

PR-verse

PR in the World of Metaverse



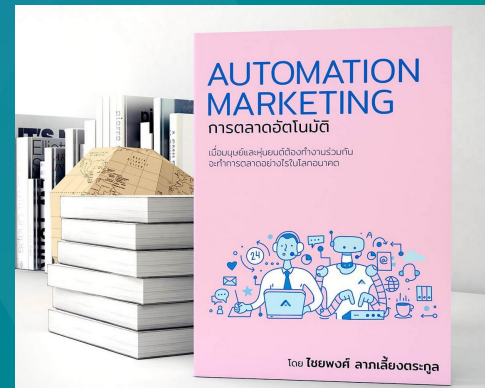
SPEAKER



คุณพงศ์ | CEO pams.ai

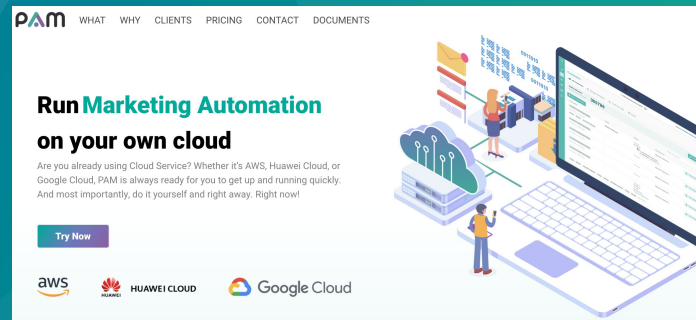
ผู้แต่งหนังสือ AUTOMATION MARKETING การตลาดอัตโนมัติ

<http://bit.ly/automationmktbook>



ผู้สร้าง <https://pams.ai>
(PAM แพลตฟอร์ม)

ระบบ CDP, Marketing
Automation และ PDPA consent
management
ครบวงจร



Why Metaverse

Why Metaverse

1) Experience

Activision Blizzard
currently has 372
million monthly
active users

Microsoft to acquire Activision Blizzard to bring the joy and community of gaming to everyone, across every device

January 18, 2022 | Microsoft News Center



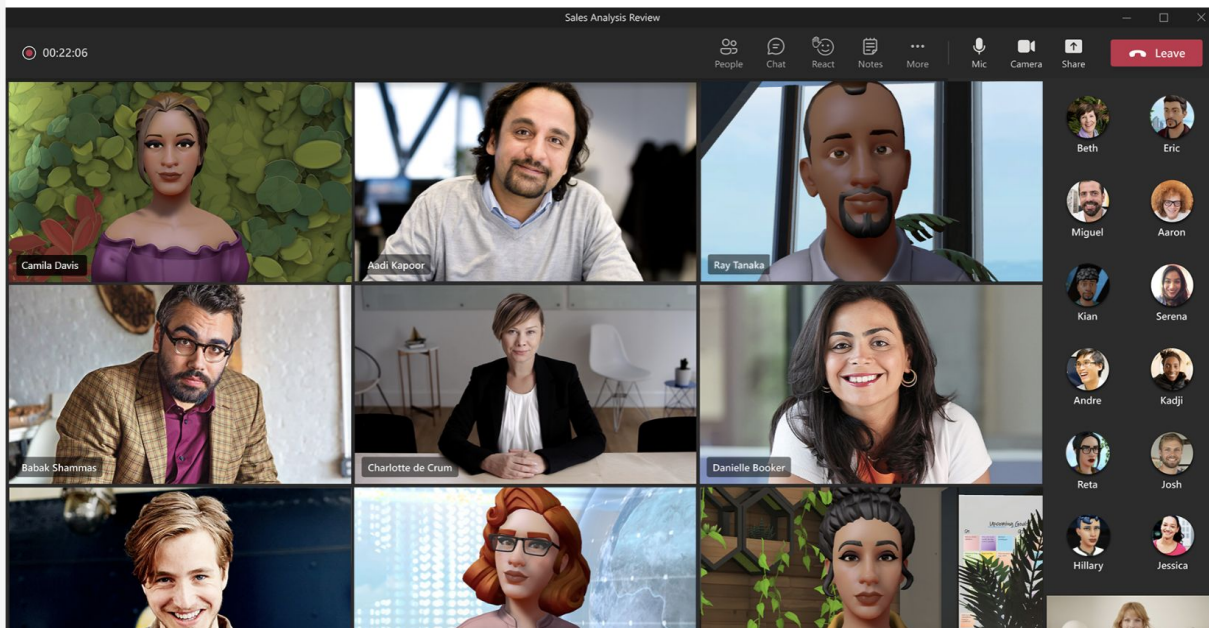
Legendary games, immersive interactive entertainment and publishing expertise accelerate growth in Microsoft's Gaming business across mobile, PC, console and cloud.



Microsoft
Teams currently
has 270 million
monthly active
users

Mesh for Microsoft Teams aims to make collaboration in the 'metaverse' personal and fun

November 2, 2021 | [John Roach](#)



Meta is launching Horizon Worlds on web and mobile

Allison McDaniel - Apr. 15th 2022 12:55 pm PT [🐦 @aamcdani](#)

