

ewg
UNLIMITED

FQ
the
FEMALE QUOTIENT

WHAT WOMEN WANT IN WEB 3.0

JUNE 2022

+15%

**INCREASE IN INTEREST
FROM WOMEN IN THE
METAVERSE MONTH-
OVER-MONTH**



THE CONTRADICTION

Metaverse experiences are still largely geared towards men.

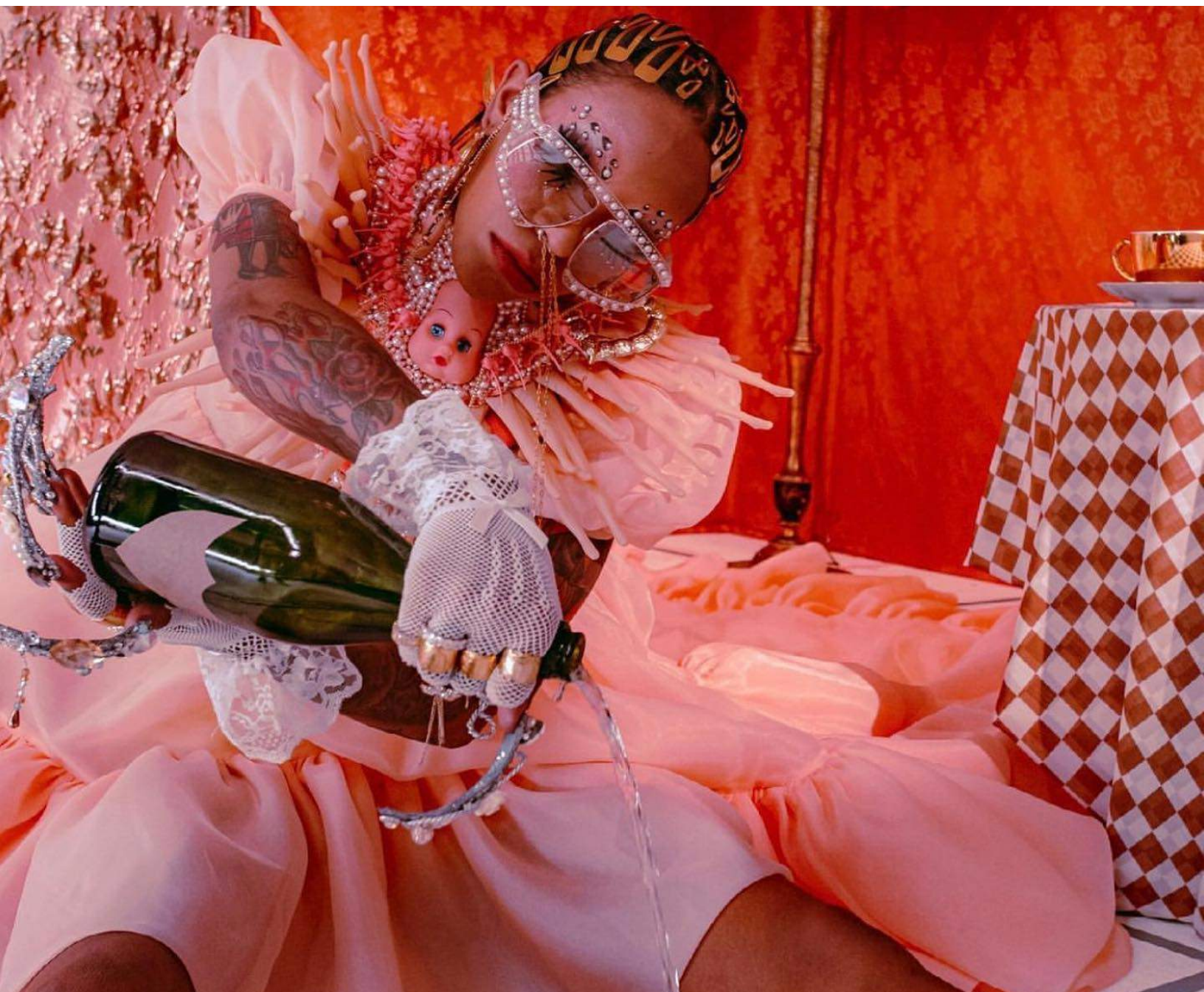
Consumer interest in the metaverse continues to grow exponentially, with interest from women growing at a rate of +15% month-over-month¹. However, metaverse experiences are still largely geared towards men—with males dominating the creation and purchases of virtual goods.

