

PRIVATE SOCIETY

MELTING POT When physical meets digital, the opportunities multiply.

YOU DON'T OWN ME Leverage NFTs in a meaningful manner + why brands should embrace them.

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A DREAM IS A WISH YOUR HEART MAKES

It's curious that we spend so much of our time as human beings in a rush to be grownups. As someone who has, legally speaking, been a grownup for the better part of three decades, I do not understand what all the fuss is about.

I spend as much time as possible actively engaged in being childlike. Don't misunderstand: I am both responsible and high-functioning to mostly balance out my immaturity.

Manners were a requirement in my family, and I can read a room like nobody's business, so I am a good fit to both charm your grandmother

and hold my own in a boardroom.

Left to my own devices, though, I operate more like my nine-year-old self with a driver's license and a debit card. And while not everyone may be wired with my Peter-Pan unwillingness to grow up, we are ALL susceptible to the magic of pixie dust.

Later in this issue we'll be taking a look at the boldest among us — those who have already braved the uncharted territory of the metaverse.

Taking nothing away from these cultural thought leaders, what really gets my pulse racing is the recent appointment of Mike

— What's Next?

THE INNOVATORS ARE MAKING BIG MOVES.
THE SHIFT IS COMING - CAN YOU FEEL IT?

It's All Happening

Now is not the time for the risk-averse. We are, quite literally, on the precipice of a new frontier. Brands that have vision are already planting flags across the metaverse, and the world is breathless with anticipation. This is the moment to show up and show out. Build a world of dreams, made for dreamers.

White as Disney's "senior vice president for Next Generation Storytelling and Consumer Experiences". In lay terms, this means Mr. White will be leading the entertainment giant's strategy for entry into the metaverse.

Every once in a while, the weight of a phrase leaves me slack jawed. Imagineers are, at this very moment, spinning up experiences that will expand our ability to experience joy.

Walt Disney, the dreamer of all dreamers, has gained access to an entirely new dimension.

There will surely be thrills and drama and tugging of heartstrings, because Disney does all of those emotions impeccably well. What I hope takes root and multiples, though, endlessly throughout whatever phygital space lies ahead, is the opportunity to become immersed in joyfulness at any given moment, no matter where your feet may be planted in reality.

We have existed in a time unlike any other over the past few years. Our fear response has been activated constantly for months on end, and due to very real threats. Our lizard brains have difficulty with any option beyond "fight/flight". Suppressing that instinct has taken its toll on humanity.

Call it childish, but I cannot fathom an antidote sweeter than feeling like a kid again. Make time to play.



Hidden Gems



Together-Apart Gets a Reboot.

[Forbes makes a compelling argument for intimate connections in a virtual world.](#)



NFT WTF

[Vogue cuts through the noise and highlights the best plays for luxury in the metaverse.](#)



Child's Play

[Welcome to the democratic age of design - NPR highlights the possibilities.](#)

Phygital Underground

In the months ahead, companies will have to make one very important decision:

Do they want to be Netflix, or do they want to be Blockbuster? It's adapt or die time, as e-commerce becomes immersive commerce, and consumers are thirsty for emotional connections.

Who is leading the charge, and who you should follow into battle?

The Next Frontier(land)

[The BBC has spotted Disney's big move.](#)

Tastes Like Chicken

[Robotic process automation isn't only serving up wins in ecommerce. Fortune highlights how RPA is changing the poultry game.](#)

Who's That? Brown!

[Reuters explains how UPS was able to hire more drivers and increase KPIs, all while slashing overhead.](#)



Gucci and Alessandro Michele took bold steps with SUPERPLASTIC



Balmain + Mattel = pretty in pink NFTs



Like Gucci, Ralph Lauren was pioneering digital early

Tell Me More

Salesforce research shows that 80% of consumers say that the experience of buying is more important than the actual product being purchased.

It only make sense to build better, more interactive 3D journeys and invite users into an experience that unlocks their desires.

- Dedrick Boyd, CEO, TechSparq

Early adopters in innovation realize that the potential reward outweighs any perceived risk.

Leaders have an obligation to lead.

- Vince Pass, VP Growth, TechSparq





PICTURES JUST COME
TO MY MIND AND I TELL

MY HEART

TO GO AHEAD.

HORACE PIPPIN, AMERICAN ARTIST

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H. PIPPIN.



About TechSparq

We help the world's most innovative and leading brands Turn On What's Next™ in e-commerce with Sparq Commerce. Our no-wasted-motion policy means more efficiency and higher profits for our clients. Since our founding in 2007, we've been delivering software solutions, process improvement, and cost savings to the Fortune 500.

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