



Unleashing Omni-channel Storytelling

Experiences bridging Web2 & Web3

A Crypto Valley Working Group

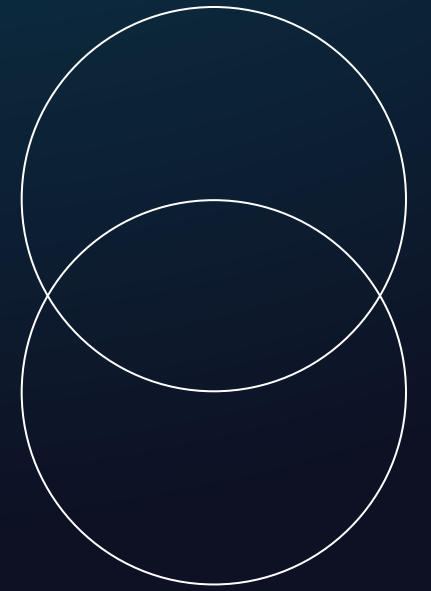
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Working Group

Web3 Experiences



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Storyteller



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Process Architect
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Bridging Web2 & Web3

The Brand challenge

Problem

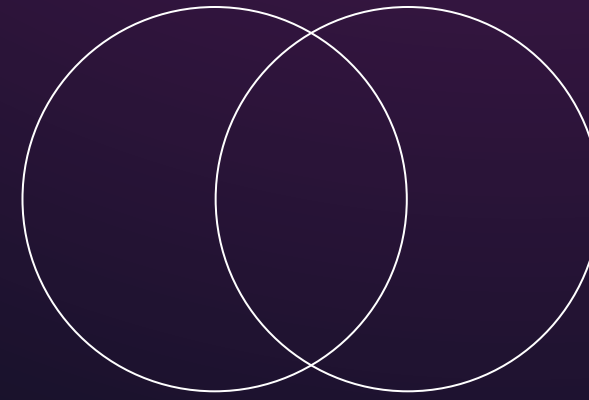
Most brands are trying to figure out how best to bridge Web2 and Web3 environments **to build culture, commerce and community.**

Opportunity

The use of **Omni-channel storytelling** approach to unlock **user journeys and experiences** that lead to customer retention, loyalty and community creation.



Some Definitions



Multi-Channel Marketing

Multichannel takes a **product-centric approach** while using more than one channel to promote the product or service

Omni-Channel Marketing

Omnichannel marketing takes a **customer-centric approach** while using all available media channels

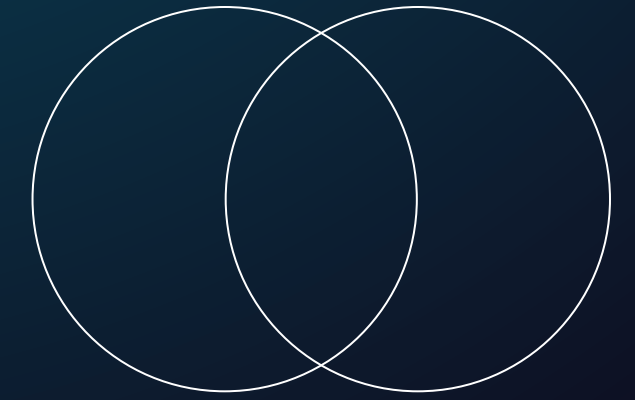


Omni-Channel Storytelling

Omni-channel storytelling focuses on creating a unified and continuous narrative across all channels. **A novel way to let audiences connect differently.**

It offerings unique channel-specific experiences **that keeps customers coming back!**





A Case Study

A Novel Experience – How it Works

Imagine an entertainment platform like Harry Potter for grown-ups who love great stories, culture, and experiences.



