

Ecommerce *Avatars*

Ecommerce *Avatars*

phenomenon and next gen internet marketing

Why this is relevant

Humans have already developed an agnostic behavior
towards virtual or real humans in web

Why this is relevant

Humans have already developed an agnostic behavior
towards virtual or real humans in web
and ... emotionally connect to machines

Why this is relevant

Will your kids care whom they talk to
in 15 years time?

Why this is relevant

Artificial human or real human?

Why this is relevant

Artificial human or real human?

Maybe they care

Why this is relevant

My kids for sure won't

artificial human or real human

Why this is relevant

My kids for sure won't

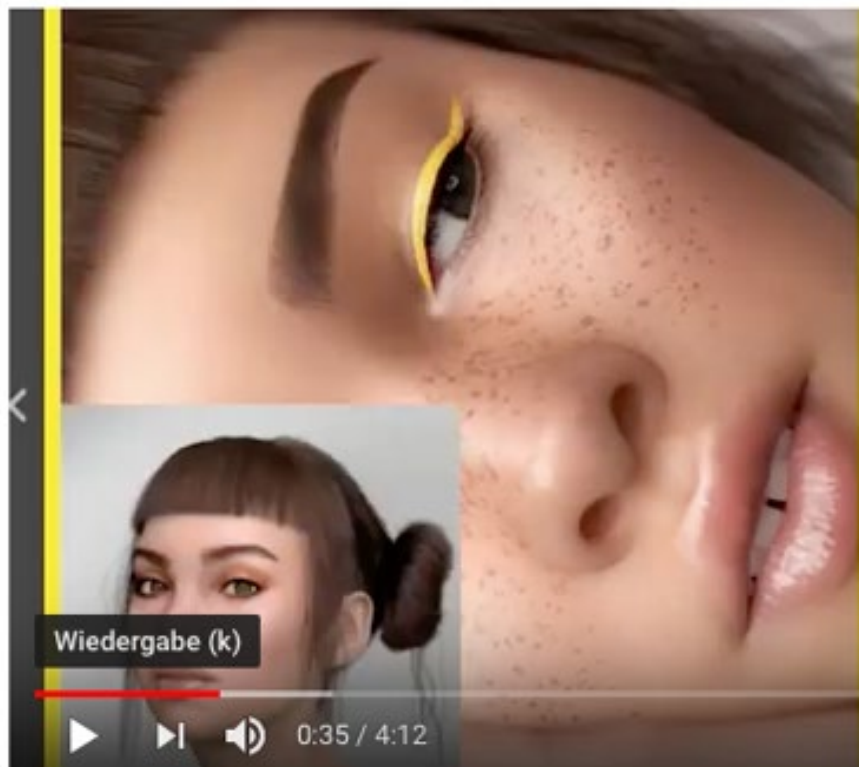
artificial human or real human

... because they only remember times with both

Why is this relevant for us?

Social virtual celebrities and influencer

ARE CHANGING ecommerce



Wiedergabe (k)

0:35 / 4:12

lilmiquela • Following

lilmiquela Obsessed with @beasweetbeauty, so I tried a few of her looks on myself! 🤖👁️💋

Load more comments

becclane @jenncollins I feel like you'll find this creepy and fascinating

jenncollins @becclane so so fascinating. The future of cosmetic modeling/photography? 🤖

syemagies I... just... never mind 🤖

sasalth_ Au a pusing w @indhsytr

o.oitzjaseo.o 🍷🍷

tiasdf miq bikin tutornYa miq. cantl lho Yg biru kusuka{

danifarrer CRINGE FEST

dadxshanexdad Oh ok sure sis sure

dadxshanexdad @itz_glitz because you can't edit her in virlene

1,209,103 views

MARCH 2

Lil Miquela Robots are taking over Social Media

37.794 Aufrufe

👍 1055

💬 17

➦ TEILEN

🔖 SPEICHERN

...

Future?

Yes

Why is this relevant?

grow brands online

Why is this relevant?

grow brands online

reach more clients and build an emotional bond

Why is this relevant?

grow brands online

reach more clients and build an emotional bond

build a community of clients you touch emotionally

How do we know users like?

