



Trends Changing in Marketing Landscape



A close-up portrait of a person's face, focusing on their eyes and mouth. The person has light brown hair and is looking directly at the camera with wide, intense eyes. Their hands are clasped together, covering their mouth in a gesture of shock or surprise. The background is dark and out of focus.

SHOCK

GUCCI TOWN

ON
ROBLOX



Source: Gucci (2023)

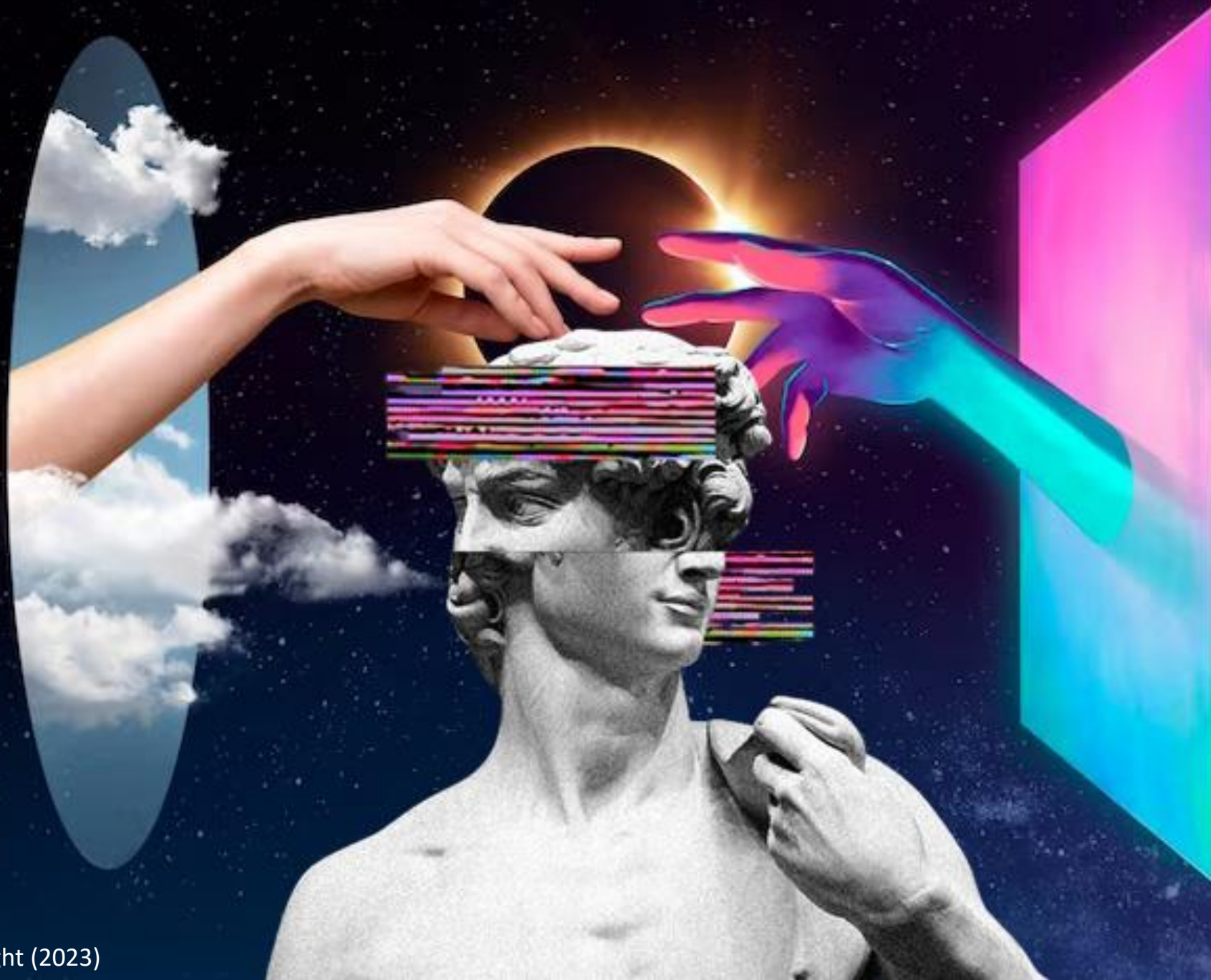


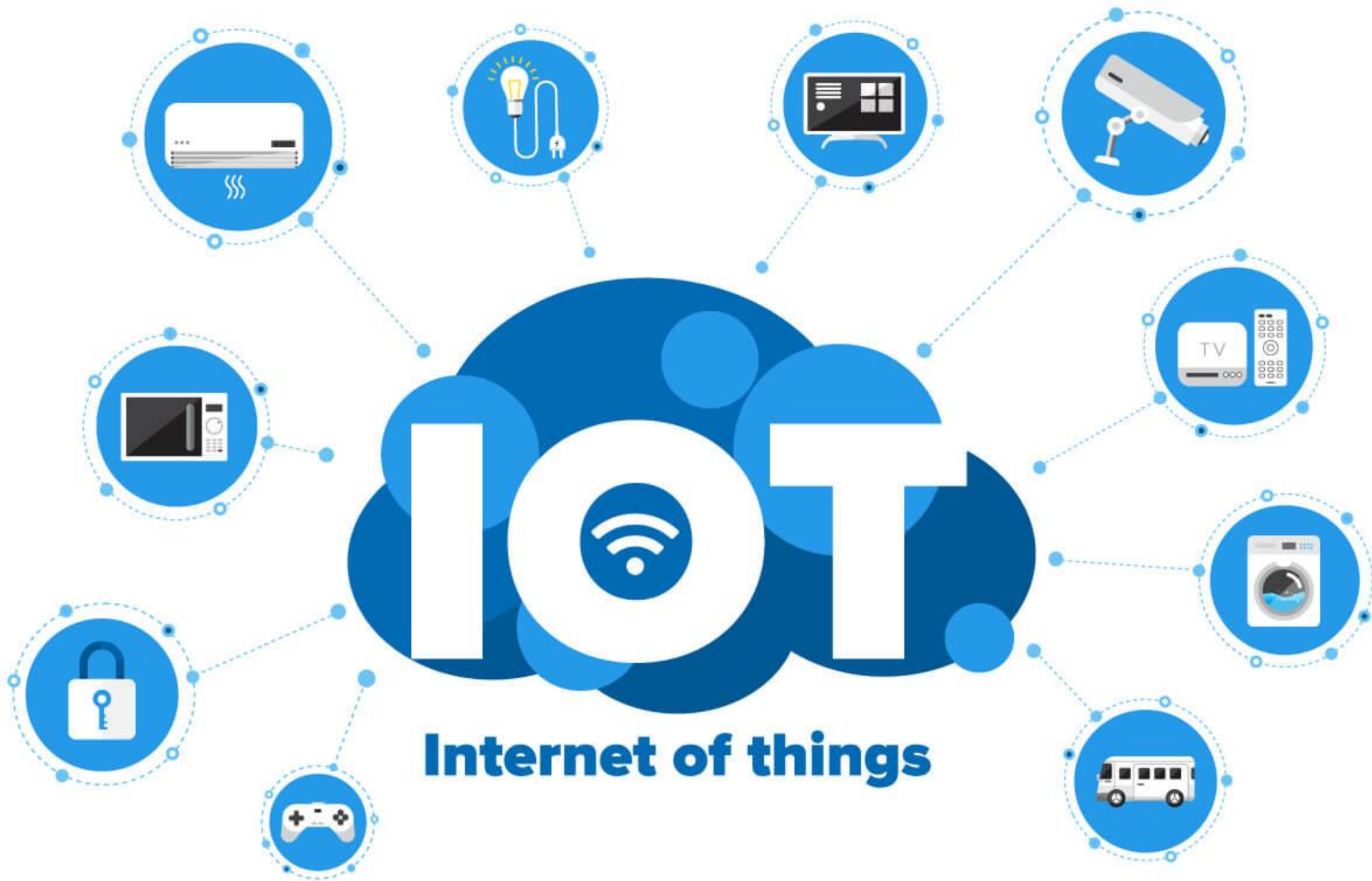


META

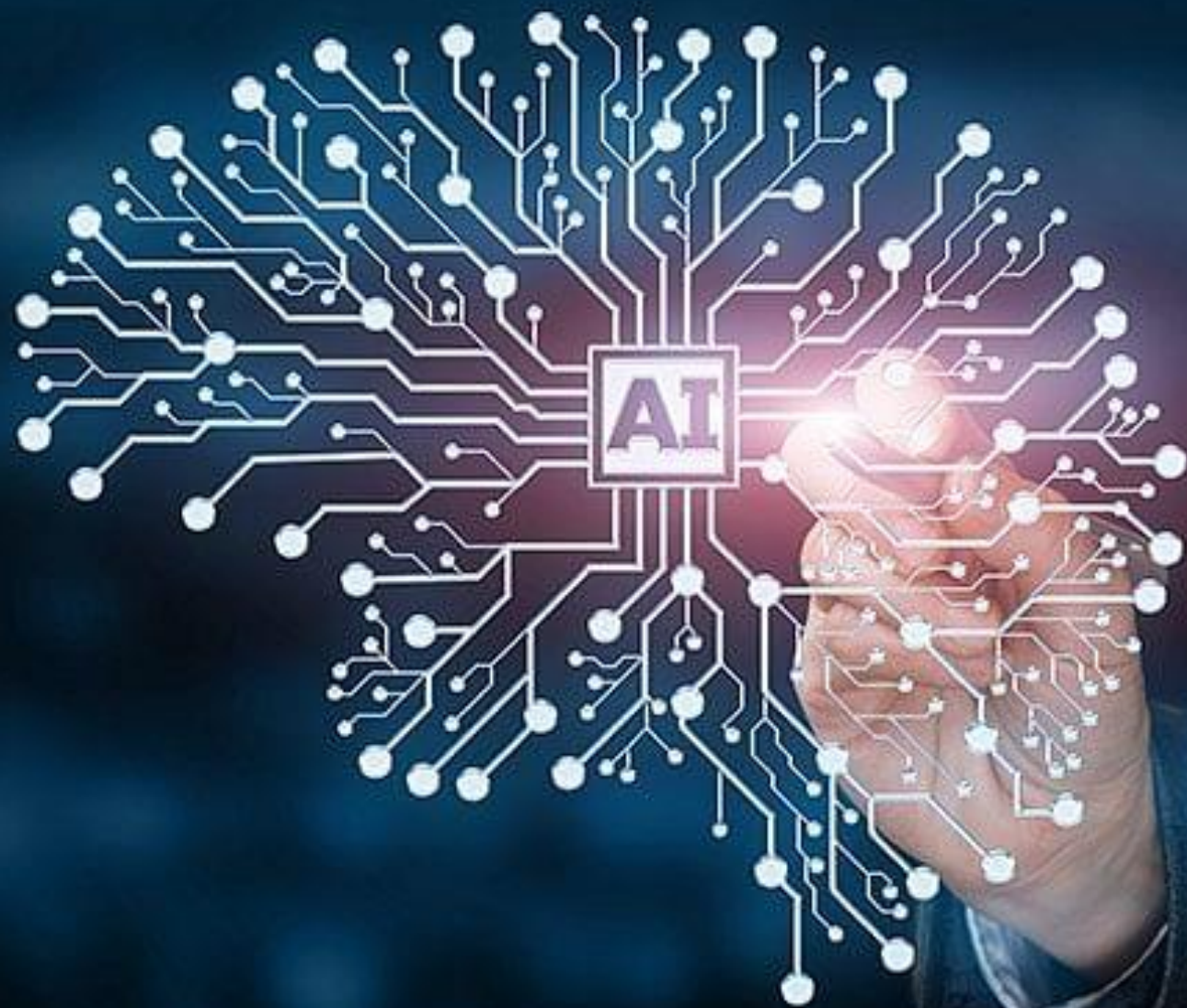


ปีหน้ามานะ! ตลาด 6.0 Marketing in the Metaverse



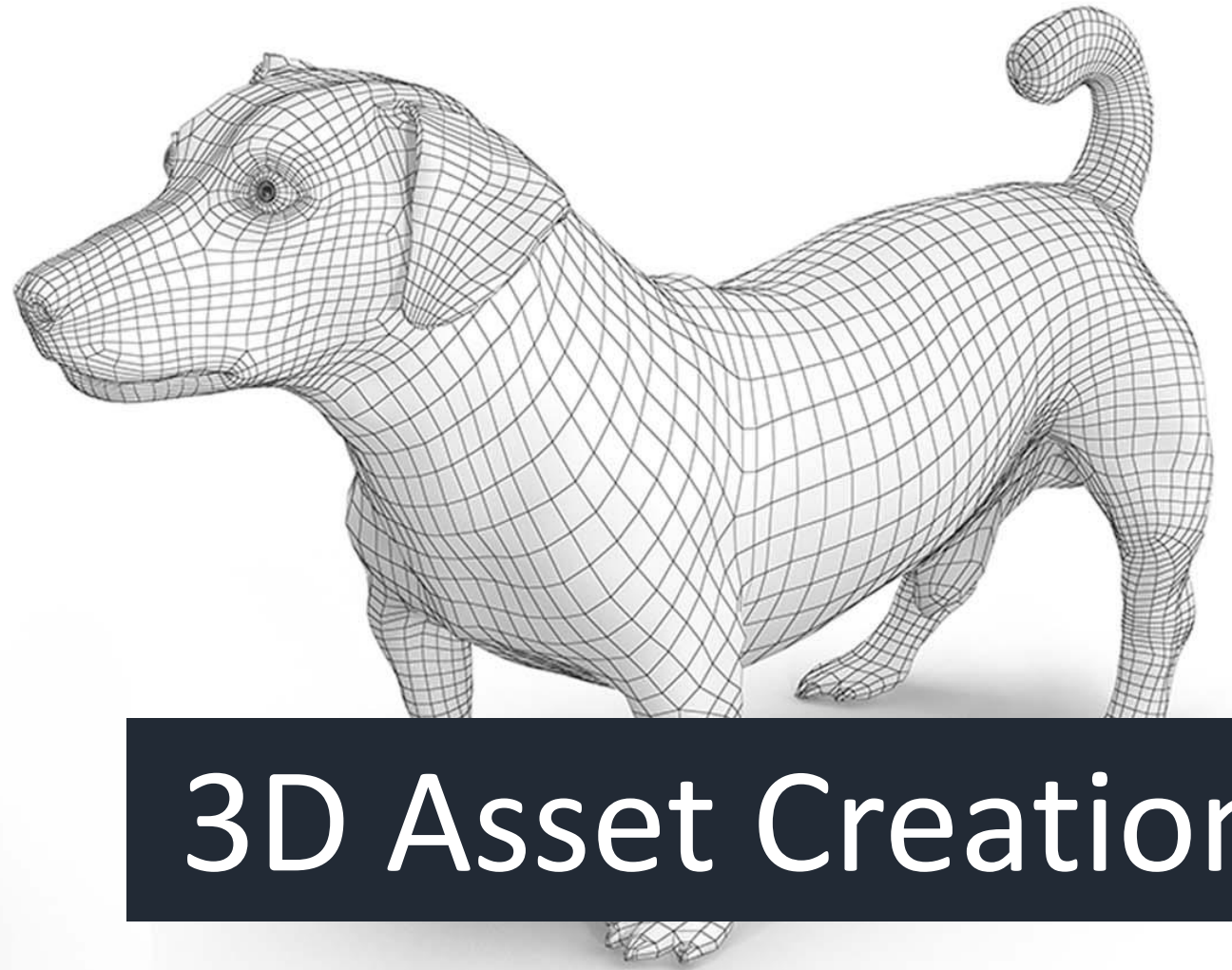






