





PAUL BARRON

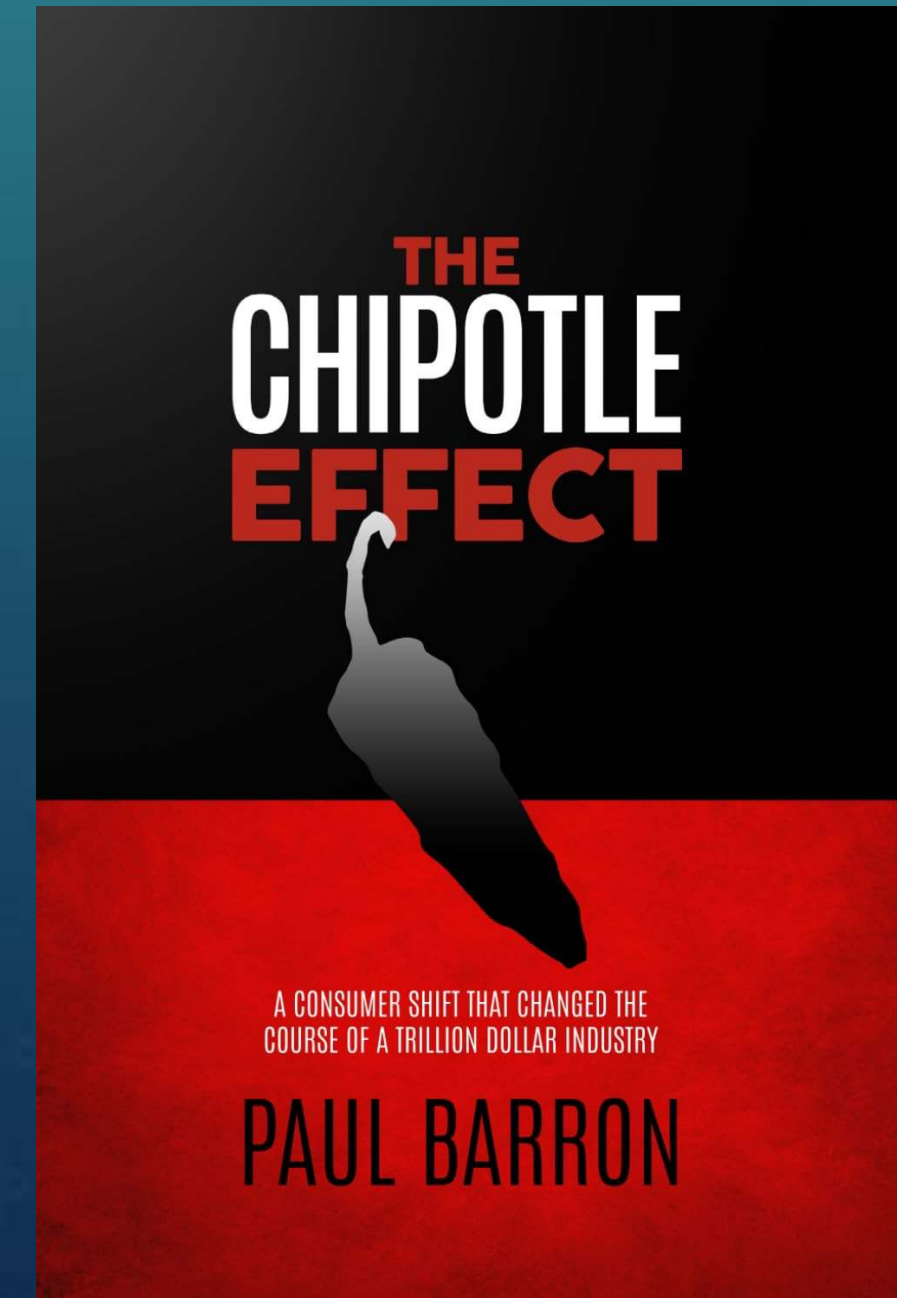
CEO REVER NETWORKS / SAVOR PODCAST NETWORK

The Digital Landscape

- Internet Commerce 1996-2000
- Mobile Innovation 2004-2010
- Social Platforms 2007 - 2015
- Next Gen Internet 2024-2035

The digital consumer will take over as the leading force in restaurant and retail sales via social, gaming and a new digital payment system.

~ Paul Barron, Chipotle Effect 2010





GEN 2.0 of your Marketing TechStack

**Feeding the Digital Generation: Unconventional
Places They're Feeding Their Digital Lives**

Digital Innovators



ANDRÉ VENER
FOUNDING PARTNER, DOG HAUS



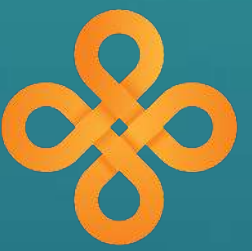
GEOFF ALEXANDER
PRESIDENT & CEO, WOW BAO