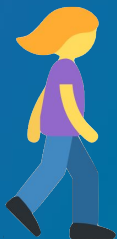




6:00

7:00

8:00





9:00



10:00



11:00





12:00



13:00



14:00





15:00



16:00



17:00





18:00



19:00

20:00

Digital

Physical

Low touch

High touch



- Event
- Expo
- Seminar
- Club
- Gym

Digital



- Blog
- Facebook
- IG
- Tiktok
- LINE
- Twitter

Physical



- Event
- Expo
- Seminar
- Club
- Gym

Low touch

High touch

Digital



- Blog
- Facebook
- IG
- Tiktok
- LINE
- Twitter



- MMO Game
- Zoom
- Live YT
- Live FB
- Discord
- Clubhouse

Physical



- Event
- Expo
- Seminar
- Club
- Gym

Low touch

High touch

Digital



- Blog
- Facebook
- IG
- Tiktok
- LINE
- Twitter



- MMO Game
- Zoom
- Live YT
- Live FB
- Discord
- Clubhouse



- VR
- AR

Physical



- Event
- Expo
- Seminar
- Club
- Gym

Low touch

High touch

Low touch



- Like
- Comment
- Share
- Retweet
- Leave message



- Watch
- Talk
- Chat
- Collaborate
- Move



- In person meet
- Eye contact
- Walk along

High touch



- Touch
- Virtually Hug
- Feel (high, fast)
- Ambience
- Walk

FACT #1

Metaverse should be **Metaverses**

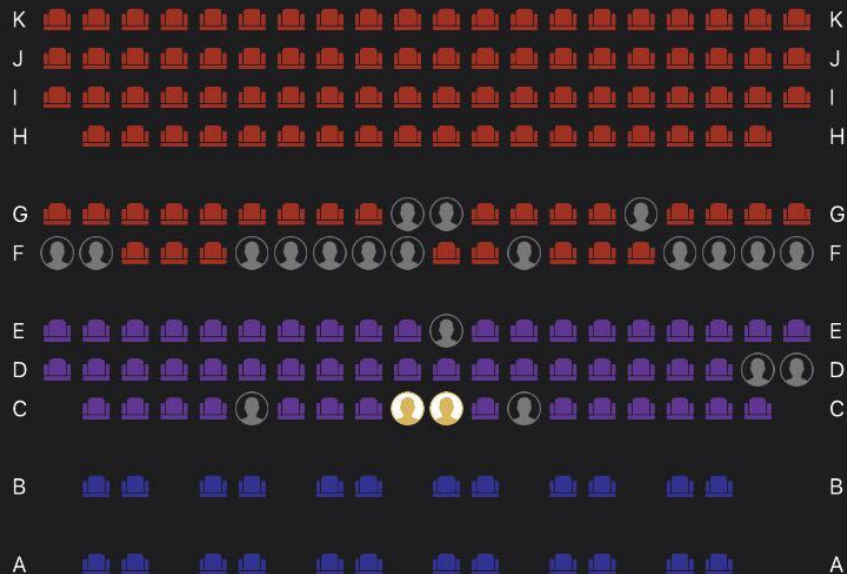
FACT #2

We choose the best experience at the cost of **budget, space** and **time**

📍 Major Cineplex Fashion Island, Theatre5

🕒 2019-08-28 14:10 | Digital, English

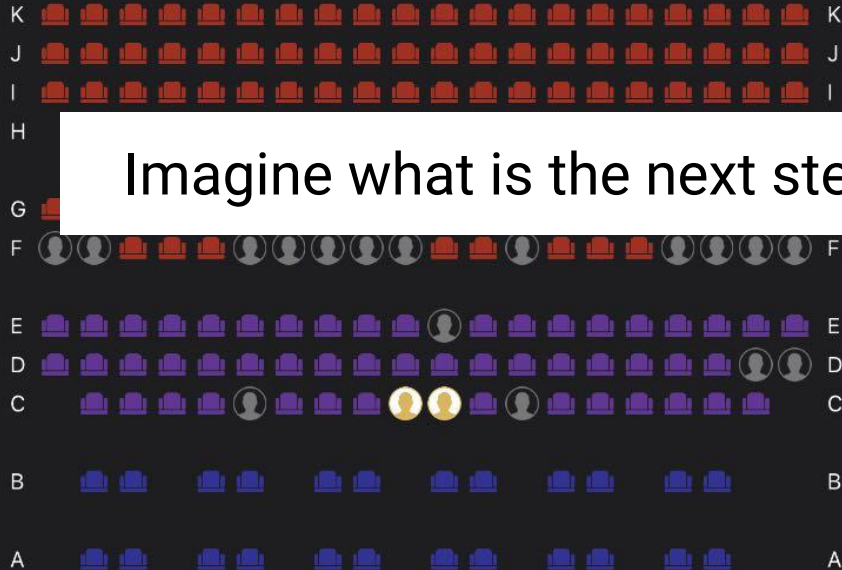
SCREEN



📍 Major Cineplex Fashion Island, Theatre5

🕒 2019-08-28 14:10 | Digital, English

SCREEN



Imagine what is the next step beyond these experiences.



PR-VERSE TIP #1

Utilize the benefit of every verses

PR in Metaverse
@ Room 3

Automation Marketing
@ Room 3

Meetup Party
@ Room 5

Automation Marketing
@ VR Room 3

PR in Metaverse
@ VR Room 3

Meetup Party
@ VR Room 5

PR in Metaverse
Live @ FB/YT

Automation Marketing
Live @ FB/YT

15:00

16:00

17:00



Case study

DEV Mountain Tech Festival



ครั้งแรกในประเทศไทย
กับ
TECHNOLOGY FESTIVAL

**<DEV> Mountain
TECH FESTIVAL**

3 วัน 2 คืน กับ ONLINE TECH FESTIVAL
LIVE สดจากเขาใหญ่ บรรยากาศครีเอทีฟ

ในงานพบกับ TECHNOLOGY SPEAKER ดังๆ ที่เรารักบนเวที รู้จักและคิดถึง
จากทุกสายงาน BLOCKCHAIN, DEVOPS, BIG DATA, IOT และ FRONTEND
และ BACKEND FRAMEWORK

ONLINE TICKET **1,000.-**

สำหรับเข้าชม LIVE ได้ทุก SESSION ตลอดงาน 3 วัน 2 คืน

*บัตรเข้าชมงานฟรีผ่านงาน ONLINE สมัครได้ที่ [HTTP://BIT.LY/DEV-MOUNTAIN](http://bit.ly/dev-mountain)



ครั้งแรกในประเทศไทย
กับ
TECHNOLOGY FESTIVAL

**<DEV> Mountain
TECH FESTIVAL**

3 วัน 2 คืน กับ ONLINE TECH FESTIVAL
19-21 มีนาคมนี้ @ Toscana เขาใหญ่

ในงานพบกับ TECHNOLOGY SPEAKER ดังๆ ที่เรารักบนเวที รู้จักและคิดถึง
จากทุกสายงาน BLOCKCHAIN, DEVOPS, BIG DATA, IOT และ FRONTEND
และ BACKEND FRAMEWORK

