

FUTURE OF EXPERIENCES: Virtual and Beyond

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**CONSUMERS HAVE
DEVELOPED NEW VIRTUAL
BEHAVIORS AS A RESULT
OF THE PANDEMIC.**

1. LIFE IS NOW ON-DEMAND

HIGHER EXPECTATIONS

60% of consumers have higher expectations of their digital experience than before COVID-19.

Source:
Experian, *Global Insights Report*, 2020.

CONNECTED COMMERCE

A shopstreaming event on Taobao sold >30k kg of mangoes in under two minutes during the height of the pandemic in China.

Source:
Alizila, *Taobao Live Keeps China Produce Flowing From Farm to Table*, 2020.

2. DIGITAL EXPERIENCES AS SOCIAL CURRENCY

CREATOR ECONOMY

50 million people consider themselves "Creators," with two million making over six figures annually.

Source:
Signal Fire, *Creative Economy*, 2020.

VIRTUAL EXPERIENCE ECONOMY

Self-identified gamers jumped from 63% to 82% during COVID-19. That number is projected to settle at 74% post-pandemic.

Source:
Simon-Kucher & Partners, *Global Gaming Study*, 2020.

EVERYONE'S THINKING LIKE A GEN Z NOW.



The importance of digital is nothing new for Gen Z, and that need for constant connectivity has shifted into the mindsets of all other generations.

DELIVERING A TOTAL BRAND EXPERIENCE

Momentum's Digital Experience Design (DXD) practice lays at the foundation of our total brand experience process. From uncovering the brief to wrapping the final project, DXD is the thread that enables us to organize the digital chaos of today and create meaningful user journeys tailored for the new world of blended experiences, all built with the Gen Z mindset in mind.



DIGITAL EXPERIENCE DESIGN (DXD)

THE FUTURE OF BLENDED EXPERIENCES, ENABLED BY DIGITAL TRANSFORMATION



LIVE COMMERCE AS SHOPPERTAINMENT

Pinduoduo Museum Partnership – The Met & Chinese National Museums



GAMIFYING LIFE IN REAL TIME

Roblox Education and Huawei StorySign




PLACEMAKING WITHOUT BOUNDARIES


Niantic Labs (AR) x Punchdrunk
Niantic Labs (AR) x Catan World Explorers




**DONE WELL,
DIGITAL SHOULD
BE LIKE AIR—
ALWAYS PRESENT,
RARELY SEEN.**



It allows brands to **deliver seamless omni-channel solutions** for enriched blended experiences.



It **extends brand presence** beyond physical walls for a more meaningful connection.



It enables consumers to **enjoy hyper-personalized experiences** that blend their digital and physical worlds.

THANK YOU



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