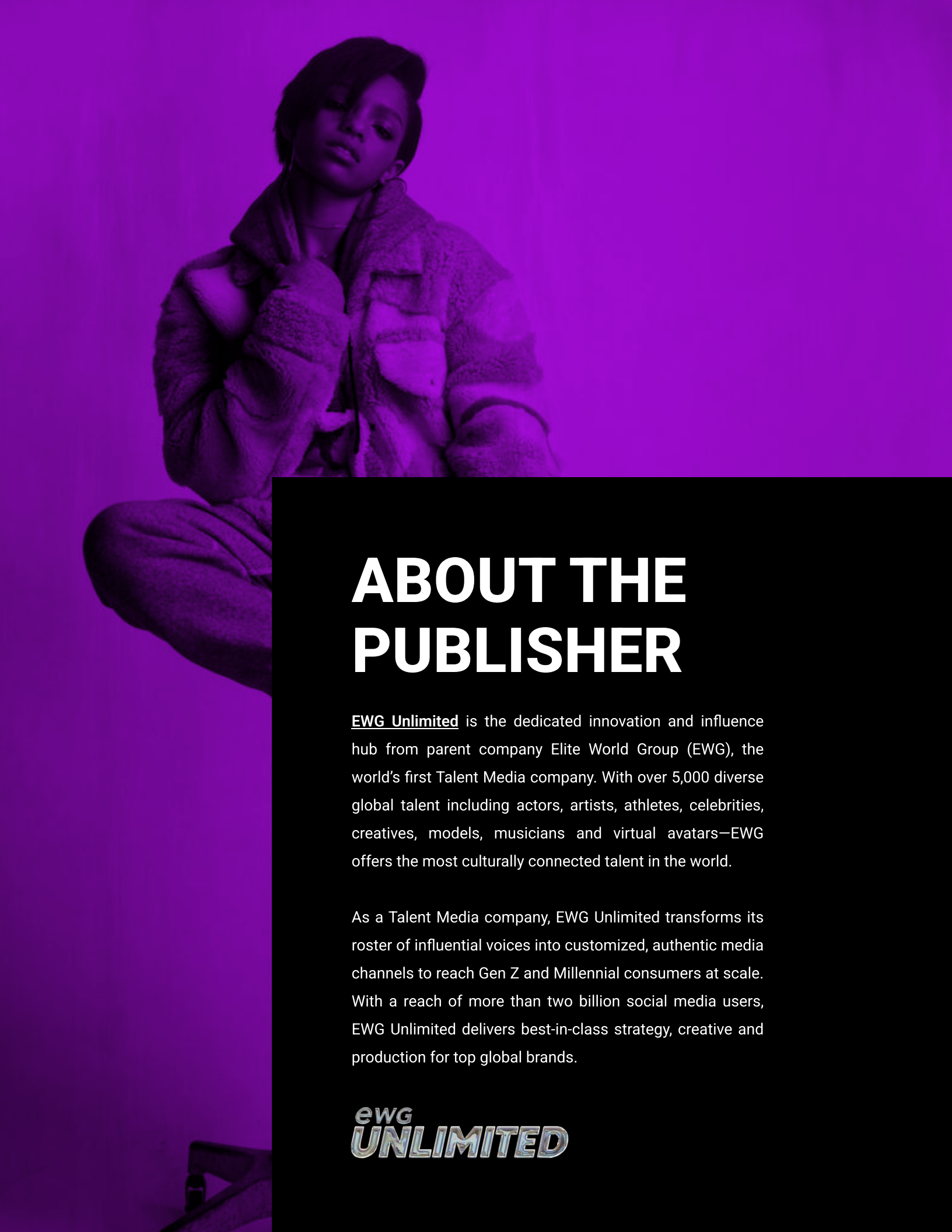
EWG Unlimited, in partnership with The Female Quotient, has conducted an in-depth look into the reactions, motivations and needs of women in a new Web 3.0 world. Using first-party data and focusing on four key themes—Community, Aesthetics, Accessibility, and Talent—this report will uncover powerful approaches for brands to successfully engage with women across virtual experiences and immersive media.

