2023 WPP TALENT AWARD Brief 4– Poltrona Frau

Brief

Poltrona Frau, an iconic Italian luxury furniture brand, seeks to elevate its brand presence and customer engagement through innovative experience in the metaverse. The goal is to create a captivating and immersive metaverse experience that showcases the brand's craftsmanship, heritage, and product range while reaching a wider, tech-savvy audience.

The context

The metaverse has emerged as a virtual shared space where users can interact, socialize, and conduct various activities. As the metaverse gains popularity, it presents a unique opportunity for brands like Poltrona Frau to connect with audiences in new and exciting ways. By embracing the metaverse, the brand aims to stay ahead of the competition, tap into tech-forward markets, and resonate with younger, digitally native demographics.

Problems to be solved

a. Limited Brand Awareness – Poltrona Frau faces challenges in reaching a global audience, particularly younger generations, who may not be familiar with the brand's heritage and craftsmanship.
b. Showcasing Craftsmanship Virtually – How can the brand effectively demonstrate the artistry and quality of its luxury furniture in a virtual environment?
c. Engaging the Metaverse Community – How can Poltrona Frau create an interactive and engaging experience that encourages users to participate and share their experiences within the metaverse?

The request

Imagine and try to conceptualize and design a metaverse experience for Poltrona Frau that addresses the brand's history, craftsmanship, and product range, while fostering a sense of community engagement within the metaverse.

Few important Poltrona Frau pillars that you could keep in consideration

a. Authenticity - Maintain the brand's essence and heritage while adapting it to the metaverse context
b. Immersive Storytelling - Create a compelling narrative that takes users on a journey through the brand's dedication to craftsmanship.
c. Interaction and Socialization - Encourage users to actively participate, interact with virtual furniture and configurations, and engage with others within the metaverse.
d. User Experience - Ensure a seamless and user-friendly interface that accommodates both experienced metaverse users and newcomers.
e. Multi-platform Accessibility - Design the experience to be accessible on various metaverse platforms to maximise reach.

References

a. [Poltrona Frau Website](#)
b. [Poltrona Frau Boundless Living Outdoor Collection](#) – interactive experience
c. Social Media Presence: [Instagram](#), [Facebook](#), [Youtube](#), [LinkedIn](#)
d. [JP Morgan](#): Opportunities in the metaverse – how businesses can explore the metaverse and navigate the hype vs. reality
e. [Gucci's Metaverse Experience](#): Gucci's partnership with Roblox to create a virtual experience that attracted millions of users and showcased their latest fashion collection.
f. [Minecraft & Adidas Collaboration:](#) How Adidas launched limited-edition virtual sneakers within the Minecraft world, generating immense buzz and brand engagement.