ROBIN SCHWEITZER
SR DIRECTOR SALES ENABLEMENT &
STRATEGY, PAYTRONIX



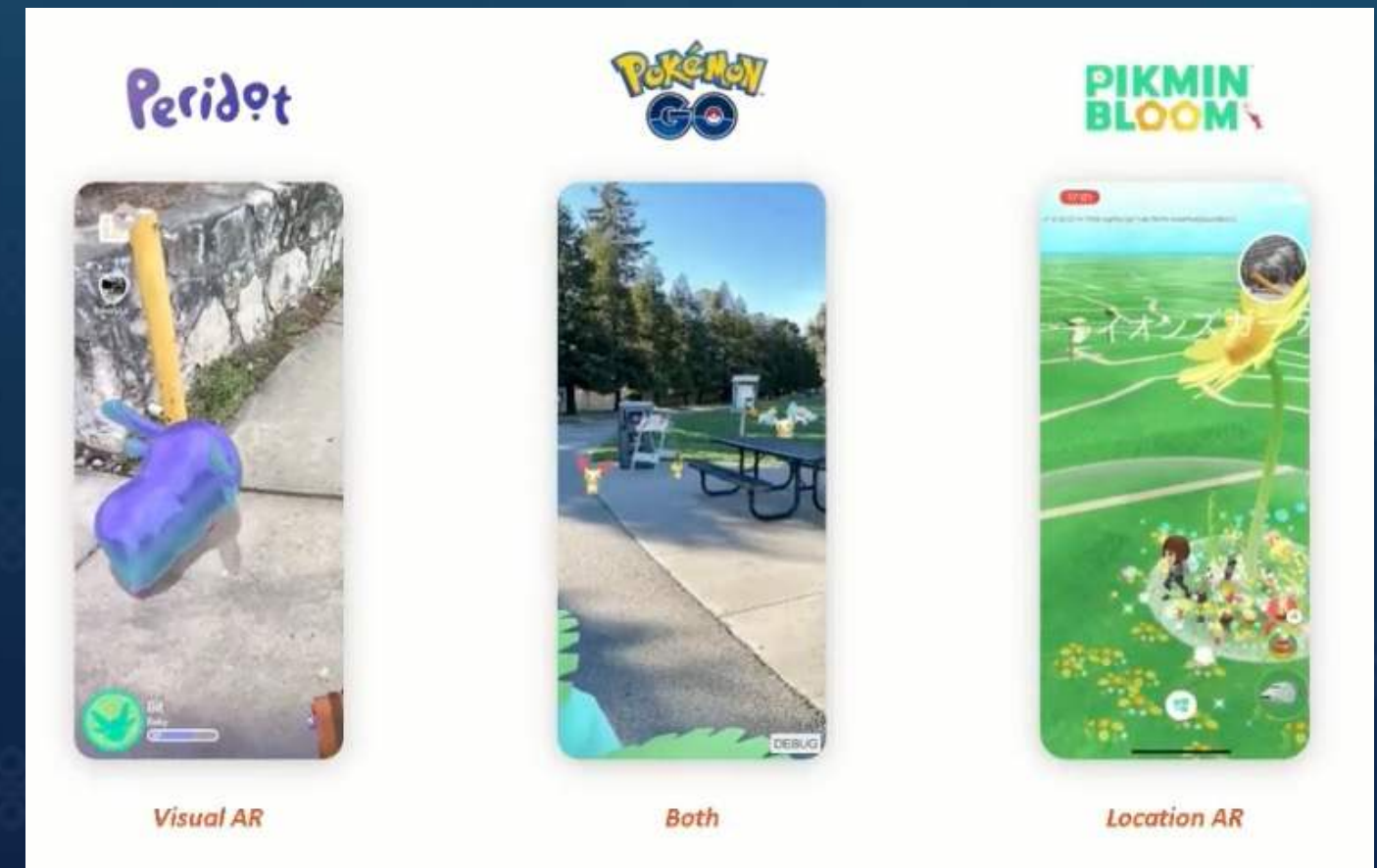
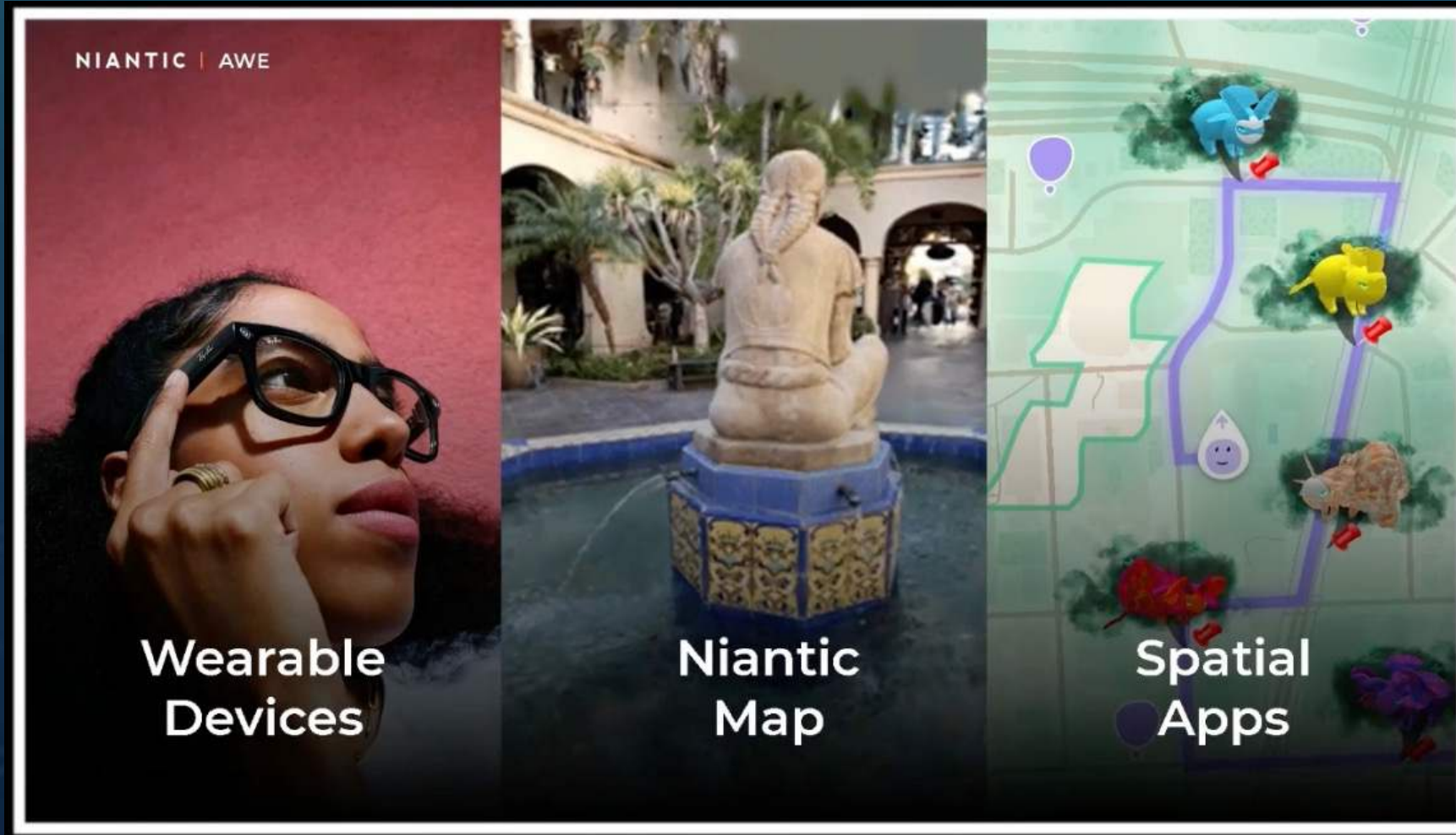
The Trifecta of Technology Shifts