OFFLINE TICKET **2,500.-***

เข้าร่วมงานที่เขาใหญ่ ตลอด 3 วัน 2 คืน ร่วมฟังได้ทุก session

EXCLUSIVE

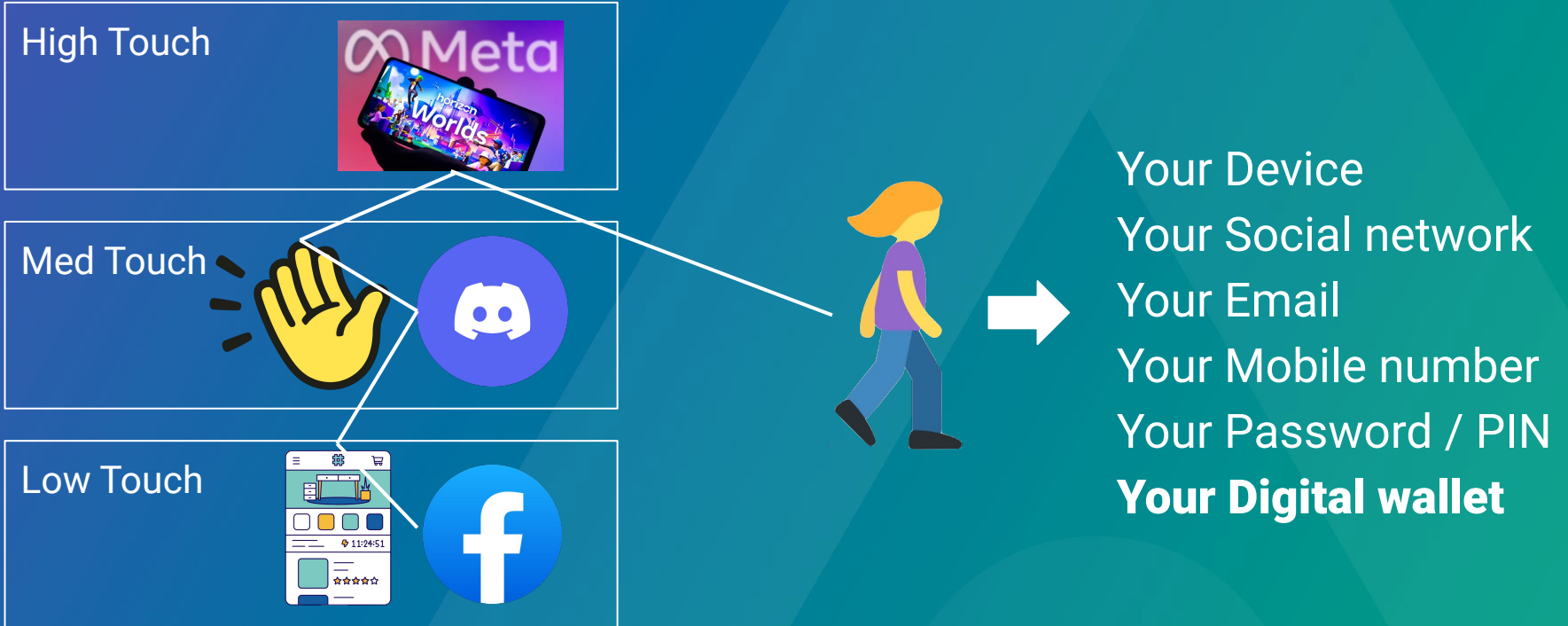
ร่วมรับประทานอาหารมื้อพิเศษ พร้อมพูดคุยกับเหล่า Speaker
ในคืนวันที่ 19 มีนาคม 2565

จองด่วน!
จำกัด 30 ท่าน ถึง 15 มีนาคมนี้ เท่านั้น

*ราคาไม่รวมที่พัก

Challenges

Customer Identity



Why Metaverse

- 1) Experience
- 2) Ownership**



the most expensive price nft



All



Images



Videos



Shopping



News



More

Tools

About 4,860,000 results (0.62 seconds)

\$91.8m

Finally, the most expensive NFT to ever sell was Pak's 'The Merge'. The **\$91.8m** price tag was a record for an artwork sold publicly by a living artist. The NFT was sold on Nifty Gateway to 28,893 collectors who purchased 312,686 units of mass (which were single NFTs). Apr 13, 2565 BE



<https://www.business2community.com> › nft › most-expen... ⋮

The Most Expensive NFTs Ever Sold - Top 10 List - Business 2 ...



About featured snippets



Feedback

People also ask ⋮

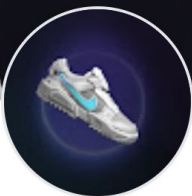


OpenSea

Search items, collections, and accounts



RTFKT x Nike



RTFKT x Nike Dunk Genesis CRYPTOKICKS

Created by [RTFKT](#)

11.1K

items

5.8K

owners



1.81

floor price



5.4K

volume traded

RTFKT, together with Nike, introduces the first RTFKT x NIKE CRYPTOKICKS NFT: The RTFKT X NIKE DUNK GENESIS CRYPTOKICKS Sneaker Powered by DRM OS and Skin Vial Tech.



OpenSea



RTFKT x Nike Dunk Genesis CRYPTOKICKS



RTFKT x Nike Dunk Genesis DMN CRYPTOKICKS



63



Properties

DNA

DEMON

0.93% have this tr...

EVO STATE

1

8% have this trait

MOD

SKIN VIAL

100% have this trait

VIAL

EQUIPPED

8% have this trait

VIAL TECH

EVO X

8% have this trait



About RTFKT x Nike Dunk Genesis CRYPTOKICKS



RTFKT, together with Nike, introduces the first RTFKT x NIKE CRYPTOKICKS NFT: The RTFKT X NIKE DUNK GENESIS CRYPTOKICKS Sneaker Powered by DRM OS and Skin Vial Tech.



today

ข่าวรายวัน ▾ ธุรกิจ ▾ การเงิน เศรษฐกิจ การเมือง ต่างประเทศ สุขภาพ สังคม ไลฟ์สไตล์ แฟชั่น บ้านเท่ง



ปริญญาบัตร แบบ NFT



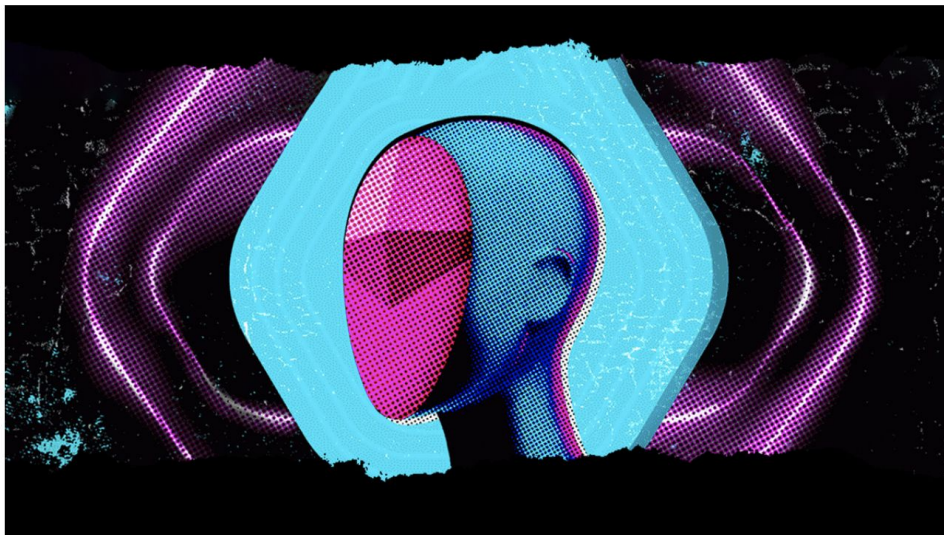
News

Facebook and Twitter Are Racing To Make Your Profile Picture an NFT



ANDREW HEINZMAN [@andrew_andrew__](#)

JAN 21, 2022, 11:53 AM EDT | 2 min read



Twitter

Without social media, NFT owners would have no place to show off or sell their expensive digital assets. So it's no surprise that Facebook and Twitter want a piece of the pie. Both platforms are racing to adopt NFT technology and culture, starting with

The function of goods.

