



Unleashing Omni-channel Storytelling

Experiences bridging Web2 & Web3

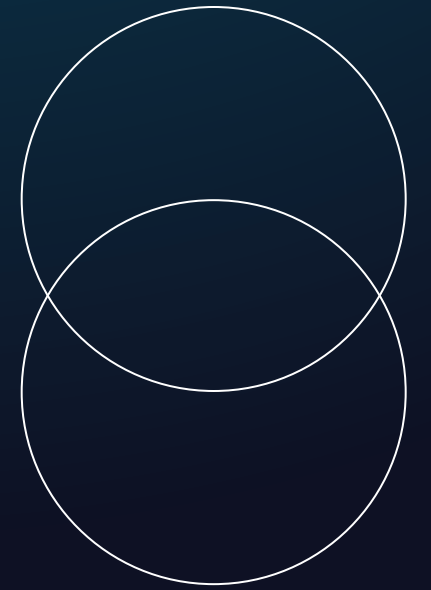
A Crypto Valley Working Group

June 8, 2024
Swiss Web3 Fest, FIVE Zurich



Working Group

Web3 Experiences



Jakob Bosshard
Web3
Entrepreneur



Georg Lanzinger
Web3
Think Tank



Cindia Luest
Omni-channel
Storyteller



Katie Richards
Process Architect
& Risk Expert

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.**

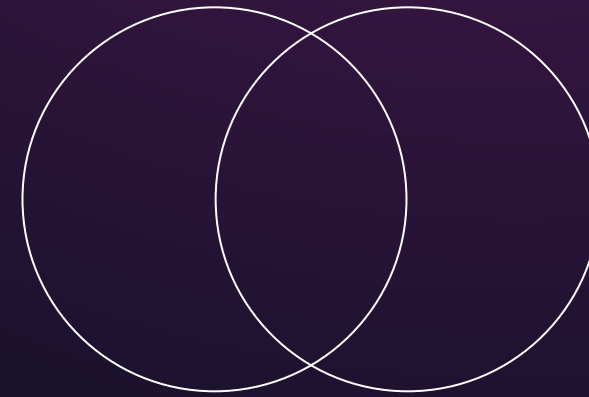
Opportunity

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



What is this?

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

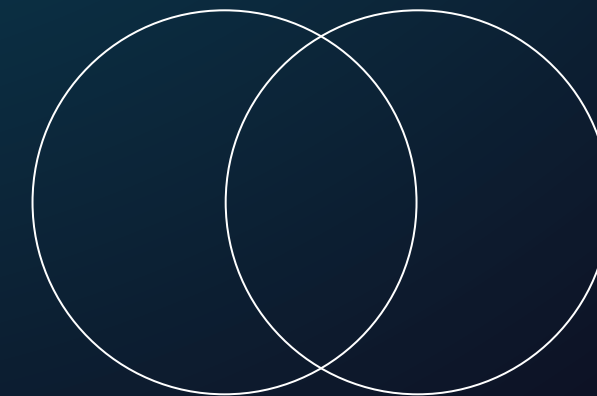


Omni-Channel Storytelling

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 keep 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 Bridging Web2 & Web3



PRODUCT DEVELOPMENT

Sensory Storytelling

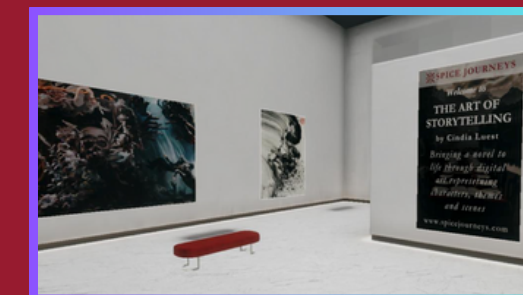
- Character - Questions of Identity
- Music and Fashion Explorations
- Phygital fashion
- Music collaboration / AI



ART & EVENTS

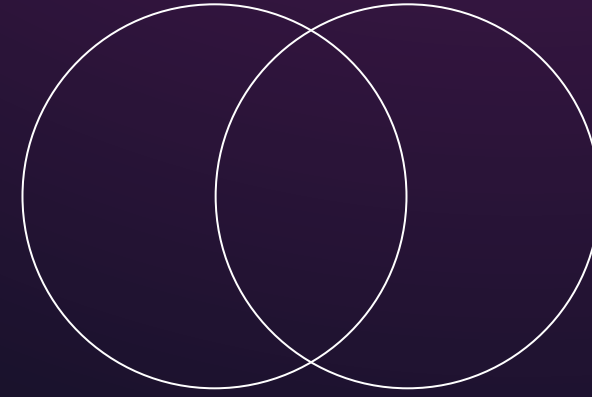
Connecting / Culture / Commerce

- 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

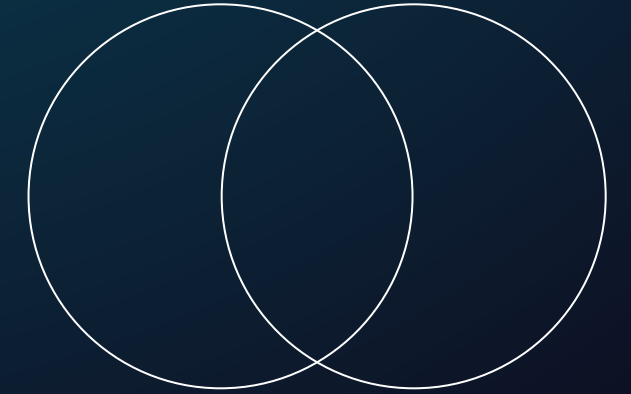
The world of “The Spice Temple” comes alive through digital art & virtual experiences