A. Blockchain

B. AR/VR XR (Extended Reality)

C. AI (Artificial Intelligence)



AR/VR XR (Extended Reality)

NIANTIC | AWE

Our roots are in *mapping & exploration*



2001

Keyhole
founded



2004

Acquired (becomes
Google Maps + Earth)



2011

Niantic incubated
at Google



NIANTIC

2015

Niantic spins
out of Google



AR/VR XR (Extended Reality)

NIANTIC | AWE

NIANTIC

8th Wall

Powering the World's WebAR

No app required

ATHENS SACH Seltzer

START SHOPPING NOW

TAP TO DISPE

SHARE ORDER ONLINE FIND NEARBY

POT Studios

ALTERNATIVE INTERNSHIPS

ON OFF

RESET

LA DODGERS

TAP TO REDEEM REBATE

THE SEVILLE PUMP in Black Satin

TAP TO REDEEM REBATE



Gen Z and Gaming

(Uses all aspects of AR/VR/XR - AI and Blockchain)

- **75% of Gen Zers prefer mobile devices as their primary technology. This has led to a surge in mobile gaming, with many games optimizing for smartphone and tablet experiences.**
- **Gaming has evolved into a social experience for Gen Z. 42% of Gen Alpha and 43% of Gen Z play games specifically to interact with friends. This trend has transformed gaming platforms into de facto social networks.**

Gen Z and Gaming

'Games are the social networks of the future': LVMH and Gucci have taken note

Gen Z consumers are moving from traditional games to user-generated content games like Roblox. LVMH, Gucci, and Balenciaga lead the pack for luxury activations on these gaming platforms.

Traditional viewing has declined

Youth today are no longer static TV watchers, particularly in family settings. If they are in front of the TV, it's likely they're simultaneously engaging with other devices, filtering out traditional advertisements, especially when ads don't resonate with or captivate them.

Detaching from social media

We are seeing younger people move away from conventional social media in favour of gaming. Gen Alpha (52%) and Gen Z (48%) cite gaming as a way to feel more connected with their friends and family. This sentiment is particularly strong in China (Gen Alpha 60%, Gen Z 62%) and Hong Kong (Gen Alpha 62%, Gen Z 58%).

