The picture of automobile marketing service under the Metaverse

2022, Vol.3 No.1
© Economics & Management Review 2022
DOI: 10.37420/j.emr.2022.008
https://masonpublish.org

Haibo Zhang *
Beijing Shencheng Management Consulting Company Limited-Shanghai Branch, Shanghai, China
***Corresponding author email: zhang _haibo88@126.com**

Abstract

China's auto market has experienced a high-speed blowout era and gradually entered a period of low-speed growth. With the rapid development of mobile Internet, artificial intelligence, autonomous driving and digital technologies, the traditional marketing model will be promoted from car-centered to customer experience and operation-centered. Auto Metaverse will greatly satisfy users with a more intelligent and immersive customer experience, and auto products will evolve from traditional means of transportation to digital intelligent terminals. It indicates that the Metaverse is full of opportunities and imaginations in the future automobile marketing services.

Keywords

Metaverse; *automobile*; *marketing service*

What is the Metaverse

The term metaverse first appeared in the 1992 science fiction writer Neil Stephenson 's science fiction novel "Snow Crash" to describe the ability for people to enter the virtual world as digital avatars to establish connections. With the rapid development of Internet technology, this imaginative scene may be getting closer and closer to reality. Until 2021, the Roblox game platform was first listed on the New York Stock Exchange with the concept of Metaverse, and Facebook was renamed Meta, which set off the "climax" of the Metaverse, and various industry giants began to accelerate the layout of the Metaverse.

We can see the metaverse as a new stage in the future development of the Internet, which seamlessly connects our real life with the virtual world. The Metaverse has an independent economic system and powerful data analysis capabilities, and people can experience it in real time in a virtual world . Users can create personalized content independently, and digital assets can also be circulated in virtual and real scenes. The current cognition of the metaverse has the general consensus that it has the characteristics of "virtual avatar", "digital collection", "immersive experience", "decentralization" and so on .

The Marketing Potential of the Metaverse

New communication channels

Mobile Internet platform has basically reached its peak. Taking the automobile industry as an example, the vertical media operated by dealers can attract customers who are interested in buying cars to browse the web or APP because of their high verticality, which is one of the main ways for dealers to acquire customers. In recent years, various social platforms, content platforms, and e-commerce platforms have developed rapidly, diluting the offline exhibition hall passenger flow and the attention of vertical platforms to a certain extent. As a result, many dealers have difficulty in acquiring customers. Metaverse will provide new communication channels, and brands from various industries will also pour in. In 2021, BMW launched the JOYTOPIA virtual world jointly with the metaverse company Journeye, and BMW created its own metaverse through the JOYTOPIA platform. Porsche Motors unveiled the Vision Gran Turismo, a virtual concept sports car, in December 2021 . Ford Motor Company of the United States announced the concept of the new Ford Smart Space (Ford Smart Space) at the 2021 Guangzhou Auto Show . Similarly, domestic car brands have also joined the ranks of the Metaverse. For example, the Geely brand has registered the trademark " Geometry Metaverse ", and the new car-making force NIO has registered trademarks such as "NIO Universe", "NIO Universe" and "NIO World" . In addition, BYD, Ideal, Great Wall and other well-known brands are also advancing rapidly, hoping to seize the opportunity on the new track.

Attraction to the new generation

The new generation of customer groups will become the main force in the consumption of smart cars. They love the Internet, pursue individuality, and attach importance to the experience of products and services. Metaverse highly integrates virtuality and reality, breaking the limitations of physical time and space, and will bring immeasurable traffic to brands in various industries . Auto companies can use AR/VR technology to bring users an immersive, always-on, extraordinary experience. The Metaverse will bring great interest and attraction to the new generation of users. The decentralization of the Metaverse can stimulate users' co-creation and shared enthusiasm, and create more content that is in line with the new generation's cultural creativity to attract a large number of potential users. At the same time, the carrier of advertising communication will no longer be traditional pictures, texts and videos . Virtual technology will greatly enrich brand creativity and expression, giving users a more refreshing look and feel experience .