1) Utility



The function of goods.

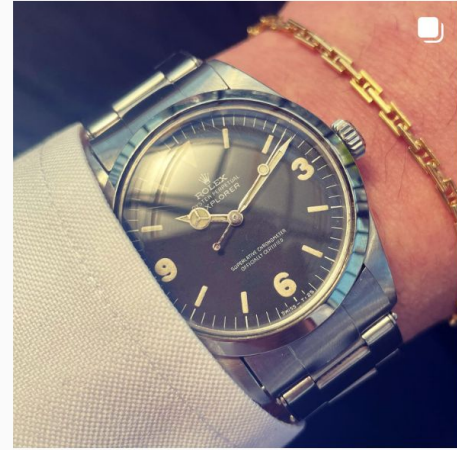
- 1) Utility
- 2) Currency




Web2

Instagram









Search



Web3







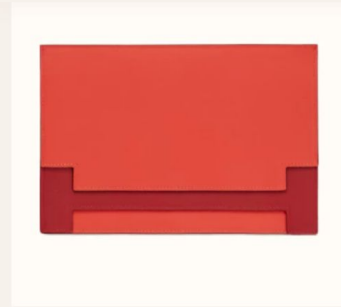



Chaipong Phong Lapliengtrakul
4.9K friends



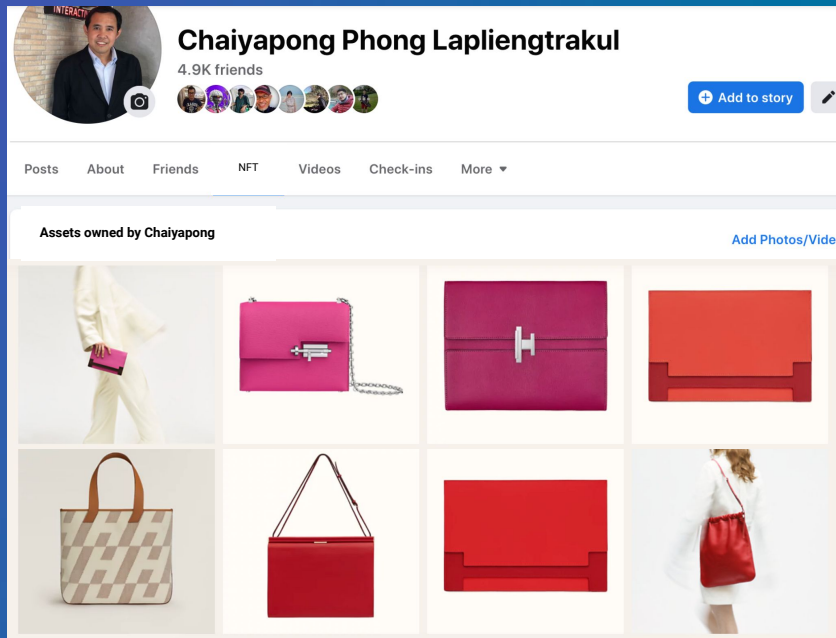
[+ Add to story](#)

[Posts](#) [About](#) [Friends](#) [NFT](#) [Videos](#) [Check-ins](#) [More ▾](#)

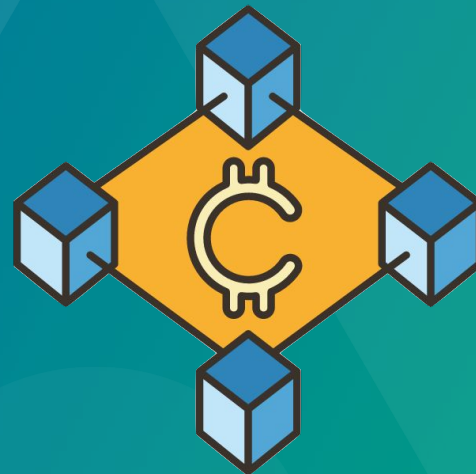
Assets owned by Chaipong

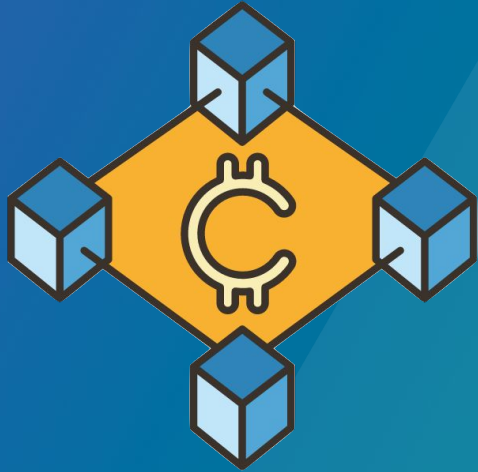


Blockchain



What assets this guy has?





- **Houses**
- **Cars**
- **Bags**
- **Watches**
- **Shoes**
- **Arts**

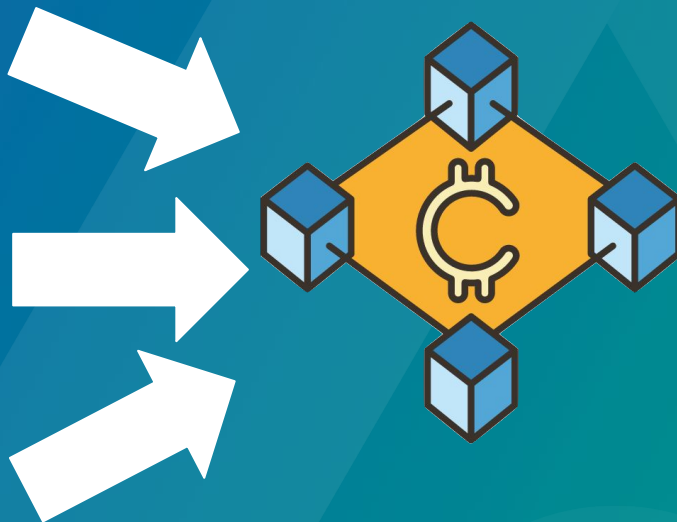
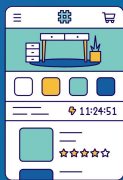
High Touch