WHY WOMEN, AND WHY NOW?

Women make up nearly half of all online communities, but female audiences and creators have long been overlooked or sidelined at the forefront of technological innovation.

With the rise of Web 3.0, brand leaders can empower digital ownership and inclusivity for women, and they can do so while the rules of Web 3.0 are still on the cusp of creation.





ABOUT THE PUBLISHER

EWG Unlimited is the dedicated innovation and influence hub from parent company Elite World Group (EWG), the world's first Talent Media company. With over 5,000 diverse global talent including actors, artists, athletes, celebrities, creatives, models, musicians and virtual avatars—EWG offers the most culturally connected talent in the world.

As a Talent Media company, EWG Unlimited transforms its roster of influential voices into customized, authentic media channels to reach Gen Z and Millennial consumers at scale. With a reach of more than two billion social media users, EWG Unlimited delivers best-in-class strategy, creative and production for top global brands.

ewg
UNLIMITED

ABOUT THE PUBLISHER

Founded in 2013, The Female Quotient (The FQ) is an equality services company that provides thought leadership platforms for women and develops solutions for organizations committed to closing the gender gap in the workplace. Through its intensive engagement with women around the world, in multiple industries, and at every level, The FQ has a rare understanding of what is on the minds of working women and what specific needs must be addressed to confront existing inequalities.

For more information, visit @femalequotient across social channels and www.thefemalequotient.com.

FQ
the
FEMALE QUOTIENT



SETTING THE SCENE

3/4

of women have heard of the metaverse.

But only

30%

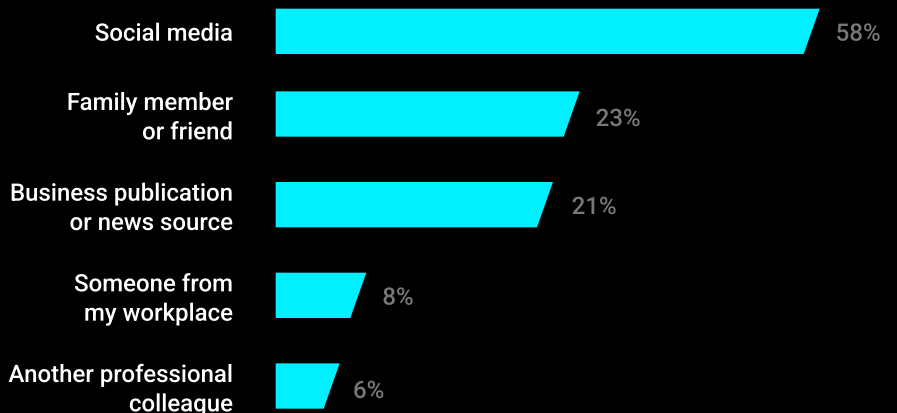
are truly familiar with it.

Women ages 34 and under are more likely to be familiar with the metaverse than women over 35, with 42% of women ages 18-34 claiming to be very familiar or somewhat familiar with the metaverse. Only 29% of women ages 35-54 and 21% of women ages 55+ claim the same level of familiarity.

HOW DO WOMEN HEAR ABOUT THE METAVERSE?

Social media is queen. Most women first learned about the metaverse from social media, followed by an influential family member or friend.

WHERE DID YOU FIRST LEARN ABOUT THE CONCEPT OF THE METAVERSE?



WHY ARE WOMEN INTERESTED?