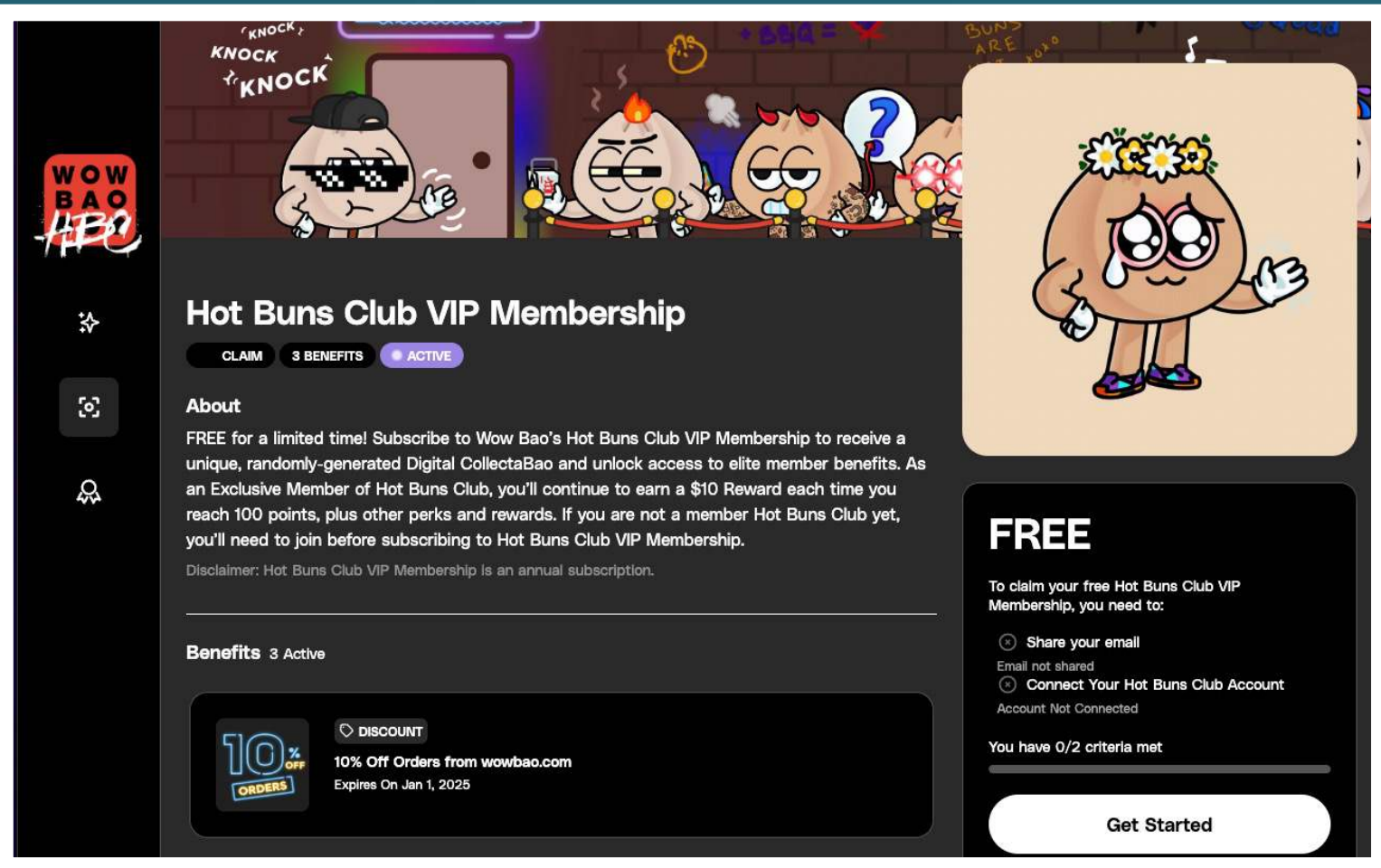
Leading Brands Integrating Gaming

- **Nike - Nike has embraced gaming by becoming the official apparel provider for the League of Legends Pro League in China. They've also collaborated with gaming influencers to design signature shoes.**
- **Louis Vuitton - The luxury brand partnered with Riot Games to design virtual apparel for League of Legends avatars and created a physical capsule collection inspired by the game.**
- **Walmart - Walmart partnered with Roblox to create "Walmart Discovered," an in-game e-commerce hub where players can purchase Walmart products.**
- **Balenciaga - The fashion house launched its Fall 2021 Collection through an immersive online video game called "Afterworld: The Age of Tomorrow".**

Leading Brands Integrating Gaming

- **Burberry - Burberry collaborated with Minecraft to create a capsule collection and an in-game adventure for players.**
- **Adidas - Adidas partnered with popular gamer Ninja to design a signature shoe, marking a multi-year deal.**
- **KFC - KFC Arabia integrated as a strategic partner in the Gamers8 tournament, showcasing how even food brands can tap into the gaming market.**

Gen Z and Gaming



WOW BAO

Hot Buns Club VIP Membership

CLAIM 3 BENEFITS ACTIVE

About

FREE for a limited time! Subscribe to Wow Bao's Hot Buns Club VIP Membership to receive a unique, randomly-generated Digital CollectaBao and unlock access to elite member benefits. As an Exclusive Member of Hot Buns Club, you'll continue to earn a \$10 Reward each time you reach 100 points, plus other perks and rewards. If you are not a member Hot Buns Club yet, you'll need to join before subscribing to Hot Buns Club VIP Membership.

Disclaimer: Hot Buns Club VIP Membership is an annual subscription.

Benefits 3 Active

- DISCOUNT**
10% Off Orders from wowbao.com
Expires On Jan 1, 2025

FREE

To claim your free Hot Buns Club VIP Membership, you need to:

- Share your email
Email not shared
- Connect Your Hot Buns Club Account
Account Not Connected

You have 0/2 criteria met

Get Started



WOW BAO CLAIM FREE WOW BAO COLLECTABAO CLASSIC HEAD

- Stop by the DJ Booth as the Beat Drops
- Visit the Head Chef in Momo's Restaurant
- Check Out the Vending Machine Dishing Dim Sum
- Locate Hot Buns Club to Claim the Item

Future Loyalty - Engagement



3. AI-Based and Blockchain Programs

According to a study, an overwhelming majority (96%) of millennials are eager for businesses to develop innovative methods of recognizing and rewarding customer loyalty. At the same time, around 75% of customers have expressed their willingness to connect with other brands if the loyalty program offered is better.

Loyalty programs are now better due to the recent advancements in artificial intelligence (AI) and blockchain technology. This is because of the personalization and high-security features offered by them. Using the existing customer information and analyzing the data, AI can now offer customized suggestions and improve the buying experience.

Example: XPLR Pass Loyalty Program

The North Face's XPLR Pass loyalty program harnesses AI to offer personalized product recommendations, enhancing customer experience. Envisioning blockchain integration, it aims to secure loyalty transactions, ensuring transparency and building trust. This dual-technology approach marks a significant step in evolving customer loyalty strategies.