Med Touch








Low Touch




- Houses
- Cars
- Bags
- Watches
- Shoes
- Arts


Web2





 Home  My Network  Jobs  Messaging


**Chaipayong Lapliengtrakul**
Co-Founder and CEO at 3DS Interactive and Product owner of PAM Marketing Automation

Experience


**Co-Founder and CEO**
3DS Interactive · Full-time
Sep 2011 – Present · 10 yrs 9 mos
Bangkok, Bangkok City, Thailand

As a CEO role, I love to learn on my people and I spend a lot of time listening and communicating with team. Give a clear vision and direction to the company so we can run toward the same goal. My motto a ...see more




**Technical Manager**
GroupM Thailand
Apr 2009 – Sep 2011 · 2 yrs 6 mos
Thailand





I am lead of technical manager and research technical to provide the best solution for clients. Moreover, I was taking care of digital campaign more than 50 clients and was taking care of teams more than ...see more


**Senior Developer**
Openface Internet · Full-time
Dec 2007 – Apr 2009 · 1 yr 5 mos
Bangkok City, Thailand

Lead developer team with 10 people of crew members and provide education solutions to clients based in Australia. ...see more


Web3

 Search



 Home  My Network  Jobs  Messaging


 **Chaiyapong Lapliengtrakul**
Co-Founder and CEO at 3DS Interactive and Product owner of PAM Marketing Automation

Experience


**Co-Founder and CEO**
3DS Interactive · Full-time
Sep 2011 - Present · 10 yrs 9 mos
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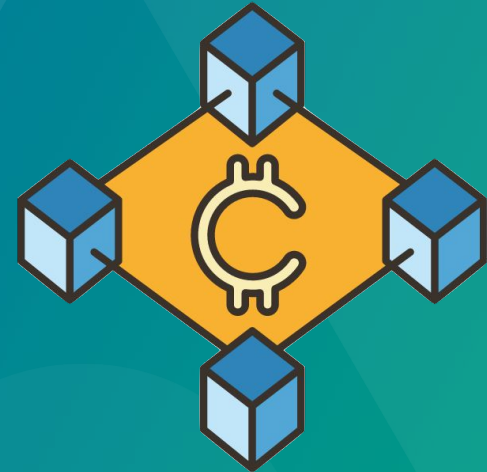
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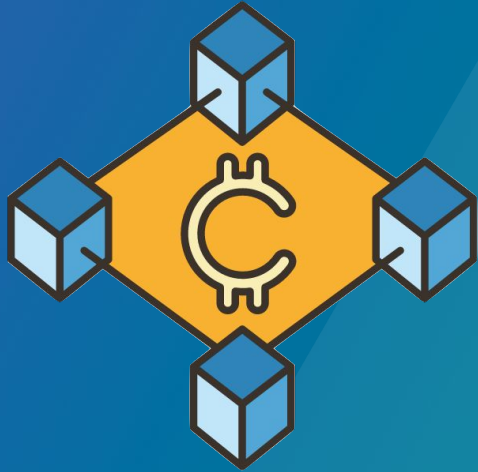
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**Senior Developer**
Openface Internet · Full-time
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Bangkok City, Thailand

Lead developer team with 10 people of crew members and provide education solutions to clients based in Australia. ...see more

What status this guy own?





- **Certificates**
- **Honorable**
- **Compliment**
- **Rewards**
- **Educations**
- **CSR**

FACT #3

We buy products and services to serve our needs on both **left brain** (functional) and **right brain** (emotional).

The digital twins of everything that every verses can access

Physical Goods

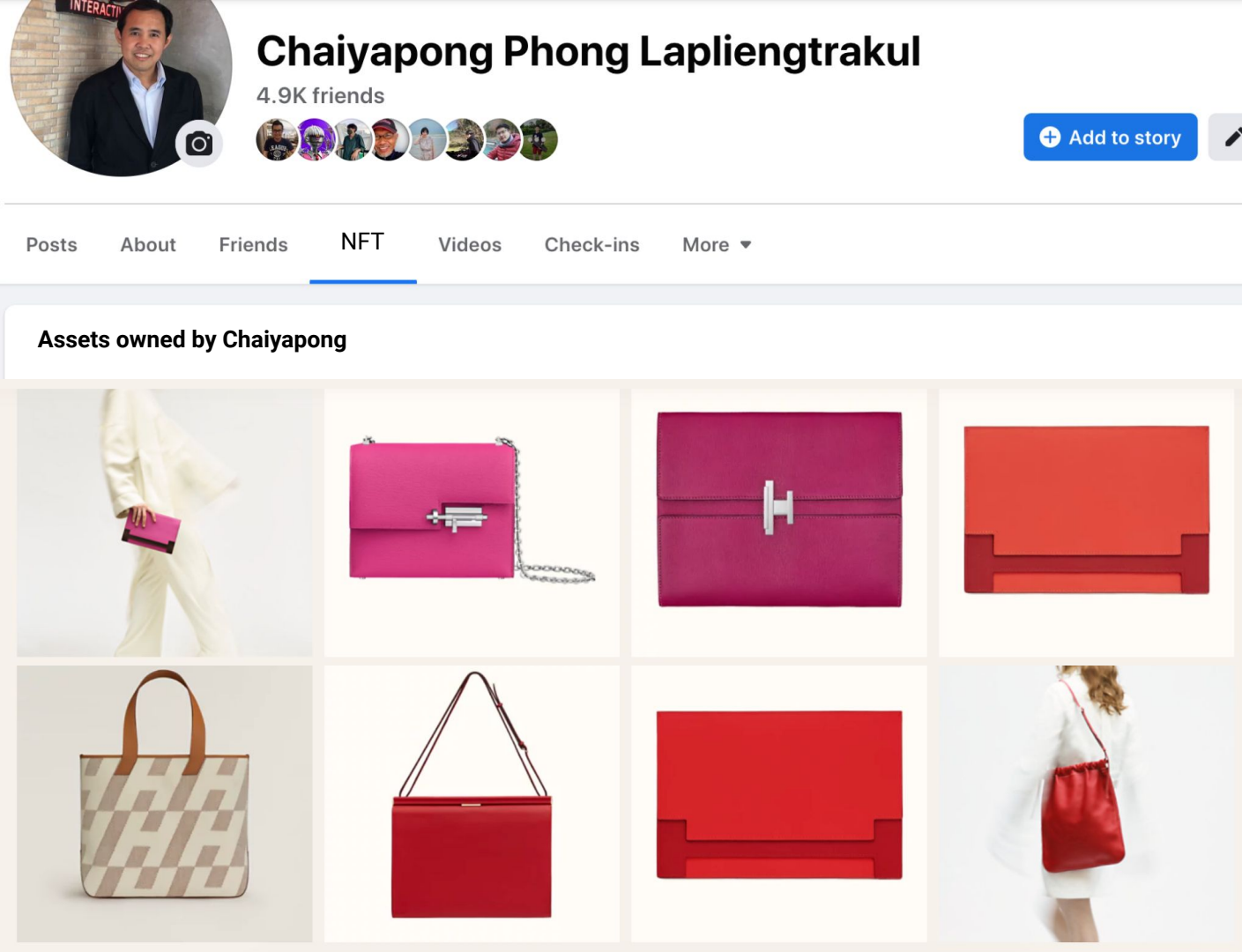
- Houses
- Cars
- Bags
- Watches
- Shoes
- Arts



Status Goods

- Certificates
- Honorable
- Compliment
- Rewards
- Educations
- CSR

The digital twins and influencer



PR-VERSE TIP #2

Drive digital twins on both physical goods and statuses.