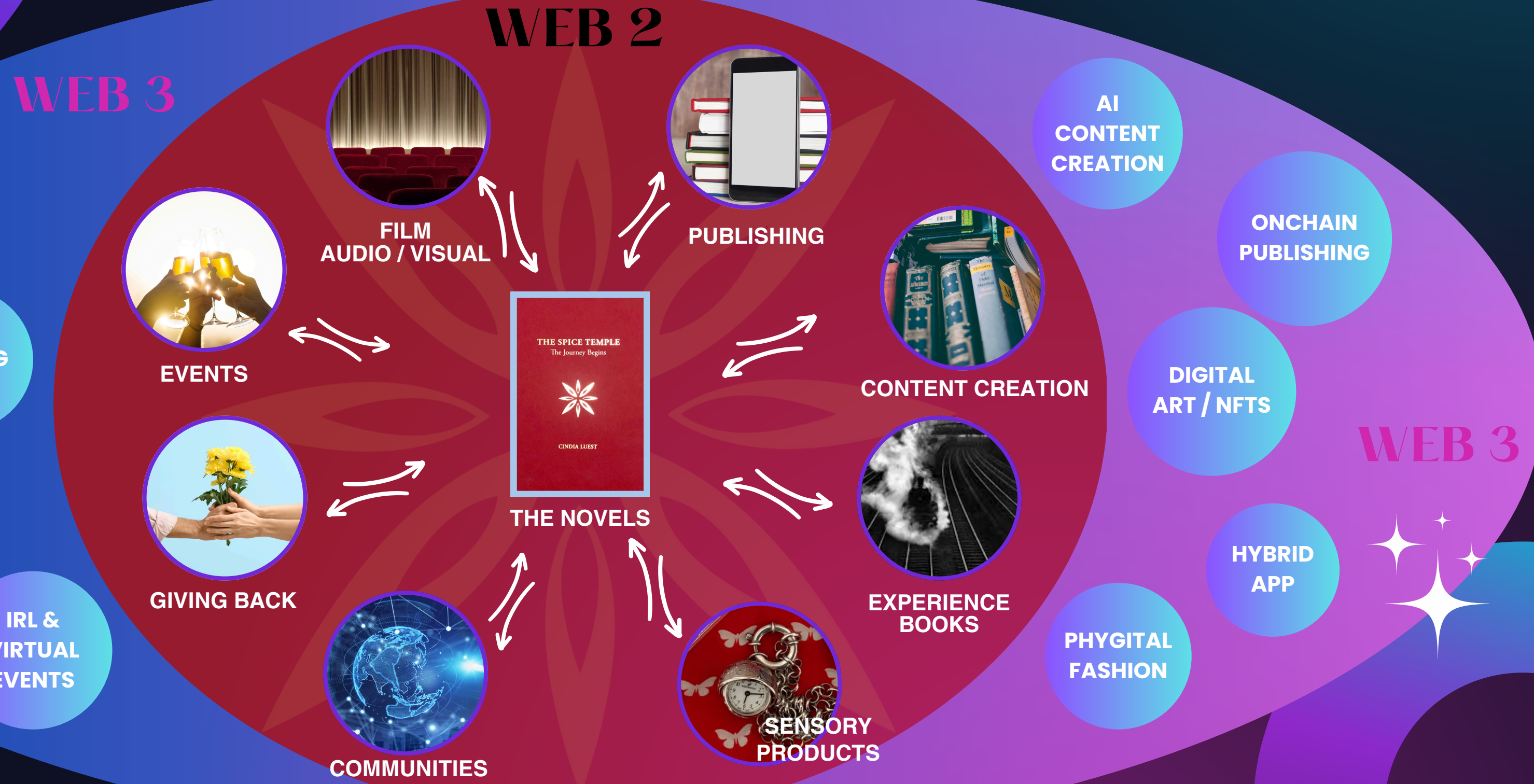
- Spice Journeys is **Innovating storytelling**
- Creating experiences that inspire and allow **audiences to connect differently**
- Unique journeys that integrate **culture, commerce and community**
- Omni-channel storytelling **bridging Web2 and Web3**

Why Storytelling?

“What happens next?” keeps audiences coming back

Omni-channel User Journey

Web2 & Web3 Components



Omni-channel Storytelling

Case Studies on Bridging Web2 & Web3



PRODUCT DEVELOPMENT

Sensory Storytelling

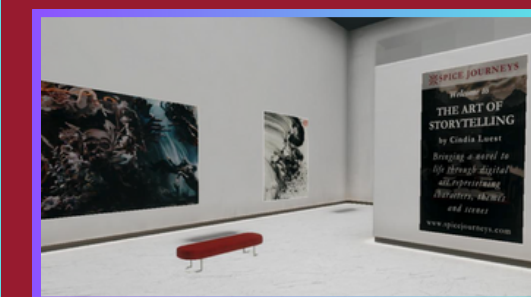
- Character - Questions of Identity
- Music and Fashion Explorations
- Phygital fashion
- Music collaboration / AI



