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Client Story » Growth Discovery

Demystifying the new Direct-to-Avatar economy



First Step Consulting®

Client

We worked with an urban streetwear brand popular among Gen Z shoppers. The company has an annual revenue of nearly £15 million.

Situation

Millions of gamers spend long hours playing online computer games and they purchase many different in-game items, ranging from digital loot boxes to virtual outfits (skins) for online characters (avatars). Globally, consumers pay a staggering \$50 billion for in-game assets. Our client was determined to find opportunities in this Direct-to-Avatar (D2A) market.



Action

We started by conducting research on streetwear fans and their online behaviours. This involved interviews with dozens of our client's customers as well as large-scale electronic surveys. From there, we gained a sound understanding of streetwear consumers and gamers and built detailed buyer personas.

Furthermore, we analysed how big firms engage with young consumers in virtual hangouts and games.

We then organised reverse mentoring sessions with the client team to discuss the latest trends in the D2A economy and to share our findings about their target audience. Ultimately, our team proposed a plan to help this fashion brand increase sales by connecting the digital and physical world.



Result

Based on our recommendations, the client partnered with the game developers we had chosen to design and launch digital character skins. These gaming skins are visually similar to the company's newest collection and those who purchase any of the virtual outfits get vouchers to spend in-store and vice versa.

This strategy was highly effective in boosting both online sales and in-store traffic. The client team was impressed with the campaign. We started a second project with the same company to explore more opportunities in the metaverse.



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Please let us know if you
have any questions.

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