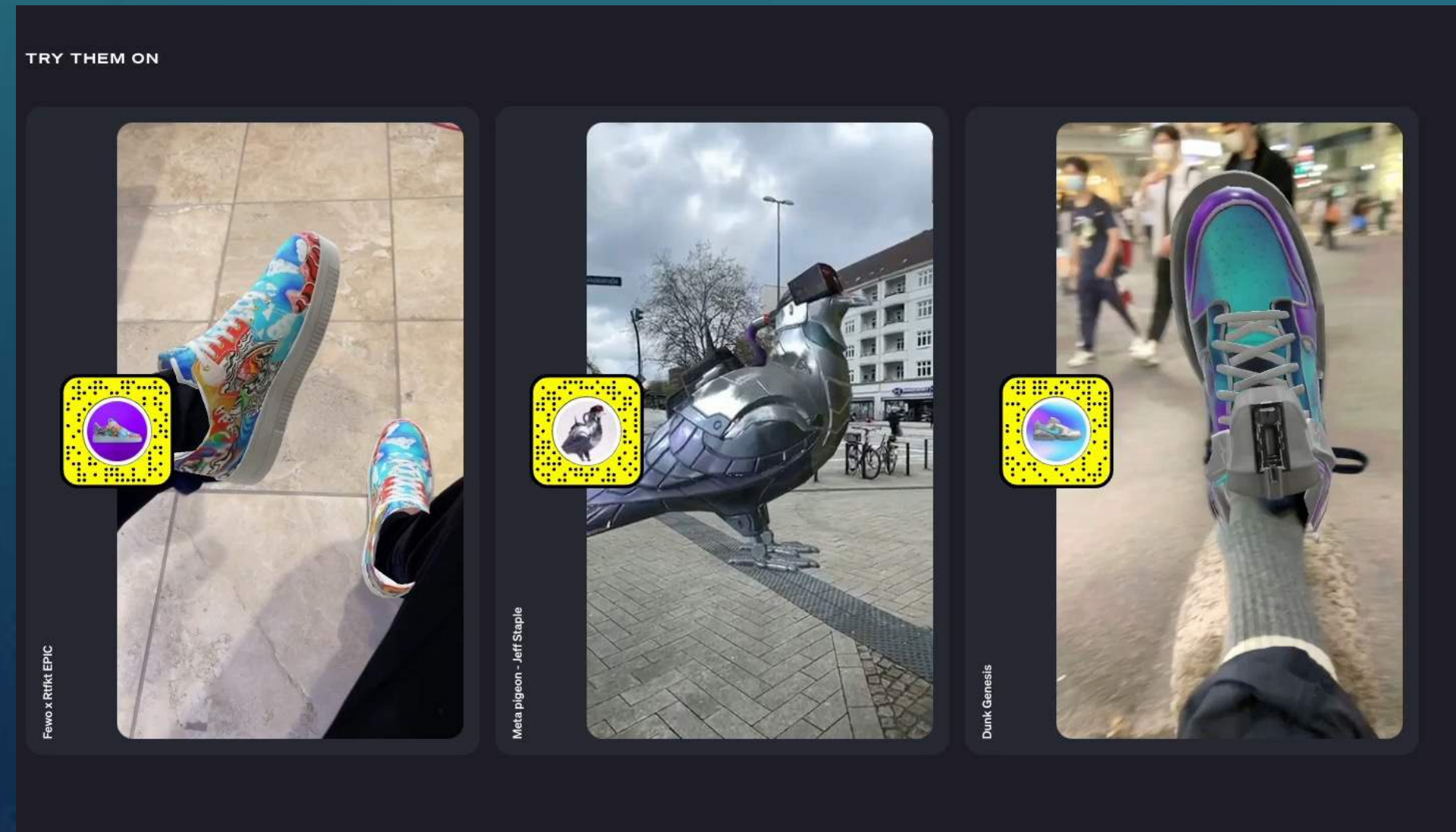
Future Loyalty - Engagement

Nike, On, RTFKT: Why sneaker labels are turning to tech

As the sneaker industry finds itself at a crossroads, brands are investing heavily in emerging technologies to reignite the footwear spark. Is the risk paying off?

Cue brands investing more aggressively into tech; a fertile arena poised for impressive growth. According to analysts, the AI-driven footwear market is anticipated to reach **\$551.9 billion** by 2028.

For Nike, the advent of digital tools is helping leverage the brand's production process, alongside its design prowess.