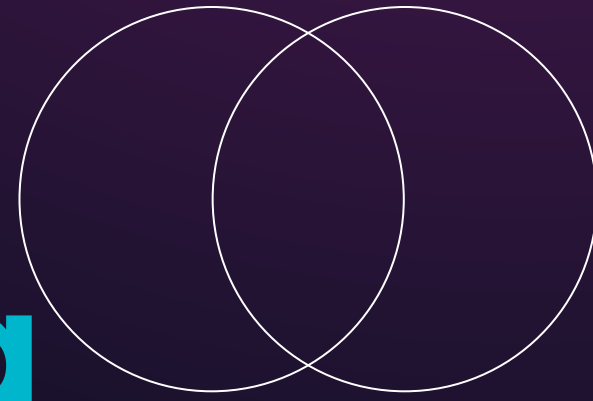
ART & EVENTS

Connecting / Culture / Commerce

- IRL Digital Art Show - unpaired, Zug
- Augmented Reality (book page)
- Avatar to open the show
- Metaverse gallery



Unveiling The Art of Storytelling



The Gallery – Metaverse

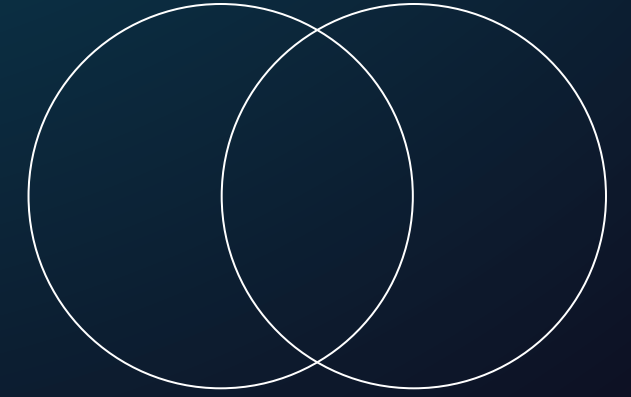
The world of “The Spice Temple” comes alive through digital art & virtual experiences





Web 2

Brand Alliances



- Where the REAL MEETS THE IMAGINED
- World-class chefs, resorts, artists have partnered
- Selected products and experiences by conscious creators

CHEFS

World-class Chefs

eBullifoundation

QUAY

OSTERIA FRANCESCANA



TANJA GRANDITS

RESORTS

Amazing Resorts



ARTISTS

Traditional / Digital



The ART of Storytelling

BRANDS

Products



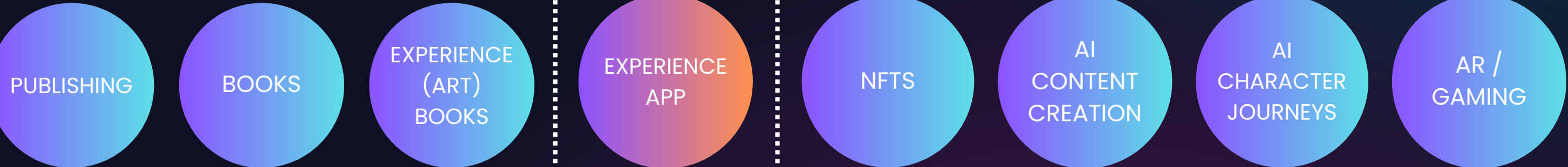
Omni-channel Storytelling

A World of Possibilities for New Experiences



STORIES

PUBLISHING
Omni-channel Experiences



PRODUCTS
Sensory Storytelling



MEDIA
Audio-visual Film



CONNECTING
Community & Causes



Opportunities

Omni-channel Approaches

01

New phygital products and **revenue streams**

02

Increase engagement and **loyalty** through immersive experiences

03

Build **brand alliances** and global market reach

04

Build community through **collectables**

05

Blended experiences and personalization as well real-time feedback (IRL and virtual)

06

AI for **content creation and gamification**

07

Blockchain for publishing, crowdfunding, provenance and digital ownership



Business considerations

Elements for Success

01

Cross-Industry Partnerships

02

Experiment with Innovation in Product Development

03

Enhanced Data Collection, Analytics and Comprehensive Insights

04

Legal, Compliance & Risk

05

Payments & Fulfillment

06

Marketing & Education



Crypto Valley Working Group

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Swiss Web3 Fest

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