

The NFT Consumer

A Marketers Guide to the Metaverse Continued



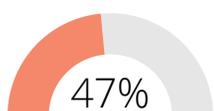
Talk of NFTs is everywhere – from the Beeple NFT that sold for \$69 million in November of 2021 to the Bored Ape Yacht Club – most Americans between the ages of 18 and 54 (61%) have heard of NFTs. However, most know very little about the specifics, and very few (10%) have ever owned one.

This may be about to change as marketers are discovering ways to unlock value via NFTs. From offering a collectible NFT as an incentive to purchase, as memorabilia, or as a revenue-generating product such as specialty clothes for an avatar, the more marketers are increasingly putting NFTs front and center to customers. And interest is growing among the public – recent Harris Poll research found that 58% of Americans 18-54 are potentially interested in purchasing an NFT - more than the 48% who express an interest in cryptocurrency. And it's not just young males – interest is very consistent across gender and race. While those 25-34 are a bit more interested than others at 65%, the age gap appears to be closing somewhat between Millennials and Gen X.

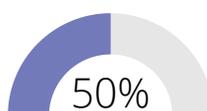
While it would be easy to assume that interest in NFTs is financially motivated, the data shows that those who are motivated by connection with creators express more interest in NFTs than those who are financially motivated. As such, music, and art focused NFTs generate the strongest interest (44% and 39%) followed by collectibles (36%) and sports moments (33%).



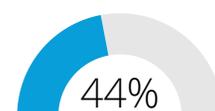
Music



Art



Collectibles



Sports Moments

So, what do marketers need to keep in mind when creating NFTs?

Individuals are very interested in brands helping to link the virtual world with the real world– for example, by creating NFTs that can be converted into ‘real life’ benefits. Adidas recently did this with their launch of Into the Metaverse NFT which had both digital and physical benefits – from ‘real world’ apparel to virtual experiences.

There are opportunities for brands to create experiences with musicians and artists. These types of NFTs will tap into the motivations of many likely early adopters of NFTs – the desire to connect.

There is room for trial and error. Roughly half of individuals interested in NFTs say that a brand creating new experiences linked to the metaverse would make them feel better about the brand. Most are excited about seeing their favorite brands (55%), of course, but also BIPOC brands (41%) – followed by fashion (39%), sports (38%) and food/beverage (37%) brands.

How will your brand engage? If you'd like to brainstorm, reach out.

amber.broughton@harrispoll.com | jennfer.musil@harrispoll.com