Why Metaverse

- 1) Experience
- 2) Ownership
- 3) Commerce**

APPS

POLICY

MOBILE

Facebook is shifting its Libra cryptocurrency plans after intense regulatory pressure

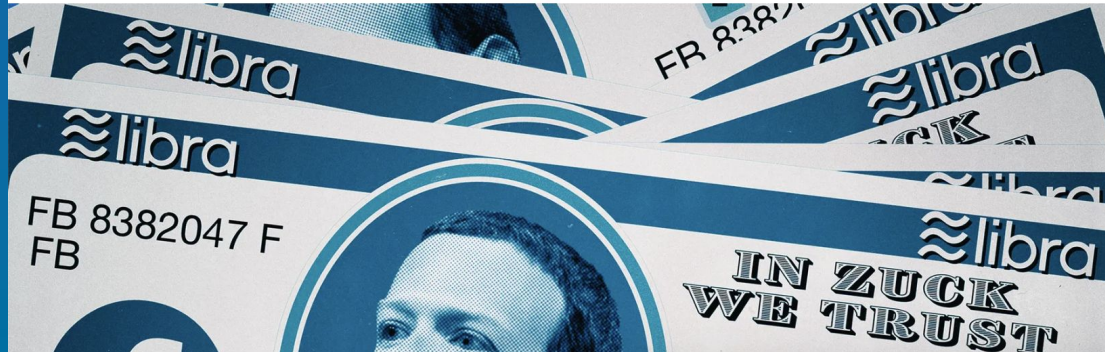
3

The Libra project will now support existing currencies in addition to the proposed Libra token

By Nick Statt | @nickstatt | Mar 3, 2020, 5:54pm EST



SHARE

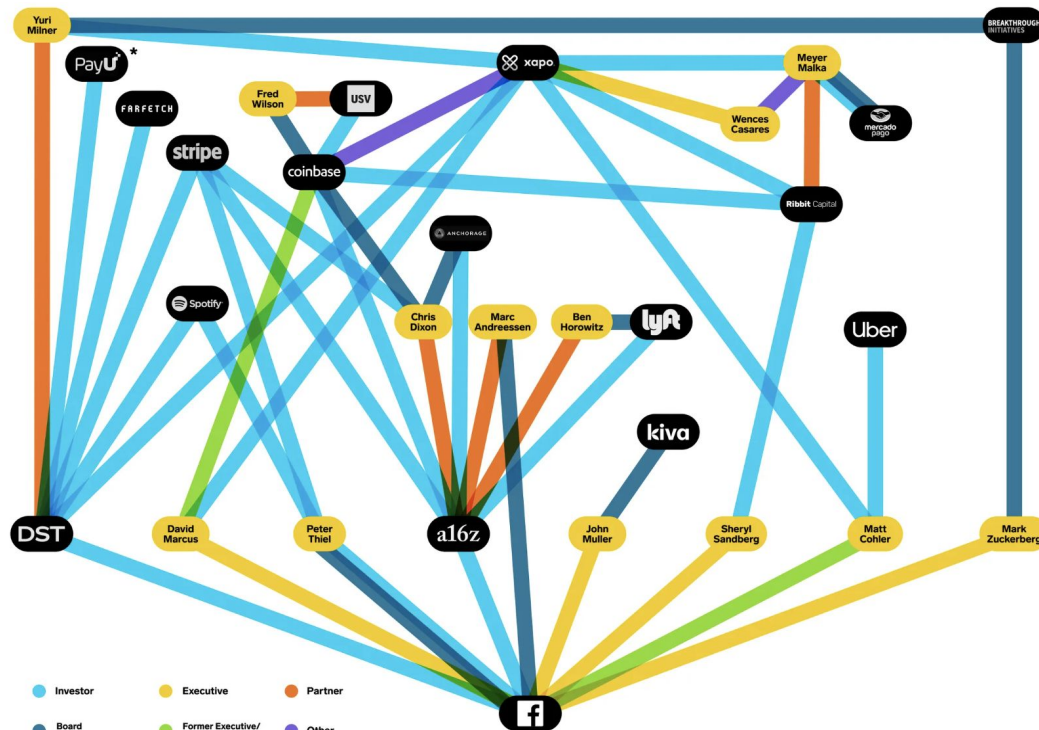


ELISE THOMAS

BUSINESS OCT 7, 2019 7:00 AM

The Ties That Bind Facebook's Libra

Facebook says its cryptocurrency will be managed by an independent group, but an analysis finds more than half of the members have links back to the social media giant.



Ethereum Wallet MetaMask Passes 30M Users, Plans DAO and Token

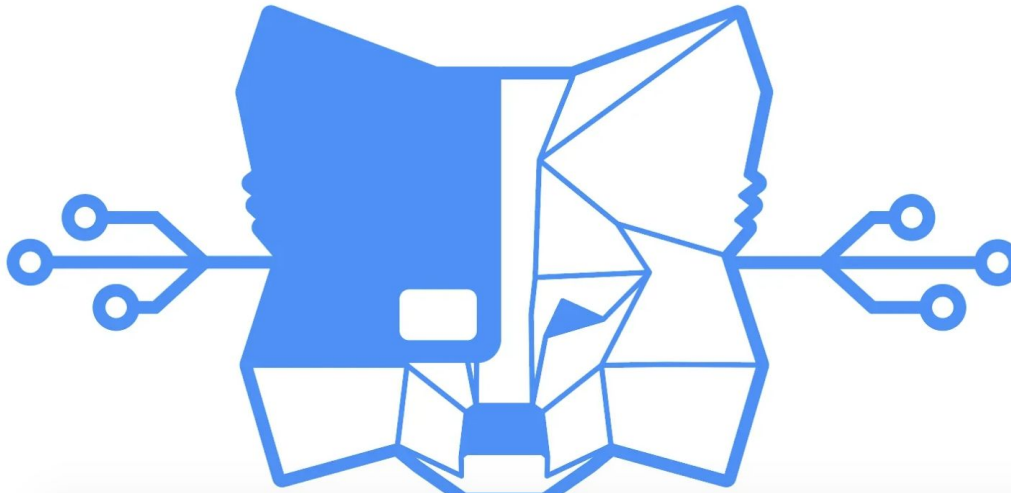
Popular Web3 wallet MetaMask continues to grow rapidly.



