

Case presentation



Group 6A: Erik Andrén, Therese Hermelin & Alice Pehrson



Case agenda

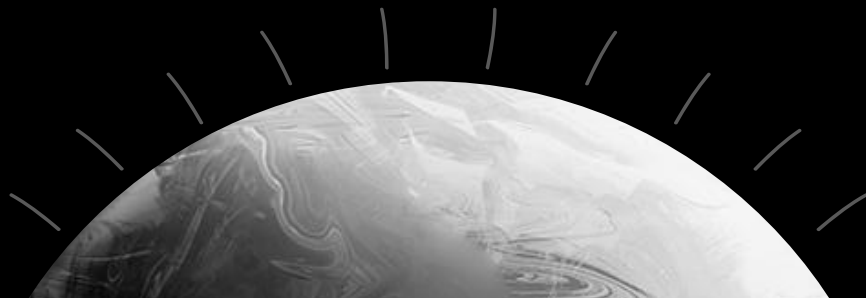
01 Storytelling

04 Case discussion

02 Background company

05 Questions

03 Introducing the problem





Storytelling

PROD.

SCENE:

Case presentation

DATE:

01-03-2022





Meta



• EARTH
TERRESTRIAL PLANET



• Mars

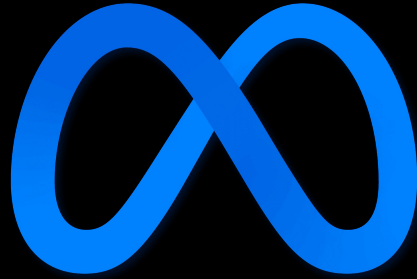


• SATURN



• Venus
TERRESTRIAL PLANET





Introduction to Meta



Hello!

facebook

"Change the game when we find each other:
From niche sport to global community"

"Give people the power to build community and bring
the world closer together"

"New evolution of social connection"

A hand is holding a smartphone, which displays the Meta logo on its screen. The logo consists of a blue infinity symbol followed by the word "Meta" in a bold, black, sans-serif font. The background of the image is a solid blue color, with the word "facebook" in white, lowercase letters, blurred in the upper portion.