Gen Z and Gaming



Gen Z and Gaming + Loyalty



Gen Z Loyalty



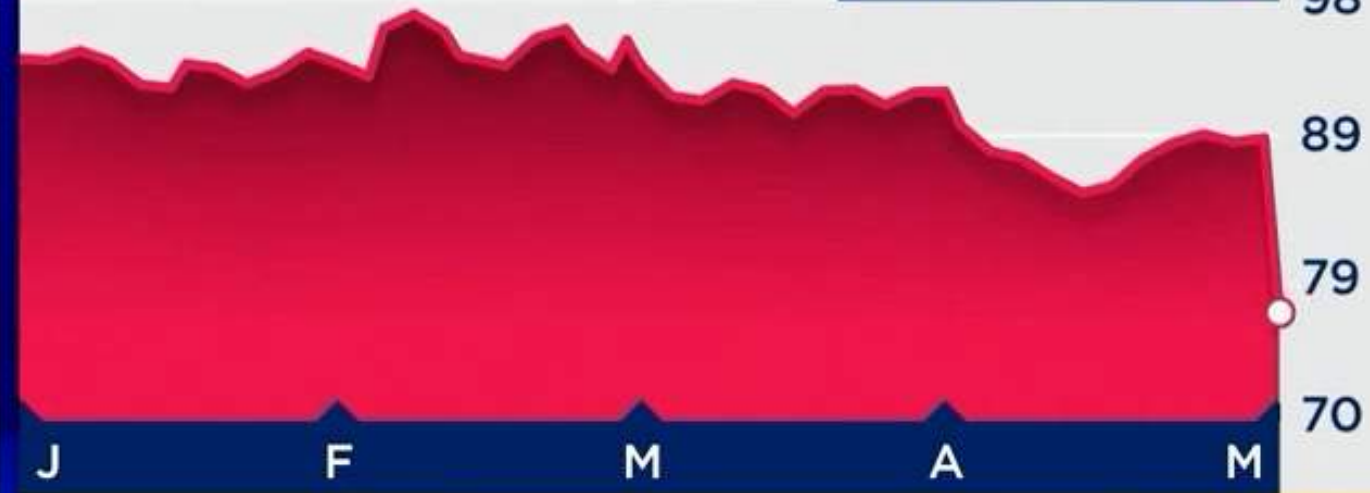
Gen Z Loyalty - Fail



STARBUCKS SBUX

INTRA DAY **77.11** -11.38 -12.86% ▲

YTD -19.69% ▲



EXTENDED HOURS

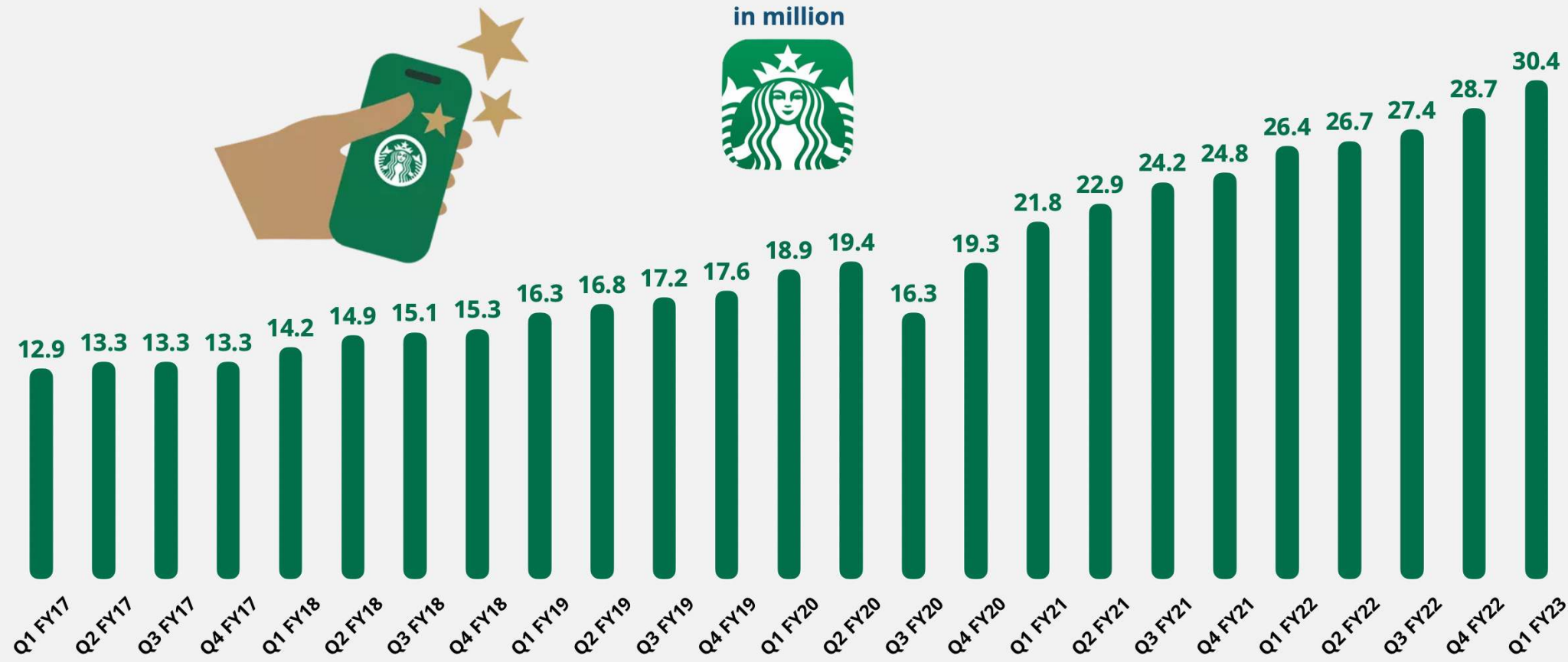
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PACIFIC

STARBUCKS SHARES PLUNGE ON Q2 MISS
CEO NARASIMHAN ON QUARTERLY RESULTS



Gen Z Loyalty - Fail

Starbucks US Active Rewards Members



Source: Quarterly results

@EconomyApp

APP ECONOMY INSIGHTS

Starbucks Just Passed 30M US Users On Its Lucrative Reward Scheme



Source: Starbucks

charttr

Gen Z Loyalty - Fail



Starbucks

STARBUCKS ODYSSEY

NEWS > QUICK SERVICE

Starbucks shuts Odyssey, its NFT-backed metaverse program

Starbucks confirmed that the program — which has been in beta mode for 15 months — will sunset on March 31

Joanna Fantozzi | Mar 18, 2024

Eighteen months after unveiling Starbucks Odyssey, the Seattle-based coffee company has confirmed that the program — which has been in beta mode for 15 months — will officially end at the end of the month.