Today



80%

of global instagram users regularly talk to brands
online

Her reach (Lil Miquela)



global followers

Her reach (Lil Miquela)



1.5m

global followers

... and she just started her career in web

Her reach (Lil Miquela)



influencer income from brand ads

Her reach (Lil Miquela)



From millions of likes,
followers, post shares

influencer income from brand ads

Her reach (Lil Miquela)



company valuation

Her reach

1.5m

global followers

15m US\$

income from brand ads

150m US\$

valuation

Lil's life

1990-1992

1992-1994

1994-1996

1996-1998

1998-2000

2000-2002

2002-2004

2004-2006

2006-2008

2008-2010

2010-2012

2012-2014

2014-2016

2016-2018

2018-2020

2020-2022

2022-2024

2024-2026


2026-2028

2028-2030

2030-2032

2032-2034

Lil...youtubes

 YouTube ^{DE}

Start

Trends

Abos

Bibliothek

Verlauf

Später ansehen

Videos, die ich m...

ABOS

Beliebt auf YouTu...

Sport

Gaming

Filme

MEHR VON YOUTUBE


YouTube Premium

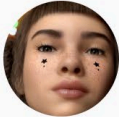
Filme & Shows

Comics

Suchen

Suchen

 Instagram



Miquela

41.360 Abonnenten

ABONNIEREN 41.360

ÜBERSICHT

VIDEOS

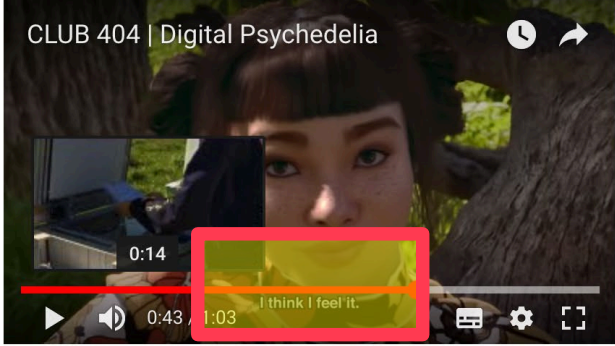
PLAYLISTS

COMMUNITY

KANÄLE

KANALINFO

CLUB 404 | Digital Psychedelia



0:14 / 1:03 I think I feel it.

CLUB 404 | Digital Psychedelia

83.029 Aufrufe • vor 1 Monat


Featuring the first CLUB 404 collection, launching 4/19/19.

SHOP: <https://club-404.com>

FOLLOW: <https://www.instagram.com/club404notf...>

Welcome to the CLUB! This is where we feel alive!