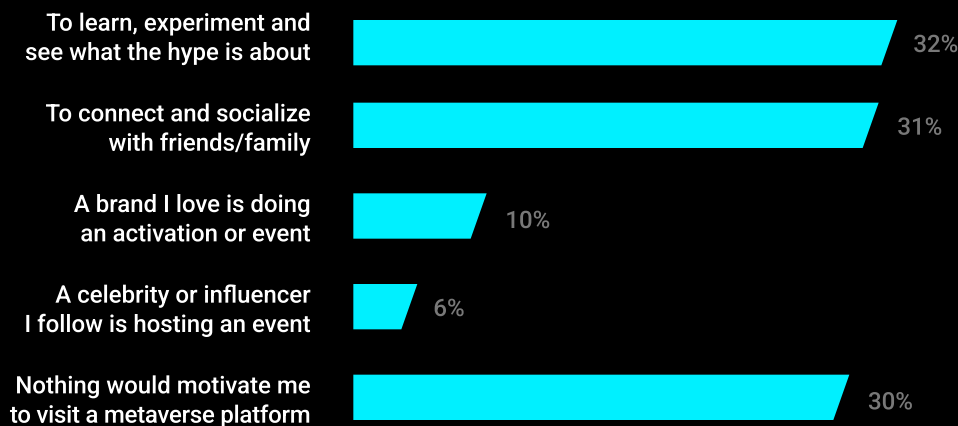


I LOVE THE IDEA OF BEING ABLE TO MEET WITH OTHER PEOPLE ON A PURELY MENTAL AND INTELLECTUAL LEVEL. IN THE METAVERSE, THERE'S NO NEED TO WORRY ABOUT ABILITY, RACE, GENDER OR AGE.

Tangpoko | Metaverse Architect and Influencer

Connection is critical. Most women are ready to join the metaverse, provided they're given an opportunity to learn and connect.

WHAT WOULD MOTIVATE YOU TO VISIT A METAVERSE PLATFORM?



COMMUNITY

43%

of women ages 18-34 want to join the metaverse to connect and socialize.

20%

of women ages 18-34 would visit a metaverse experience hosted by a brand.

Gen Z and Millennial women are more likely to visit metaverse activations that have been inspired by brands they follow. These activations need to be centered around interpersonal connections and community-building first.

WHAT KEEPS WOMEN ENGAGED IN WEB 3.0?



WEB 3.0 IS ABOUT COMMUNITY, AND PEOPLE CREATING A FUTURE FOR THEMSELVES. THAT MEANS THAT EVERYONE SHOULD BE INVITED.

Marja Konttinen | Marketing Director at Decentraland

1 IN 4

women say that beautiful aesthetics would keep them coming back to the metaverse again and again.

Metaverse platform aesthetics are even more important for young women. For women ages 18-34: aesthetics are the second most important factor in continued metaverse engagement, behind number one socialization.

AESTHETICS

Most Web 3.0 platforms and goods are currently built by men.

As interest from women in Web 3.0 commodities continues to rise, men continue to dominate how these technologies are engineered.

In the NFT space: only 16% of creators identify as women². A lack of female representation in Web 3.0 engineering has led to inherent male bias in Web 3.0 and metaverse aesthetics.

SOLUTIONS FOR ADDRESSING BIAS IN AESTHETICS:

01 PARTNER WITH FEMALE CREATORS TO GENERATE WEB 3.0 CONTENT.

02 BLEND PHYSICAL AND VIRTUAL EXPERIENCES TO MEET WOMEN WHERE THEY ALREADY ARE OFFLINE.

03 TAP INTO TALENT TO INFORM INCLUSIVE AVATARS AND VIRTUAL PRODUCT MEASUREMENTS.

04 CHAMPION FEMALE ARTISTRY AND THOUGHT-LEADERSHIP THROUGH NFTS.



NFTS WILL RESEMBLE THE SOCIAL MEDIA FEED. THEY WILL BECOME AN OPPORTUNITY TO SHARE WHAT MATTERS TO YOU, WHAT YOU'VE CREATED AND WHAT YOU'VE COLLECTED.

Avery Akkineni | President at VaynerNFT

WHAT ARE THE PAIN POINTS?

Despite growing interest in the metaverse, there are still very few women who have accessed it. Only 14% of women have accessed a metaverse platform, such as Roblox or Decentraland. Among the small user base, issues with accessibility and education reign supreme.

ACCESSIBILITY

33%

of women say their internet connection is not strong enough to easily access a metaverse platform.

24%

of women say that they don't understand the metaverse controls or how to access their account.

62%

of women claim that they have never heard of or do not understand NFTs.