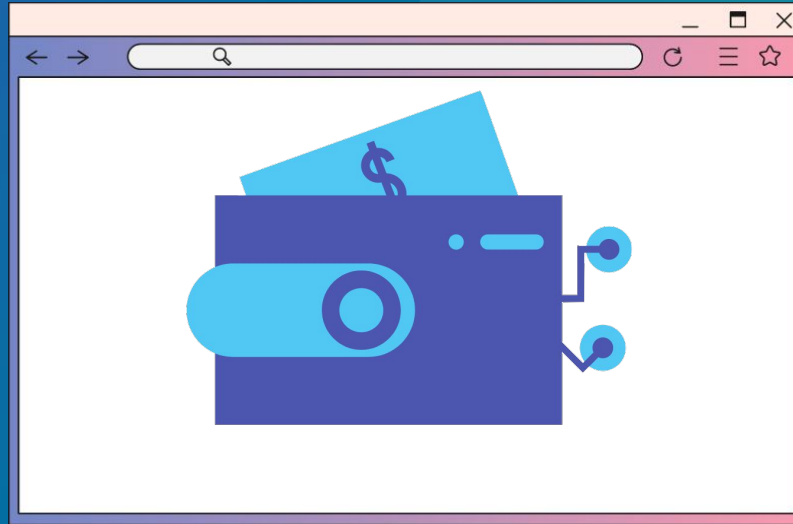
By [Jeff John Roberts](#)