Meta



Microsoft



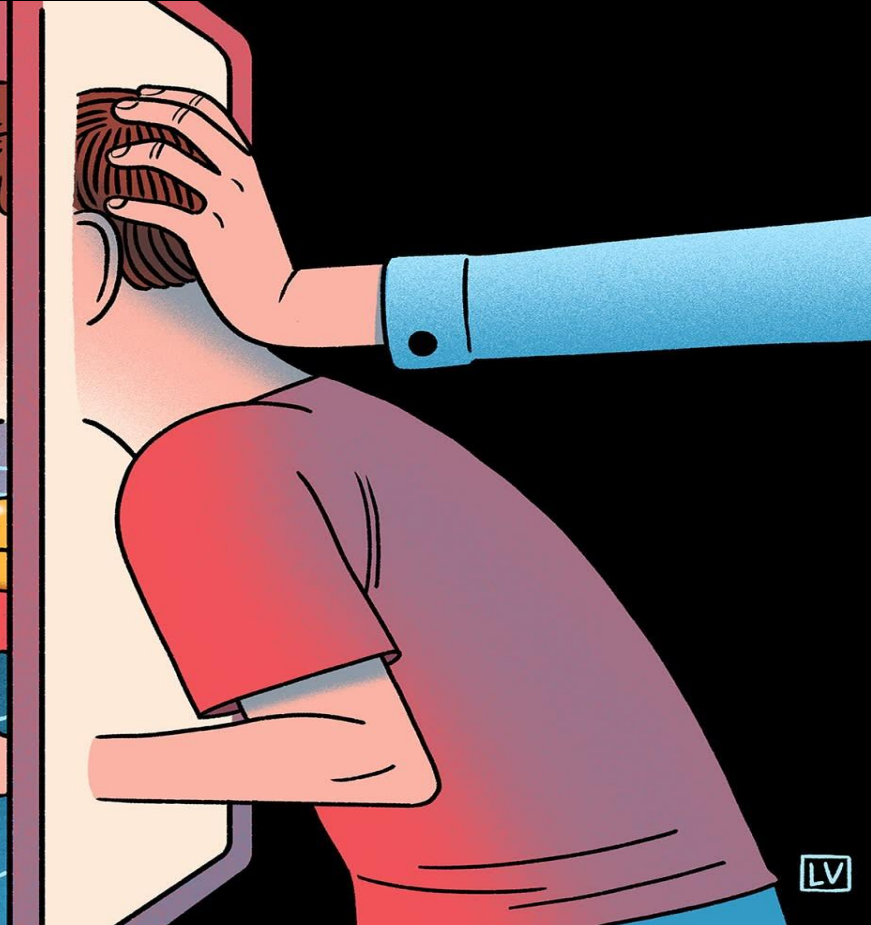
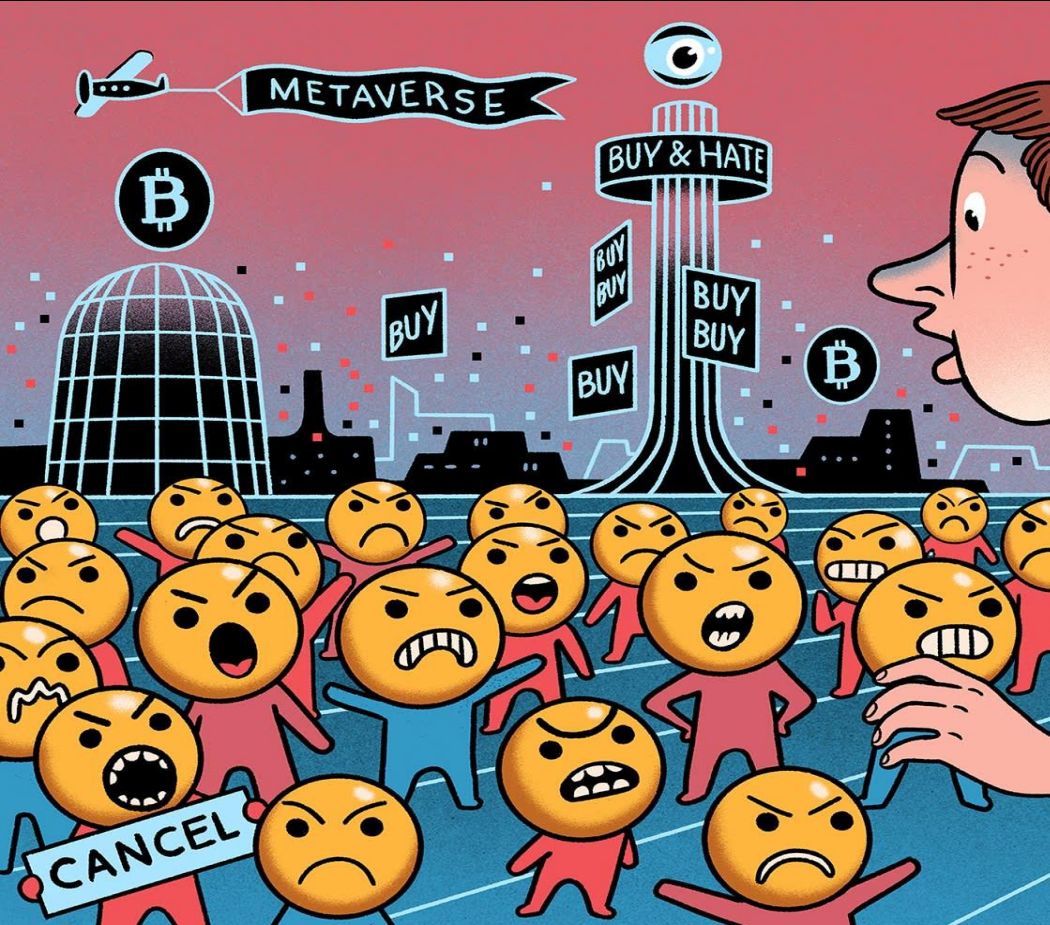
Meta



Introducing the problem: Metaverse

- Reactions by society
- Investments in the metaverses

Reactions by society



Investments



Snoop Dogg ✓
@SnoopDogg



👁️ Won't u be my neighbor.



Andie | Wilder Spirit @Andie2682

Congratulations P-Ape

Bought it: 70,903.8222 (\$458,038)

opensea.io/assets/0x495f9...

4:05 PM · Dec 3, 2021



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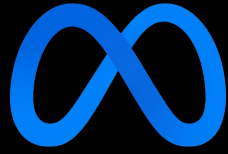


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Case discussion

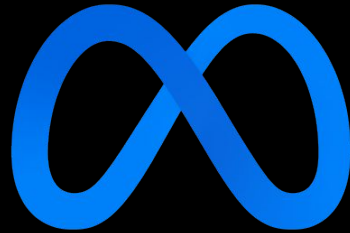
Question:

Taking on the role of Ralph Lauren's executive board, would you see an opportunity to invest in Meta's metaverse despite its uncertainty it may have when fully launched and how it can affect a corporation's reputation?

Assisting Discussion Questions:

1. What could be potential advantages and disadvantages of investing in Meta's Metaverse?
2. How would your brand be perceived by you consumers if you were to invest in the metaverse? Would their perception change for the better or worse and for which consumer?
3. As a potential investor in Meta's Metaverse, could your brand reputation be affected? Could an investment foster the brand or could it harm the brand in terms of reputation?
4. If an investment were to occur, how much would you be willing to invest from your annual marketing budget? 10?, 20?, 50? The more you invest, the more "influence" you may have in the future and therefore a higher ROI.
5. One issue regarding the Metaverse at the moment is the attraction of older consumers to the Metaverse where they feel pushed out. Could you as an investor tackle this issue in any way?
6. If you were to invest in the Metaverse, could there be a possibility to see any change in your corporate brand identity?

Thank you for listening!



Q&A

Now we are happy to answer any questions you may have