The image features a dark blue background with a complex, glowing circuit board pattern. In the center, a large, dark blue diamond shape is prominent. Inside this diamond, a white wireframe brain is depicted, emitting a soft, glowing light. Below the brain, the text "ChatGPT" is written in a bold, white, sans-serif font.

ChatGPT



3D Asset Creation



Vault

GUCCI

MIDJOURNEY _{AI}





**XPERIENCE
YOUR
ZERO**



ก้าวสู่ Horizon ใหม่ ในโลกธุรกิจ

ปิดช่องว่างที่เคยเป็น “Zero Xperience” ของคุณ

9 SESSIONS
5 WORKSHOPS
2 INSIGHT VISITS
1 RETREAT OUTING

Class Every Wednesday Evening
Rxv Wellness Village Outing

July 5th – August 23rd
July 15th – 16th

A network diagram on a dark blue background. It features numerous white circular nodes, each containing an icon of a person at a computer or a smartphone. These nodes are interconnected by a web of white lines, forming a decentralized network structure. The central text 'BLOCK CHAIN' is written in a large, bold, white sans-serif font.

BLOCK CHAIN

A woman is shown from the chest up, wearing a black VR headset. She has her hands raised, interacting with a virtual environment. The background is a collage of various digital images and data visualizations, including a woman's face, a globe, a person in a suit, and abstract network diagrams. The overall color scheme is dominated by blues and purples, with bright highlights from the digital elements.

AR/VR

New Enablers

- IoT
- AI
- 3D Asset
- Blockchain
- AR/VR



MITRI





Source: Coin Deck (2023)



A close-up photograph of a person's index finger pressing a dark, oval-shaped button. The button is surrounded by a bright, glowing blue ring of light. The text 'NEW EXPERIENCE' is printed in white, bold, sans-serif capital letters on the button, with 'NEW' on the top line and 'EXPERIENCE' on the line below. Below this, the word 'START' is printed in a smaller, white, sans-serif font, preceded by a short horizontal line.

**NEW
EXPERIENCE**

START

TRY
ME
NOW

#VIRTUALMAC

LET'S GET STARTED

VIRTUAL
~~MAC~~ MAKEOVER







WHAT NEXT?

META → 5 TECH

MITRI → ONLIFE



MEETANG

A hand holding a flaming torch against a dark background with falling sparks.

**IT WILL
NEVER...
EVER...
BE THE SAME
AGAIN**

SOURCE: RESTLESS GOSPEL (2020)