STARBUCKS ODYSSEY

Blake
Odyssey Started Nov 2022
75 Points | Level 0
Benefits & Rewards

Journeys Stamps Market

Starbucks





polygon

STARBUCKS®

NFT PLATFORM

= DISSAPPOINTING

HOW TO FIX

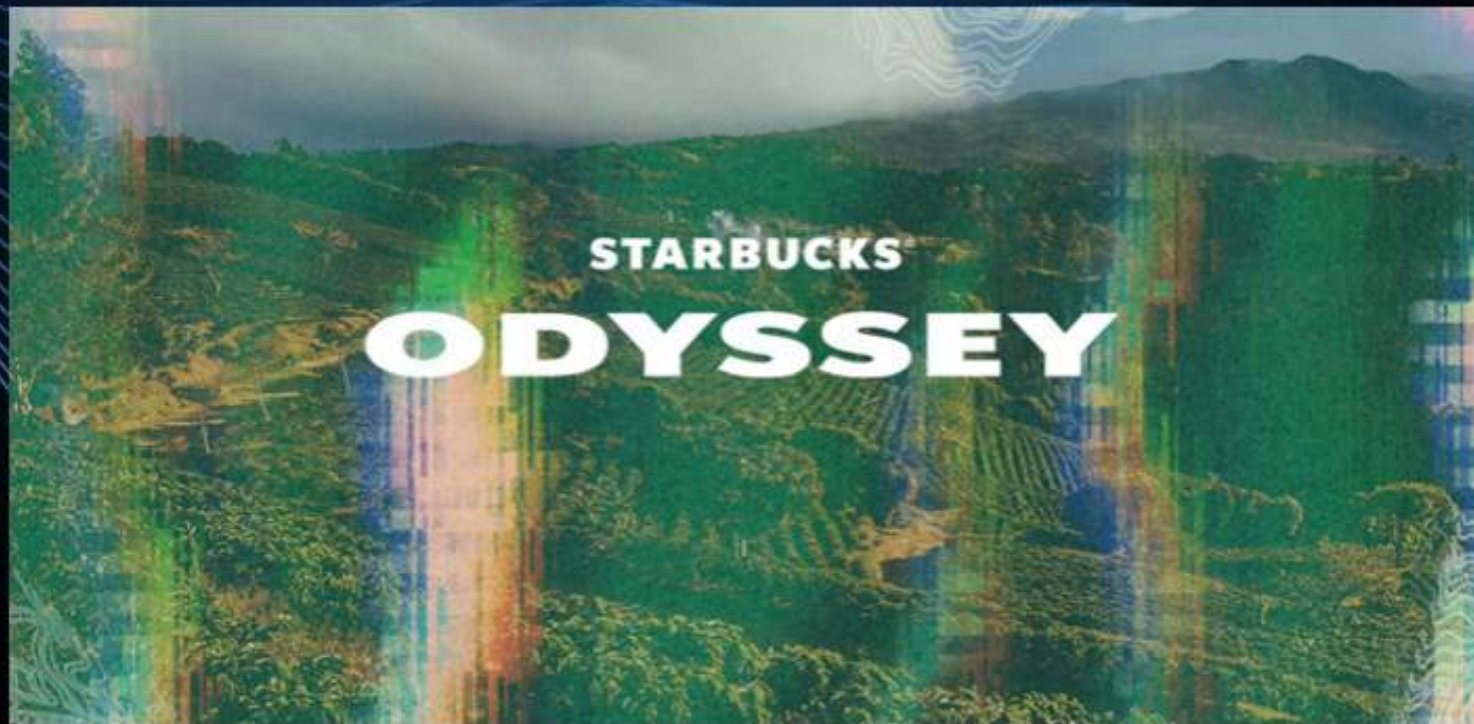
	Starbucks NFT Loyalty Platform is Utterly Disappointing How ... In September, Starbucks announced it has partnered with Polygon to build its Starbucks Odyssey Web3-powered experience. The bet...	Dec 8, 2022 Published
	Starbucks Joins Polygon (MATIC) NFT Loyalty Rewards Starbucks (SBUX) is set to begin a non-fungible token (NFT)-based loyalty program with the blockchain technology provided by...	Sep 12, 2022 Published

Gen Z Loyalty - Fail



Gen Z Loyalty

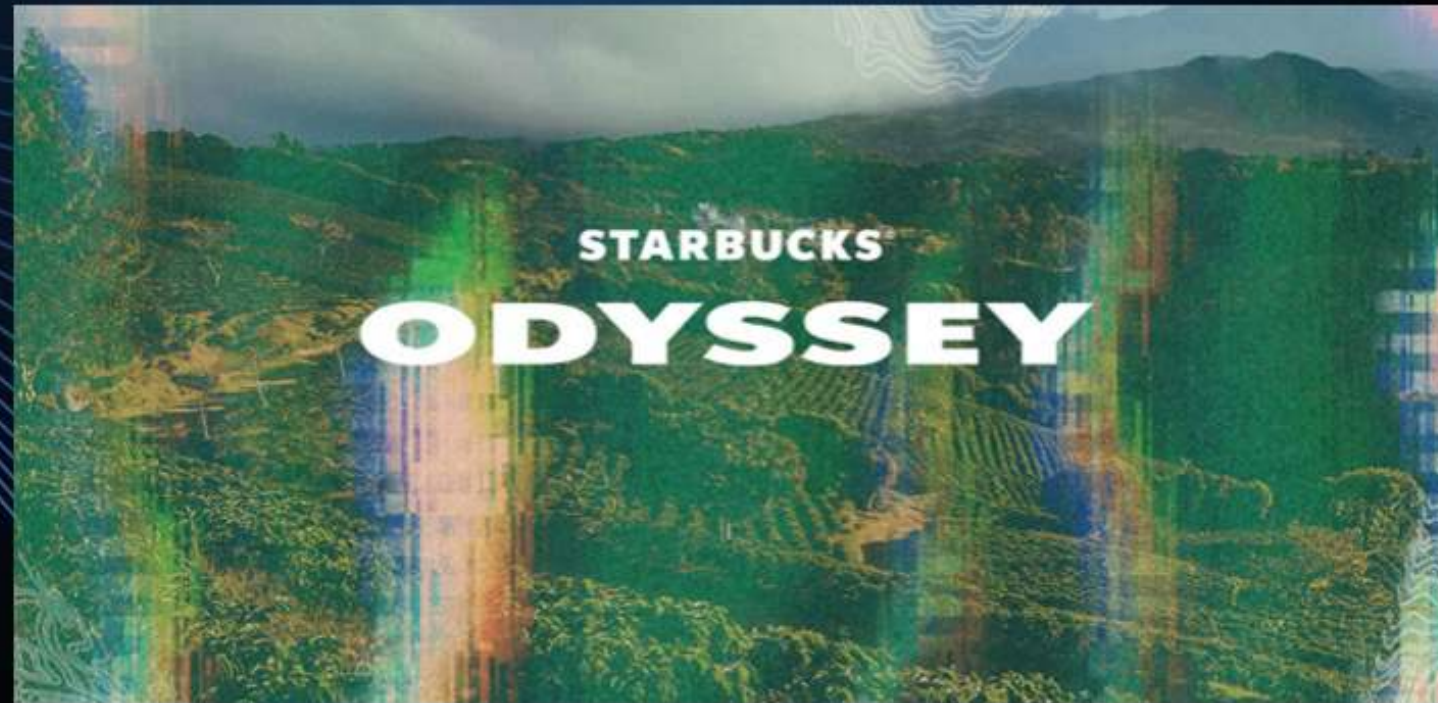
What They Did Wrong



- **No Marketing**
- **Too Vague: (What games/experiences?)**
- **Failed To Launch With Stamp (NFT) Marketplace**
- **Website NFT definition: No Plans to allow moving NFTs outside**
- **Avatar creation is web2**
- **Trivia-To-Earn? Quizzes and Simple puzzles aren't addicting**
- **Nothing about this loyalty platform needs blockchain or NFTs**