The new ecology of mobile internet

In the context of the Metaverse, the relationship between consumers and brands will be sublimated, not limited to the use of products and services. Consumers can socialize and create personalized content in the virtual space created by the brand, and build a new ecosystem of online and offline integration together with the brand. In the new ecosystem, the relationship between consumers and brands will be closer and more diversified. Among them, "N FT" (NFT is the abbreviation of Non-Fungible Tokens, which means non-fungible tokens, has unique, scarce and inseparable attributes .) With its unique irreplaceability, it will reconstruct the brand's membership system, so that it has unique value, greatly enhances the brand's customer operation abil-

ity, and the customer value will be better reflected.

Immersive interactive experience

Metaverse integrates the virtual world with the real world, bringing users an immersive and immersive experience. Cars have attributes that are different from general consumer goods. Users need to go to a physical store to see the physical model and have a dynamic experience along a designated route accompanied by a salesperson. When the offline showroom only has a single color, configuration, and category, it cannot meet the individual needs of customers. Consumers can only sign the contract and complete the delivery after confirming multiple transaction details on the spot. These drawbacks will be solved in the scene of the Metaverse . Users can explain their favorite models through virtual people, and can switch the color and configuration of the body according to their own wishes. Not limited to a fixed route to take a test drive, enjoy the experience in a variety of road conditions in augmented virtual and reality. At the same time, observe the performance comparison of various models, which greatly improves the decision-making efficiency of users in the purchasing process. Under normal circumstances, the glass of the car only has the function of transmitting light and blocking the wind. Powered by VR / AR technology, the car window glass can be used as a virtual meeting space for users, and it can also be used as a digital space to enjoy the game world. Not limited to this, the 360 -degree immersive experience will bring unlimited creative space to the brand and give users a very fun experience.

New marketing models

Some people enjoy making money in the virtual world and then go back to the real scene to consume. This is an imaginative thing. Metaverse will provide new sales methods for brands. Brand manufacturers can bring real products into the virtual digital space to twin digital goods, and digital brands can also be derived in the virtual space . Some brands have begun to make bold attempts in metaverse marketing . At the same time, some brand dealers continue to apply new technologies to empower consumers' shopping experience and improve the car sales process. In the virtual community built by the brand, consumers will become the co-creators of brand content, the spokesperson of the brand and the driver of product iterative upgrades.

The vision of automobile marketing services

Virtual store

At present, various brands will show customers the excellent products developed by the brand through the historical exhibition halls. In these exhibition halls, there will be some epoch-making products in the development of this brand to display. Customers can only rely on images or corresponding products. The explanation of these great products, although this method has a certain impact on customers, it is difficult to have a deeper and more intuitive touch on customers. Through the empowerment of Metaverse technology, customers can personally feel the actual operation experience of these products, experience From the huge role played by these seemingly outdated objects in the context of the times at that time, I learned about the development process and technical accumulation of this brand.

Brand foresight also plays a pivotal role in customers' perception of the brand. When customers choose a car, on the one hand, they pay attention to the practical value of the current car itself, and on the other hand, they will also consider the future development trend of the car brand, because Not a single customer thinks their car brand of choice will be delisted after a few years. Then, the forward-looking technology and concept of the brand displayed to customers by Brand Outlook can well grasp customers, and through such promotion, customer loyalty can be greatly enhanced. Here, virtual space can also be used. The construction of, allows customers to experience cutting-edge technology, not only to grasp the current customers, but also to maintain the viscosity of customers for a longer period of time.

When customers want to have a deeper understanding of a specific model, with the support of AR technology, customers can use their imaginations on the basis of a single configuration level model to understand the differences in body color and different levels of the same model. The corresponding selection and superposition are carried out according to the customized configuration, and the difference of different combination options can be felt in 360 degrees, which is convenient for customers to make differentiated choices . In-depth understanding of the requirements in advance.