SQUAD

 Blawko22

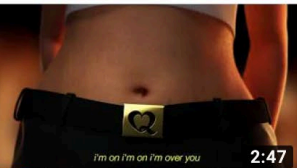
ABONNIEREN

Singles

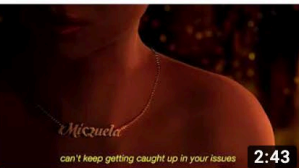
ALLE WIEDERGEHEN




3:15



2:47

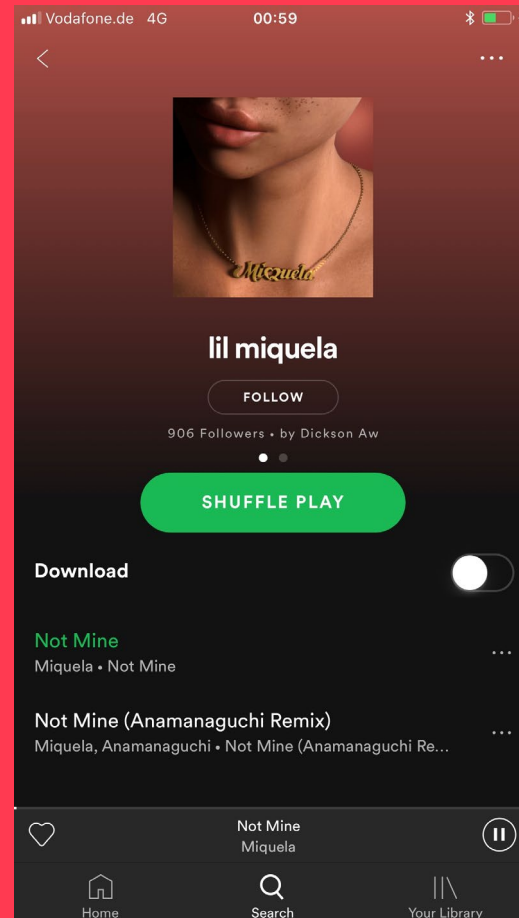


2:43



3:39

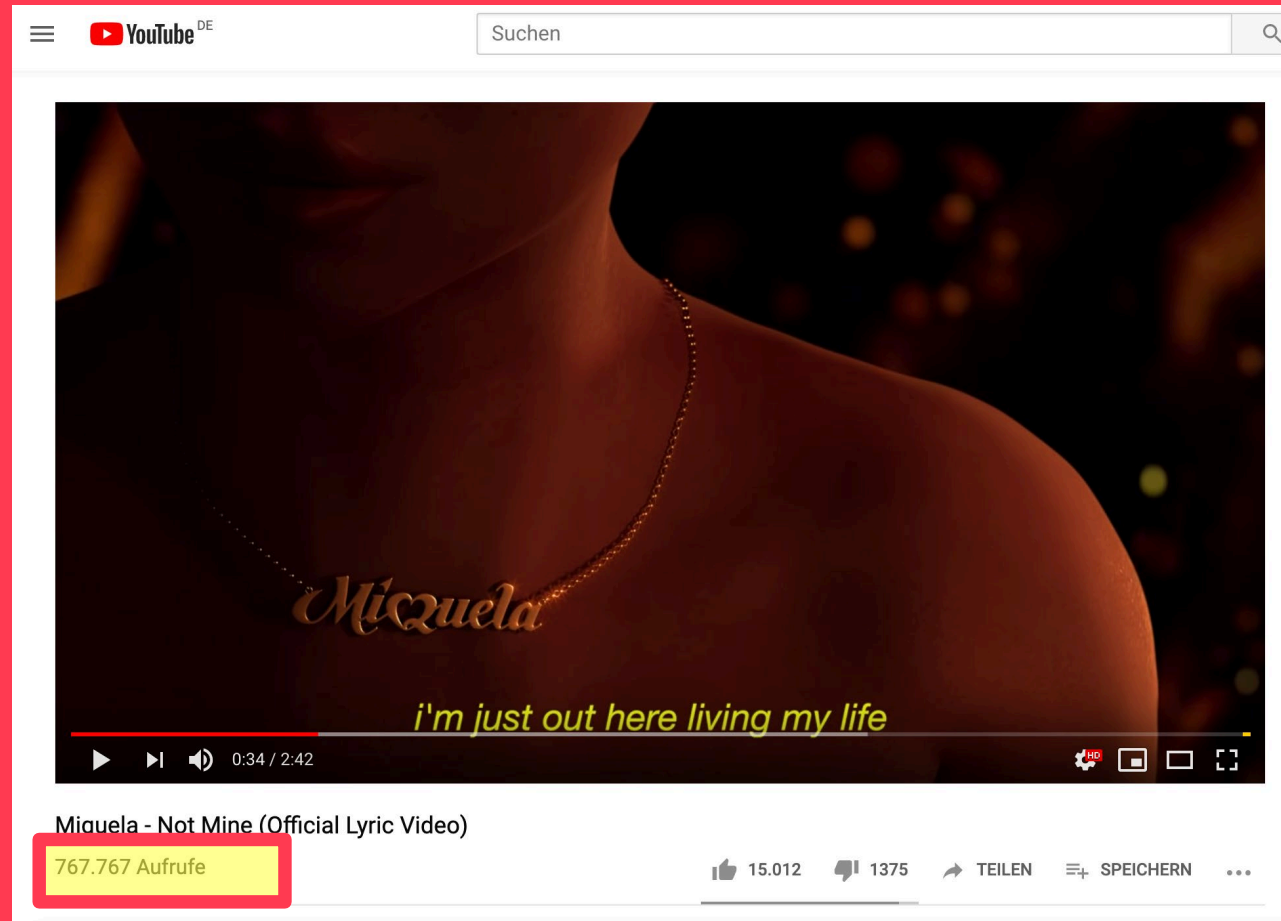
Lil sings



Lil sings



Lil sings... and many people listen



Robot sings and people talk about

Suchen

Miquela

you know i'll be just alright

Wiedergabe (k)

Miquela - Not Mine (Official Lyric Video)

767.772 Aufrufe

15.012 1375 TEILEN SPEICHERN ...

Miquela
Am 09.08.2017 veröffentlicht

TEIL 1

ABONNIEREN 41.362

Tell me ur fav lyric - post in the comments below!

Instagram: <https://bit.ly/2u0s0FT>

3.267 Kommentare SORTIEREN NACH

> 3,000 comments

swaggedd out elmo vor 1 Jahr
Shane dawson any one?
4512 ANTWORTEN
196 Antworten ansehen

