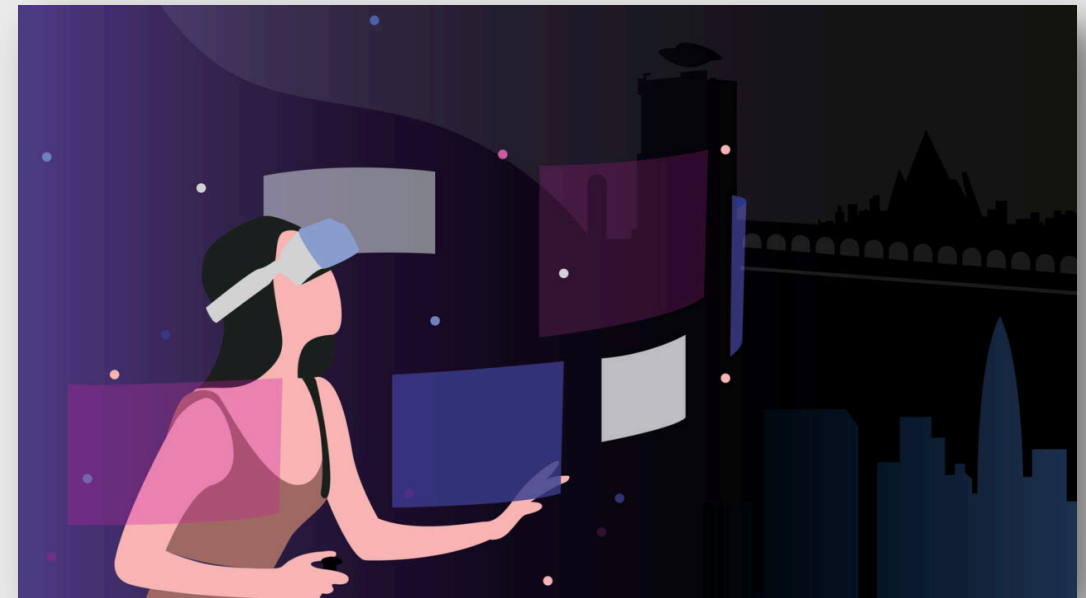
Step 1: Choose 1 of the 7 Metaverse Layers based on trends you think will engage your audience

Step 2: Choose a leasing goal (new leases, renewals)

Step 3: Choose a marketing objective/strategy (website traffic, in-person tours, etc.)

Step 4: Determine 3-4 tactics that will help you achieve your objective

Step 5: Combine steps 1-4 and pitch your Metaverse inspired campaign with a strong CTA



**ANY
QUESTIONS?**

Contact Information



Christy McFerren

cmcferren@thelyst.com




Lindsay Brown

lbrown@campusadv.com



Lauren Goodman

lgoodman@thelyst.com



**BRIGHT IDEAS,
BRILLIANT CONNECTIONS**

APARTMENTALIZE

Powered by NAA