36%

of business professionals see education and onboarding as the biggest hurdles for entering Web 3.0.³



THE BIGGEST THING THAT'S MISSING FROM THE METAVERSE IS A CLEAR VALUE PROPOSITION.

Stephanie Horton | Marketing Executive

SOLUTIONS TO ADDRESS THE LACK OF ACCESSIBILITY:

01

SHARE EDUCATIONAL RESOURCES AND TOOLS THROUGH SOCIAL MEDIA AND LIVE EXPERIENCES.

Join a forum in the Equality Lounge® by The Female Quotient, where conscious leaders collaborate at key conferences to drive change and close the gender gap.

For more information on Equality Lounges®, please visit <https://thefemalequotient.equalitylounge.com/>.

02

GIVE FEMALE CREATORS AND TECHNOLOGISTS A PLATFORM TO EXPERIMENT AND LEAD.

Collaborate with Web 3.0-native talent to showcase female-led design and engineering on a global scale.

03

RECRUIT A COMMITTEE OF WEB 3.0 THOUGHT-LEADERS TO EDUCATE YOUR NETWORK AND KICKSTART INNOVATION FROM THE GROUND-UP.

EWG Unlimited is proud to announce the formation of the Women In Web 3.0 Advisory Council, which aims to empower digital ownership and innovation for the highly influential female demographic.

The Advisory Council brings together the top minds in fashion, technology, entertainment and influence to champion the next generation of digital—created for and by women. The Council consists of a carefully curated blend of fashion and technology brand executives, plus highly recognizable talent with a vested interest in women in technology.

Contact hello@ewgunlimited.com if you are interested in enlisting The Advisory Council for your next brand campaign or event.

WHAT'S ON BRANDS' MINDS?

Business professionals face a challenge in understanding what content to test in Web 3.0, and how to bring it to market for female consumers.

53%

of business professionals say that they are likely to test a Web 3.0 activation in 2022.

36%

of business professionals see educating and onboarding employees as the biggest challenge for entering Web 3.0.



I CAN DEFINITELY IMAGINE A FUTURE IN WHICH BRANDS HAVE A PERSISTENT PRESENCE ON ALL METAVERSE PLATFORMS THAT ARE RELEVANT TO THEIR CONSUMER, IN THE SAME WAY THAT BRANDS HAVE A REQUISITE PRESENCE ACROSS EVERY MAJOR SOCIAL PLATFORM TODAY.

Dina Fierro | VP of Global Digital Innovation and Strategy at NARS Cosmetics

TALENT

HOW CAN BRANDS CONNECT WITH WOMEN IN WEB 3.0?

Brands can look toward Web 3.0-fluent talent to engage their communities and drive traffic to virtual experiences, such as shopping pop-ups or music and art festivals.

Influential community voices have the power to connect consumers and brands in an authentic, human way.



I CREATED THE WE ARE WARRIORS ONLINE COMMUNITY TO INSPIRE A 360-DEGREE APPROACH TO WELLBEING FOR ALL WOMEN. IT'S BUILT ON A GATED SBT/NFT PLATFORM THAT ENABLES MY COMMUNITY TO LEARN AND EXPERIMENT WITH DIGITAL OWNERSHIP, WHILE ACCESSING CONTENT THAT RESONATES WITH THEM. WE ARE RIGHT AT THE BEGINNING OF THIS NEW ADVANCED TECHNOLOGY, AND THERE'S SO MUCH OPPORTUNITY.

Alexis Ren | Actress, Model and Digital Creator

Women ages 18-34 are

3X

**more likely than women over 35
to attend a metaverse event hosted
by an influencer.**



AS A CONSUMER, I WANT TO HAVE MORE CONTROL IN MY INTERACTIONS WITH BRANDS. THE COOL THING ABOUT WEB 3.0 IS THAT CONSUMERS CAN DRIVE THE DIRECTION OF THE MARKET MORE THAN WE HAVE IN THE PAST. I AM EAGER FOR BRANDS TO GIVE ME MORE INFLUENCE OVER HOW THEY MAKE DECISIONS.

Female Metaverse User | Age 30



KEY TAKEAWAYS

WHAT IT ALL BOILS DOWN TO:

The world of Web 3.0 is still in its earliest stage. Brands, consumers, women, men—everyone is navigating a new world of interactivity and ownership. In this state of mass transition, we are inclined to call the current state of the internet, “Web 2.5.”