melak vor 1 Jahr
SHANE DAWSON WHERE U AT
210 ANTWORTEN
2 Antworten ansehen

Flatty Patty vor 1 Jahr
This would be really good w/o the autotune

Also i love how all the comments are about Shane 😊

1526 ANTWORTEN
21 Antworten ansehen

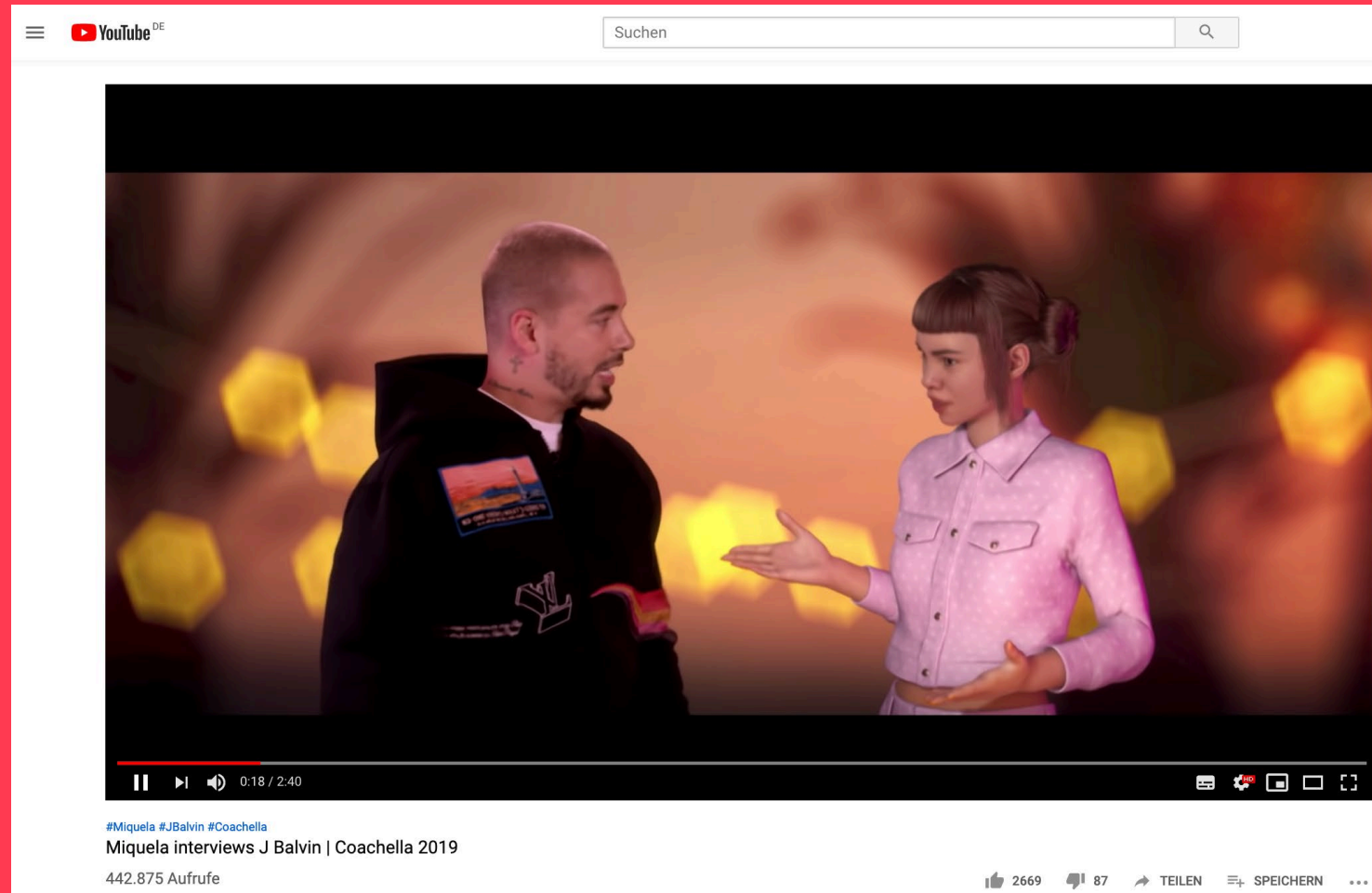
_D Xx vor 1 Jahr
Didn't think it was possible to have more auto tune than Jacob sartorius

781 ANTWORTEN
27 Antworten ansehen

Adrian Abed vor 1 Jahr
Playing it x 1.25 sounds sooo bomb!