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

elBullifoundation

QUAY

OSTERIA FRANCESCANA



TANJA GRANDITS

RESORTS

Amazing Resorts

Soneva Fushi

Oberoi
HOTELS & RESORTS

GRAND RESORT
BAD RAGAZ

Çırağan Palace
Kempinski

ARTISTS

Traditional / Digital



BRANDS

Products

SEIDENMANN
Switzerland

AEROWATCH
SWISS WATCHES SINCE 1910

MONOCLE

Conscious
Creators
LUXURY & MORE

Omni-channel Storytelling

A World of Possibilities for New Experiences



PUBLISHING
Omni-channel Experiences

PUBLISHING

BOOKS

EXPERIENCE
(ART)
BOOKS

EXPERIENCE
APP

NFTS

AI
CONTENT
CREATION

AI
CHARACTER
JOURNEYS

AR /
GAMING

PRODUCTS
Sensory Storytelling

MERCH

LITERARY
FRAGRANCES

LUXURY
PRODUCTS

PHYGITAL
PRODUCTS

PHYGITAL
FASHION

AI
FASHION

COLLECT-
ABLES

MEDIA
Audio-visual Film

DRAMATIZED
PODCAST

SHORT
FILMS/
ANIMATIONS

FILMS

AI &
METAVERSE
FILMS

METAVERSE
SERIES

AI FILM
CREATION

METAVERSE
STORYVERSE

CONNECTING
Community & Causes

IRL & SOCIAL
MEDIA
COMMUNITY

IRL
EVENTS

IRL &
METAVERSE
EVENTS
(simultaneous)

METAVERSE
EVENTS

AI
CHARACTER
JOURNEYS

AR / GAMING

AI - Artificial Intelligence; AR - Augmented Reality
IRL - In Real Life



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

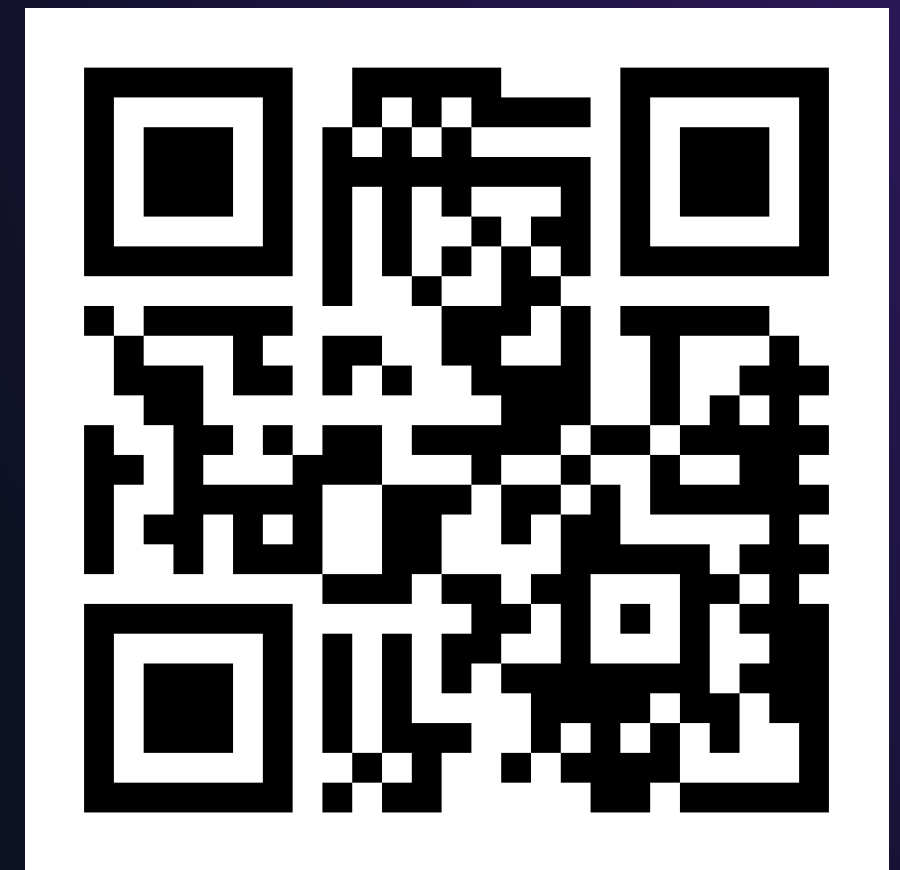
Marketing & Education





Crypto Valley Working Group

Join Us!



spicejourneys.com

Swiss Web3 Fest

SIGN UP FOR THE NEWSLETTER FOR UPDATES