Excitingly, women are ready to take the reins, with 70% claiming that they could be motivated to visit the metaverse. Brands have a major opportunity to adjust their Web 3.0 strategies today to empower and educate women of all ages and backgrounds.



A PLAYBOOK FOR ENTERING THE METAVERSE

Most brands are still in the very early stages of Web 3.0 adoption, with 46% of business professionals stating that they are unfamiliar with the metaverse and 24% stating that they are still in an experimentation phase.

EWG Unlimited and The FQ have created a step-by-step brand playbook for marketing leaders looking to maximize brand engagements, and take their first steps into the metaverse.

01 ANALYZE YOUR AUDIENCE

Omni-channel marketing strategies expand into the metaverse. Analyze your brand needs and target audience to determine your virtual footprint.

Engage with existing customers and attract new loyalists by creating a bespoke brand environment—complete with your unique messaging and visual identifiers.

Experiment with reaching new Gen Z communities by plugging elements of your brand into gamified platforms like Roblox or Decentraland.

Create a crypto-native community building strategy to capture new audiences (target and engage consumers that begin their journeys on Web 3.0).



02 TAP INTO TALENT

Community influencers and talent continue to drive conversations and conversions in a Web 3.0 world. Engage talent in innovative new ways, such as:

Launch influential avatars by utilizing real world talent and creating immersive content and experiences that resonate with native audiences.

Generate buzz by partnering with talent to conduct live chats, create NFTs and facilitate shopping experiences or entertainment exhibitions within the metaverse.

Engage talent to excite their community and drive traffic to your virtual brand experiences.



03 REIMAGINE TRADITIONAL CRM

Consider NFTs and the metaverse as an extension of your customer retention strategy and an opportunity to authentically connect with Millennials and Gen Z.

Use NFTs to create a deeper connection with customers beyond single transactions, as evolving traditional loyalty programs.

Think of your NFT holders as brand evangelists and treat them as VIP customers.

Continue growing your audience and customer data pool with emerging virtual communications channels, such as Discord or Reddit.



04 MERGE DIGITAL WITH PHYSICAL

Today's consumer exists across physical and digital spaces—and brands should be prepared to meet them in both arenas.

Accompany traditional product drops with virtual content or wearables.

Create virtual-first product lines that can be worn in a variety of metaverse spaces.

Increase conversions by integrating 3D video and imagery of your products onto your E-commerce site.



METHODOLOGY

QUANTITATIVE METHODOLOGY (CONSUMER SURVEY)

A total of 487 self-administered online interviews were conducted with females in the US. Interviewing was conducted May 31 - June 3, 2022, using the Ipsos US Omnibus. For each multiple choice question, respondents were instructed to select all answers that best applied to them.

ABOUT IPSOS

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people. Their passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. They serve more than 5,000 clients across the world with 75 business solutions.



EXECUTIVE INTERVIEWS

In-depth one-on-one interviews were conducted via Zoom with female executives across multiple industry verticals. The executives were considered Web 3.0 decision-makers and influencers within their respective organizations.

The primary objective for each interview was to explore each organization's involvement in Web 3.0—including marketing strategy, long-term goals, company structure specific to Web 3.0 and plans to engage customers in Web 3.0 and the metaverse. Each interview was conducted by an executive from The Female Quotient and was approximately 30 minutes in length.

CONSUMER POLLING

Several polls were conducted during May and June 2022 with The Female Quotient's LinkedIn community. Each poll was posted on The FQ's LinkedIn page for 3 days. Visitors to The FQ LinkedIn feed had the opportunity to opt-in and answer the poll(s). LinkedIn polls allow for each respondent to select only one answer choice, as well as the ability to leave a comment. An aggregate of 6,000+ poll respondents were surveyed throughout the duration of the study.

FOR MORE INFORMATION

Contact hello@ewgunlimited.com for more Web 3.0 insights, plus ongoing talent and innovation strategy.

Contact TheFQ-Pr@Interdependence.com for more tools and solutions on closing the gender gap.

ewg
UNLIMITED

FQ
the
FEMALE QUOTIENT