462 ANTWORTEN
16 Antworten ansehen


Lil interviews real humans



Lil kisses

YouTube ^{DE}

Suchen



0:17 / 0:35

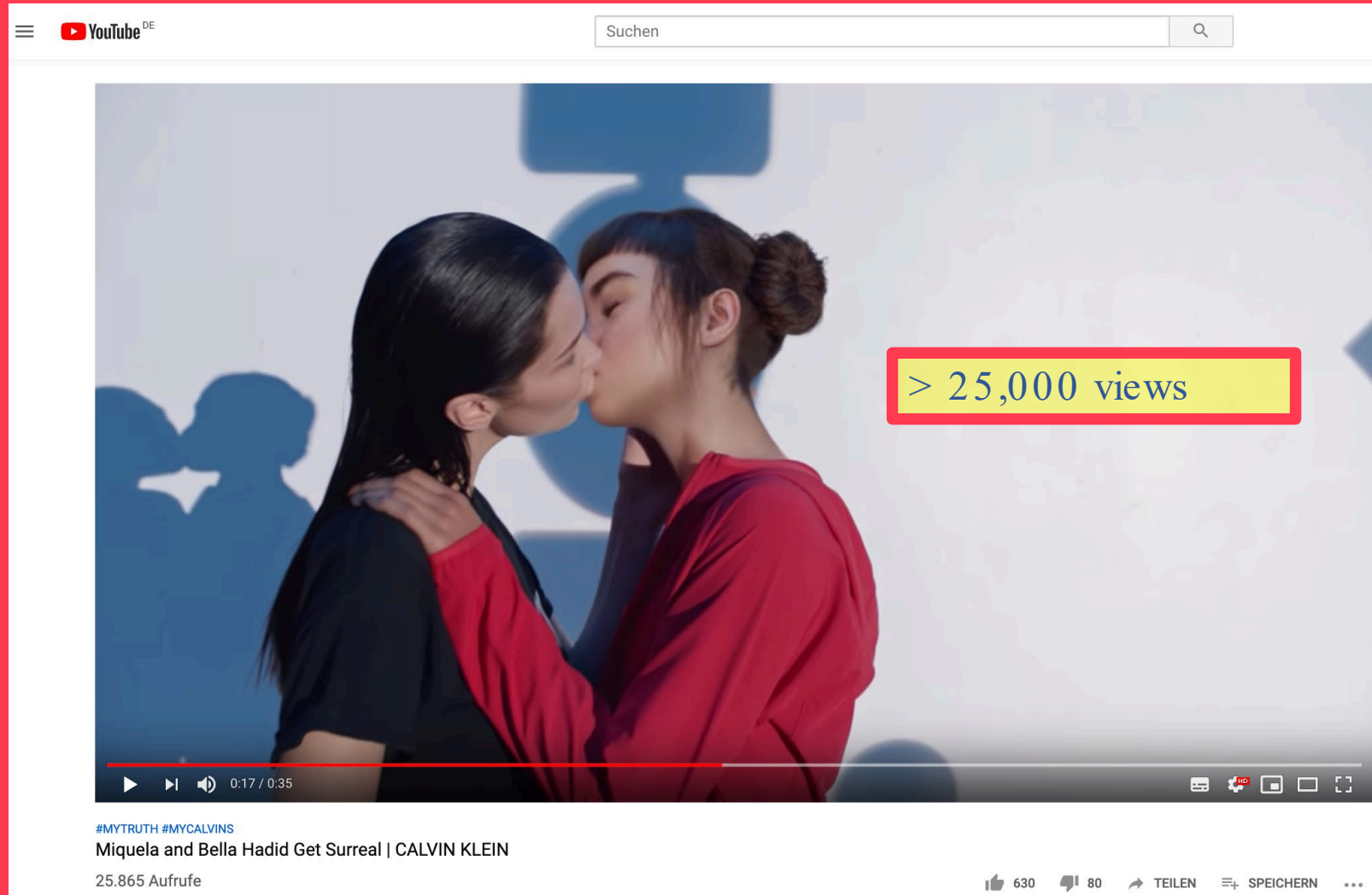
#MYTRUTH #MYCALVINS

Miquela and Bella Hadid Get Surreal | CALVIN KLEIN

25.865 Aufrufe

630 80 TEILEN SPEICHERN ...