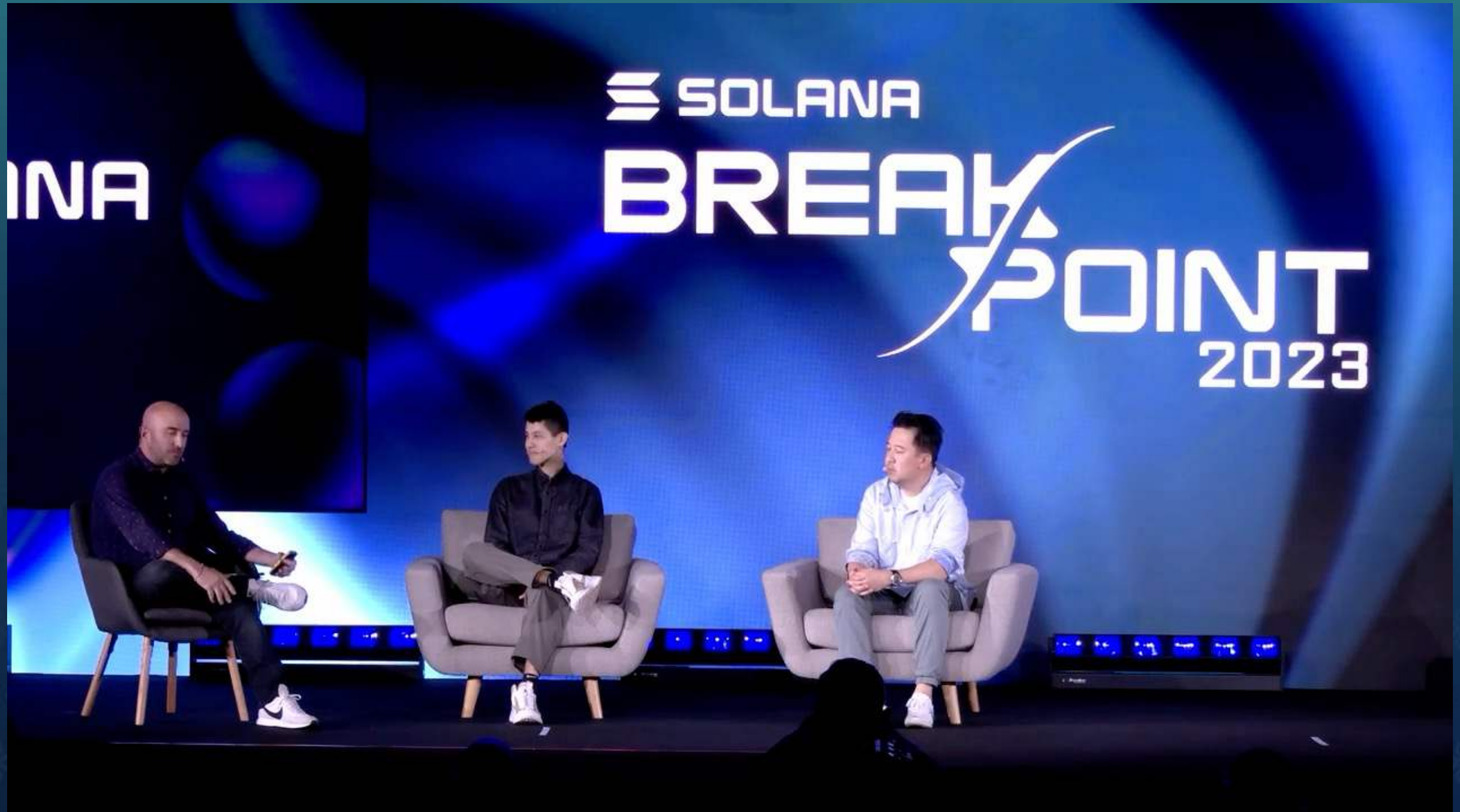
Gen Z Loyalty

Strategy & Tips



- **Loyalty & NFT Platform should be baked into Starbucks as a whole, not separate.**
- **Use blockchain to educate: (Coffee bean traceability using blockchain tech?)**
- **More Focus Interoperability: (ReadyPlayerMe integration?)**
- **Should feel like a leap-forward in tech: no AR/VR integration?**
- **Reward Creators: Allow community to participate and create with each other, and earn.**

GenZ Loyalty - Case Study



Next Gen Innovation



Next Gen Innovation

Paris Hilton
THE
SANDBOX



Game Assets
Playable in Web3 games

Rabbids
UBISOFT



Rare Collectibles
Unlock Third-Party
TBD Experiences

**THE
WEEKND**
anotherblock



Music Partnerships
Soulbound holder rewards

GUCCI
L'ORÉAL
**READY
PLAYER
ME**



Avatar Cosmetics
cross-platform accessories

Next Gen Innovation

Augmented Reality

- **Collectibles viewable in 3D AR**
- **Interactive NFTs**
- **Digital Pets**
- **A.I. Powered Reactions**
- **Geolocation unlocks**
- **Multi-Device support**
(Apple Vision Pro + Meta Quest)



Next Gen Innovation

Play Place 3.0

- **Free-To-Play** for kids
- **Play-&Earn** for teens (use \$MCD Tokens)
- **Leaderboards**
- **NFT showcase gallery**
- **Avatar closet**



Thank You - Digital Innovators



ANDRÉ VENER
FOUNDING PARTNER, DOG HAUS



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PRESIDENT & CEO, WOW BAO



ROBIN SCHWEITZER
SR DIRECTOR SALES ENABLEMENT &
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Thank You

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