📅 Mar 15, 2022

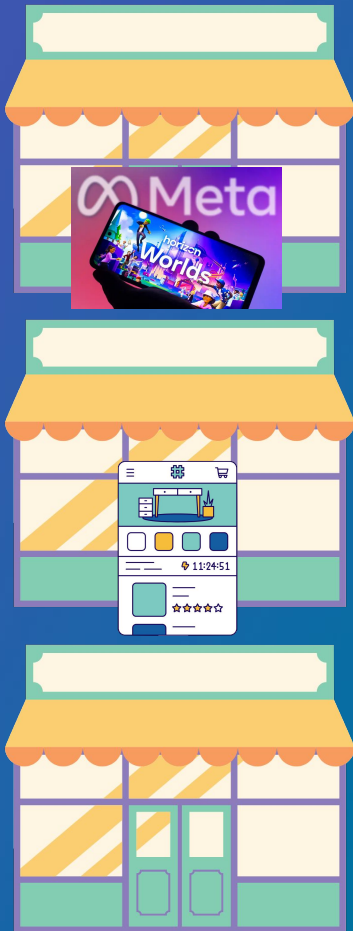
🕒 2 min read



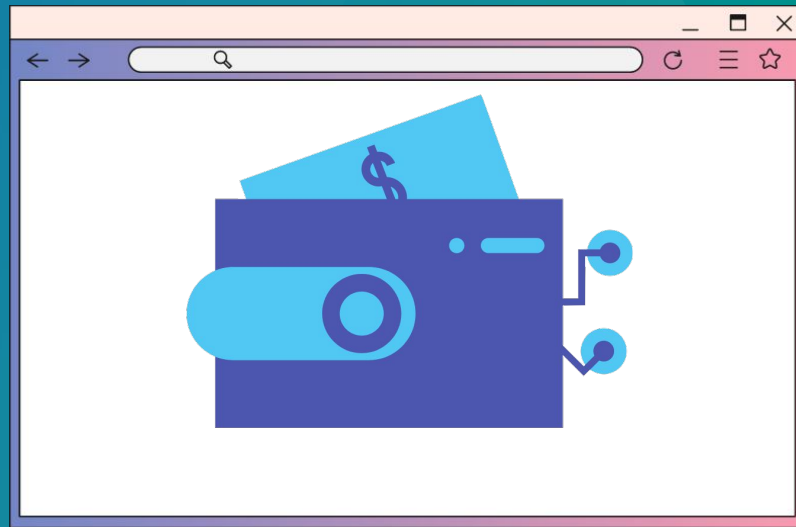
The most excited web technology of 2022



Digital Wallet



Payment

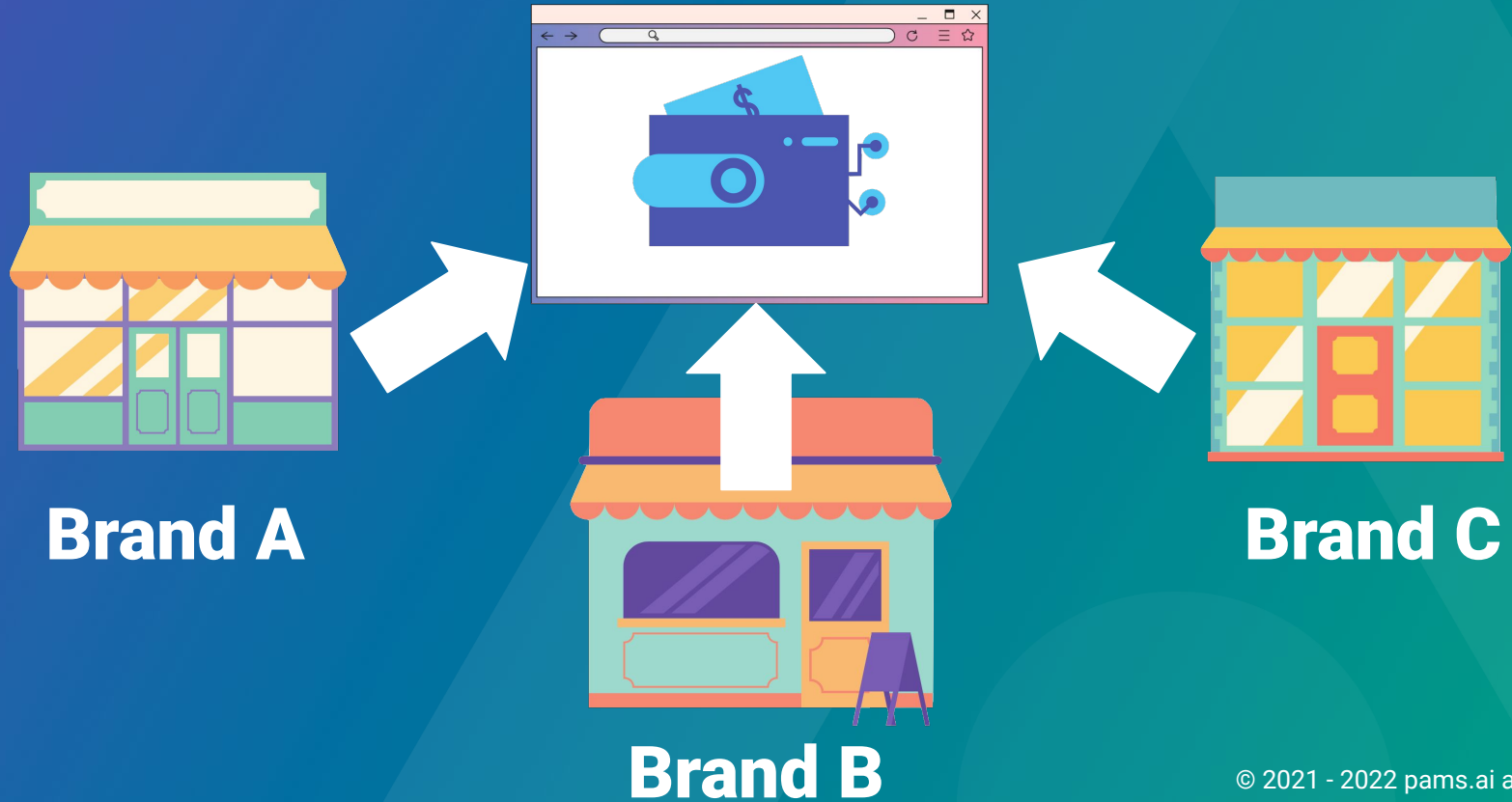


- Give Points
- Data Trackings
- Health Records

FACT #4

The web3 has borned with bug fix of web2 mindset (internet must **register** and must be **free of charge**).

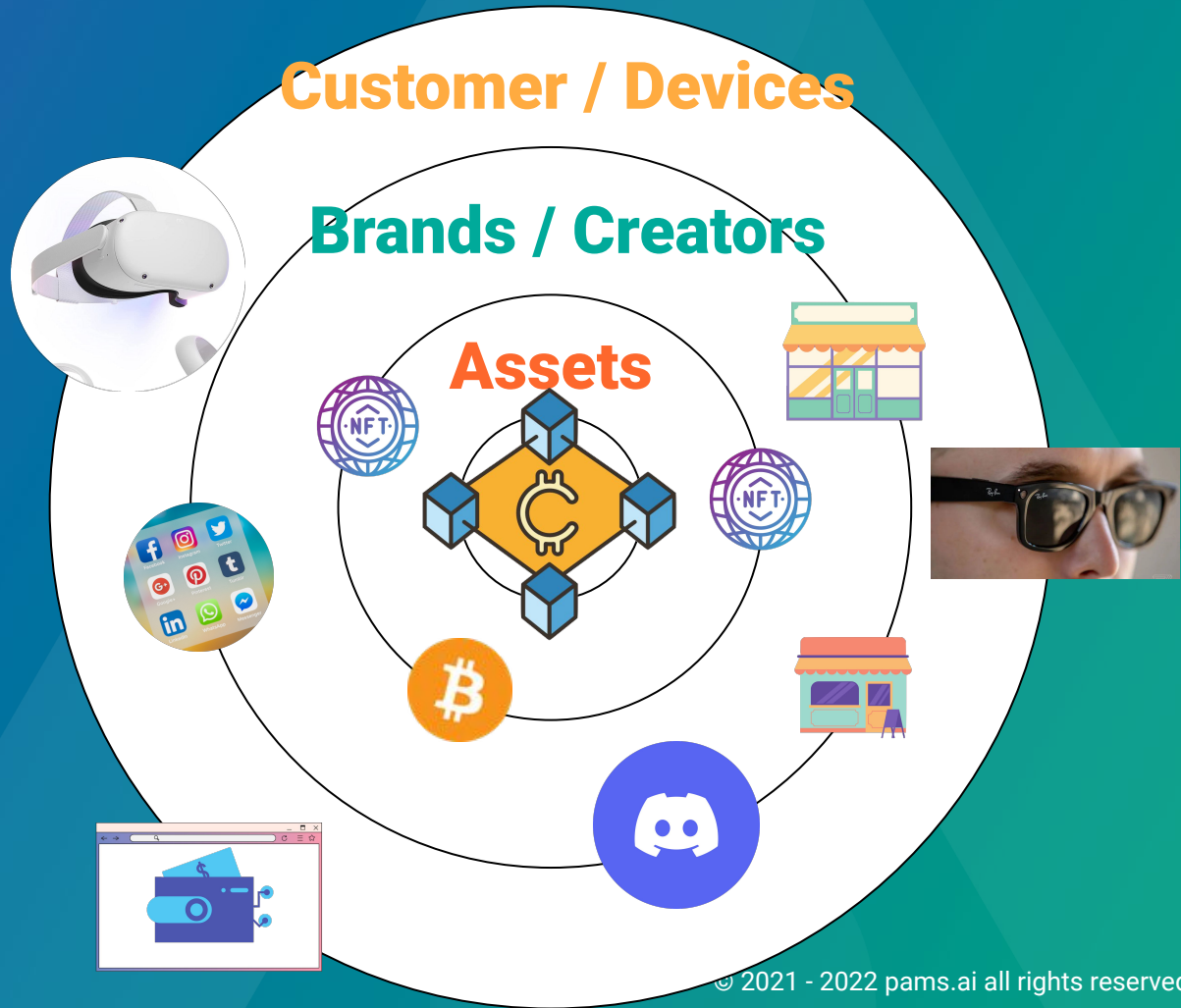
Partnership Ecosystem



PR-VERSE TIP #3

Create blockchain sharing partnership ecosystem around point, promotion and customer data with selected partners

Metaverse in one image



ปัจจุบัน กต. กำหนดให้

Token digital ที่สามารถนำออกจำหน่ายได้จะต้อง ไม่เป็นไปเพื่อใช้ในการชำระเงิน (mean of payment) โดยจะต้องเป็น Token digital พร้อมใช้ (utility token) โดยมี utility กับสินค้าและบริการจำนวนจำกัด Token digital อื่นๆนอกเหนือจากนี้จะต้องขออนุญาต กต. และจำหน่ายผ่าน ICO Portal

และยังไม่อนุญาตให้ marketplace ออกแคมเปญ หรือบริการส่งเสริมการขาย ด้วยเงิน Cryptocurrency ทุกสกุล

NFT Token ที่จำหน่ายจะต้องไม่มีสิทธิพิเศษอื่นใด และสามารถเป็นได้เพียง static file เท่านั้น

Thank you.

<https://pams.ai>

chaiyapong@3dsinteractive.com