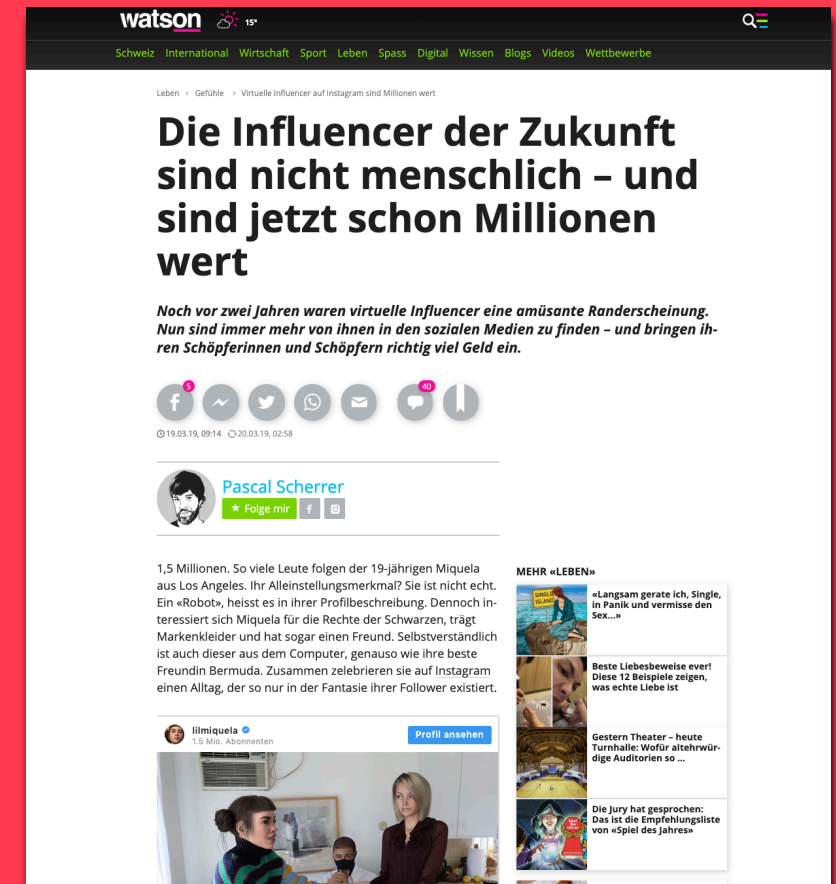
Lil kisses ... and many view it





What Watson says on Avatars

“The new gold, avatars are a tempting marketing Utopia which is worth millions of dollars.

Virtual characters are for business a begin of new era in which companies free from unpredictable personalities ... “




Other avatar brew

watson  

Schweiz International Wirtschaft Sport Leben Spass Digital Wissen Blogs Videos Wettbewerbe

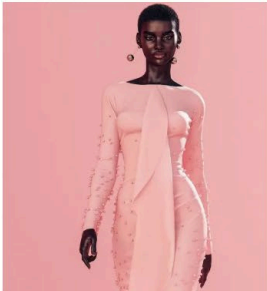
Digital > Instagram > Shudu: das erste digitale Supermodel bei Instagram

Die spannende Geschichte von Shudu, dem ersten digitalen Supermodel



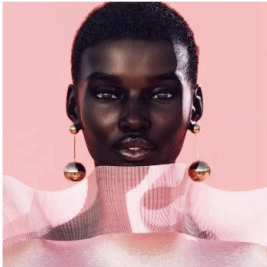
11.08.18, 19:31 11.08.18, 20:51

Das ist Shudu



screenshot: youtube

Sie hat 136'000 Follower bei Instagram



Shudu gilt als das erste digitale Supermodel der Welt

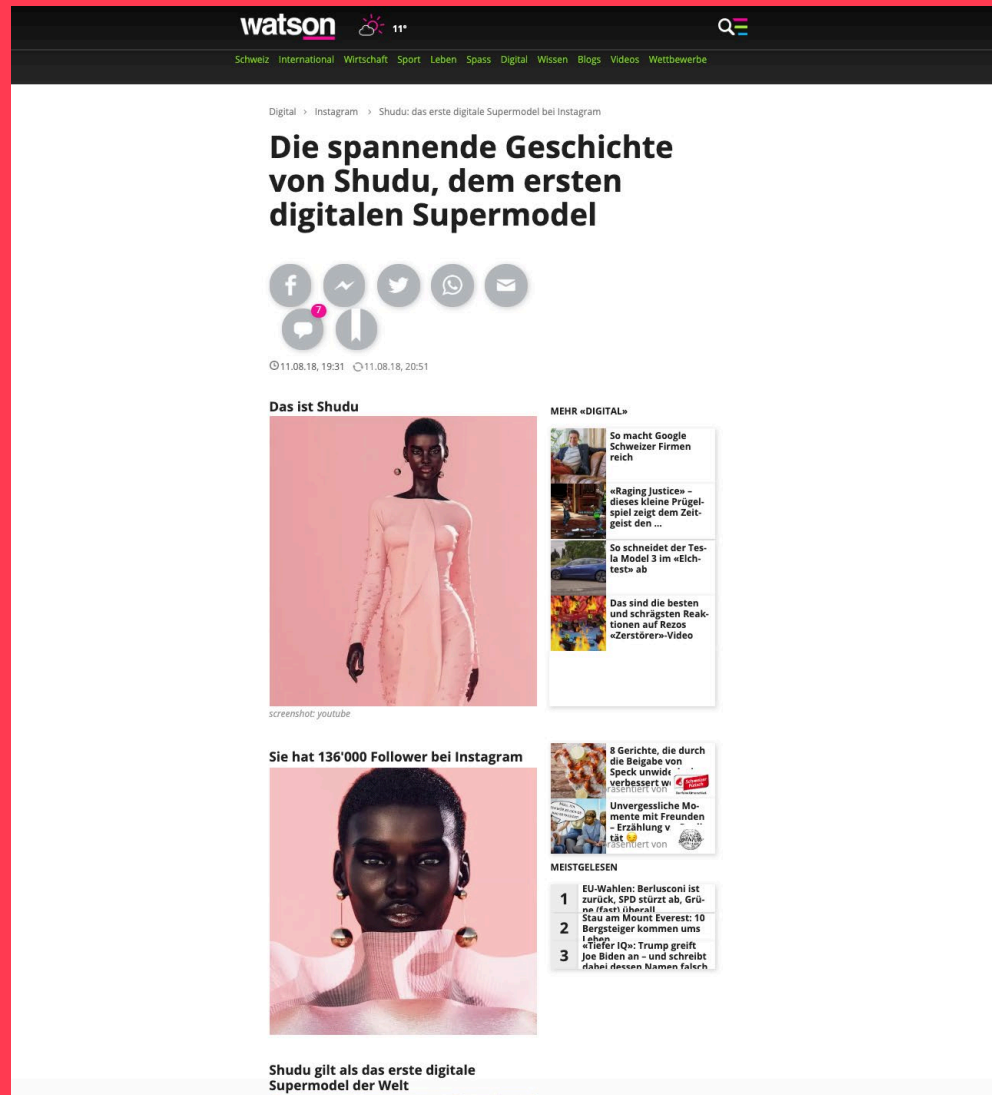
MEHR «DIGITAL»

- So macht Google Schweizer Firmen reich
- «Raging Justice» – dieses kleine Prügel-spiel zeigt dem Zeitgeist den ...
- So schneidet der Tesla Model 3 im «Eich-test» ab
- Das sind die besten und schrägsten Reaktionen auf Rezos «Zerstörer»-Video

MEISTGELESEN

- EU-Wahlen: Berlusconi ist zurück, SPD stürzt ab, Grü-ne flucht überall
- Stau am Mount Everest: 10 Bergsteiger kommen ums Leben
- «Tiefen IQ»: Trump greift Joe Biden an – und schreibt dabei dessen Namen falsch

Other avatar brew



Students

CGI

Other avatar brew

watson

Schweiz International Wirtschaft Sport Leben Spass Digital Wissen Blogs Videos Wettbewerbe

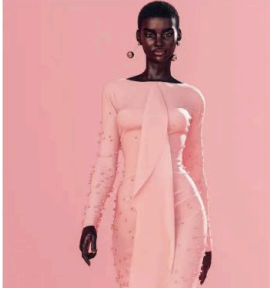
Digital > Instagram > Shudu: das erste digitale Supermodel bei Instagram

Die spannende Geschichte von Shudu, dem ersten digitalen Supermodel

f ~ t w s e


11.08.18, 19:31 11.08.18, 20:51

Das ist Shudu



screenshot: youtube

Sie hat 136'000 Follower bei Instagram



Shudu gilt als das erste digitale Supermodel der Welt

MEHR «DIGITAL»

- So macht Google Schweizer Firmen reich
- «Raging Justice» – dieses kleine Prügel-spiel zeigt dem Zeitgeist den ...
- So schneidet der Tesla Model 3 im «Eich-test» ab
- Das sind die besten und schrägsten Reaktionen auf Rezos «Zerstörer»-Video

MEISTGELESEN

- 1 EU-Wahlen: Berlusconi ist zurück, SPD stürzt ab, Grü-ne fließt überall
- 2 Stau am Mount Everest: 10 Bergsteiger kommen ums Leben
- 3 «Tiefen IQ»: Trump greift Joe Biden an – und schreibt dabei dessen Namen falsch

CNBC

SIGN IN PRO WATCHLIST MAKE IT 7

MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV

USA INTL SEARCH QUOTES

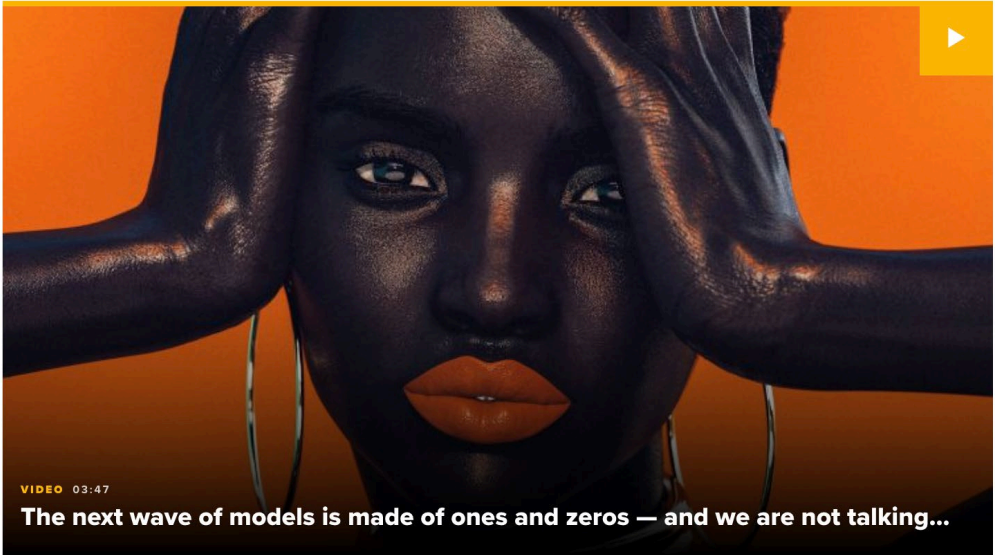
THE EDGE

The new faces of the \$2 trillion fashion industry are not real

PUBLISHED SAT, AUG 18 2018 • 9:00 AM EDT

Magdalena Petrova @MPETROVA92

SHARE f t in e ...



VIDEO 03:47

The next wave of models is made of ones and zeros — and we are not talking...

Other avatar brew

Disney - Die Eiskönigin

@DieEiskoenigin

Home

Posts

Photos

Videos

About

Notes

Events

Gewinnspiel

Community

Create a Page

Write a post...

Photo/Video Tag Friends Check in

Posts

Disney - Die Eiskönigin added a 3D photo.
April 23 · 🌐

Wer freut sich genauso sehr wie Olaf? 🌸

DER FRÜHLING IST DA!

Community

Invite your friends to like this Page

23,335,341 people like this

23,328,679 people follow this

Simona Elena Schuler likes this

About

Movie

Impressum

Suggest Edits

Page Transparency

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content.

Page created - October 21, 2013

English (US) · Deutsch · Türkçe · Español · Português (Brasil)

Other avatar brew

The screenshot shows the Facebook page for 'Disney - Die Eiskönigin'. The page has a blue header with the search bar and navigation links. The profile picture shows Elsa, Anna, and Olaf. The cover photo shows Anna and Elsa in a scene from the movie. The page has 23,335,341 likes and 23,328,679 followers. A red box highlights the 'Community' section on the right, which includes links to invite friends, view likes, and view followers. The main content area shows a post from 'Disney - Die Eiskönigin' dated April 23, asking 'Wer freut sich genauso sehr wie Olaf?' with a picture of Olaf and the text 'DER FRÜHLING IST DA!'.

Disney - Die Eiskönigin

@DieEiskoenigin

Home

Posts

Photos

Videos

About

Notes

Events

Gewinnspiel

Community

Create a Page

Like Follow Share

Write a post...

Photo/Video Tag Friends Check in

Posts

Disney - Die Eiskönigin added a 3D photo.

April 23 · 🌐

Wer freut sich genauso sehr wie Olaf? 🌸

DER FRÜHLING IST DA!

Community

Invite your friends to like this Page

23,335,341 people like this

23,328,679 people follow this

Simona Elena Schuler likes this

About

Movie

Impressum

Suggest Edits

Page Transparency

Facebook is showing information to help you better understand the purpose of a Page. See actions taken by the people who manage and post content on this page.

Page created - October 21, 2013

English (US) · Deutsch · Türkçe · Español · Português (Brasil)

Why travel?

Principle works in all industries

digital brand and community building

Principle works in all industries

digital brand and community building

build emotional relationship with your clients

Principle works in all industries

digital brand and community building

build emotional relationships with your clients

customer life time value growth

Principle works in all industries

digital brand and community building

build emotional relationships with your clients

customer life time value growth

personalization of brand content

For Travel?

YES

For Travel?

YES

Travel is an extremely emotional product

What do consumers think?

**54% of all UK consumers find virtual entities appealing
on some level**

What do consumers think?

54% of all UK consumers find virtual entities appealing on some level

43% of all UK consumers think that in the next 10 years, virtual entities will be all around us

For Travel?

YES

Questions?

Let's talk!