Some customers not only want to know the situation of the model they finally get, they also want to know the whole process of their vehicle from the initial parts to the final complete vehicle. With the help of the digital twin factory, customers can From the initial parts to the chassis, engine, and body of large components, you can reach out and touch the most primitive steel immediately. Through multiple processes such as stamping and welding, it can give customers an immersive visual feast.

Immersive experience

The dynamic experience under the Metaverse also shows great imagination. We can input the data into the corresponding system after understanding the customer's favorite model configuration, color, favorite music, the road they often drive, and the performance of a certain aspect of the vehicle they want to experience, through cloud computing, edge computing, quantum computing and distribution. Models of virtual vehicle models and road conditions are established in advance with computing and storage technologies such as smart storage, and then customers are invited to wear the corresponding wearable devices to enter the formal test drive session. During this process, they can experience the vehicle in a “familiar” environment. In terms of performance in all aspects, you can also experience the performance of the vehicle under various terrain and road conditions that are not usually accessible, and also allow customers to adapt to the vehicle in advance.
Most customers compare multiple models when choosing a car. In order to make the most sensible choice, customers have to travel back and forth to multiple brand dealers to test drive and experience different models, which takes up a lot of time, and it is not During a test drive on the same day, customers sometimes forget some of the feelings of the models they have tried before. In the metaverse scenario, customers can enter the data of the models they want to compare into the system at a car dealership store, and experience the performance and comfort of different models in the same scenario. It can save time and achieve a more accurate comparison experience.

During the test drive, the dynamic capture tracker configured on the wearable device will record the customer's changes in behavior and attitude throughout the process, and through background data analysis, the cus-

tomer's excitement in the test drive process can be obtained, which can be used as a test drive. It is an important basis for communicating with customers after driving, which is convenient for grasping the key points in the negotiation.

Creative Living Spaces

In daily life, we will meet some customers who collect some limited edition or special cars. In the metaverse scenario, we can design vehicles as exclusive digital collections with different themes and styles. Such virtual vehicles can be used to hold themed exhibitions or participate in a formula race on behalf of the brand in the virtual world to experience the joy of speed and passion. In such a scenario, you can get virtual tokens received by holding exhibitions, as well as bonuses and medals won by participating in competitions.
The virtual tokens won in the virtual world can be exchanged for gifts or maintenance items in offline physical car brand stores, which will greatly improve the enthusiasm of customers to participate and brand loyalty.

Self-maintenance service

There will inevitably be failures during the use of the vehicle. When the computing power of the Metaverse basic technology enables the collection and processing of vehicle-related data, the crux of the problem can be found, and the solution can be quickly communicated to the customer. Through the corresponding technical guidelines, you can carry out the corresponding repair processing. For the faults that the customer cannot solve by themselves, the technical data terminal of the OEM will automatically send an emergency rescue notice to the nearest dealership, and arrive at the customer's location at the fastest speed. Help customers solve problems.

Concluding Remarks

At present, the Metaverse is still in the exploratory stage of development, there is still a big gap in terms of hardware support and technology, and the relevant ethics and regulations are not yet sound. With the further development of economy and society, the traditional way of thinking and methods of automobile marketing will be gradually iterated. The immersive experience, creative digital space, and independent economic system empowered by the Metaverse will create a new future of automobile marketing.

references

[1] Foray into the automotive metaverse? First see where the business opportunities are. Automobile and Parts, 2022(08): 44-45.
[2] Guo Yajun, Li Shuai, Zhang Xindi, Li Jie. Metaverse Empowering Virtual Library: Concept, Technology, Scenario and Development Strategy [J/OL]. Library Construction: 1-15[2022-08-04] . http://kns.cnki.net/kcms/detail/23.1331.G2.20220424.1847.004.html
[3] Wang Wei. Car companies enter the Metaverse, are they chasing hot spots or betting on the future? . China Electronic News, 2022-02-22(005).
[4] Chen Kun. "Metaverse" empowers the innovative development of new media . Southeast Communication,

2022(02): 35-36.
[5] Zhong Wei. Research on the application of experiential marketing in automobile marketing . Times Auto, 2022(01): 178-180.
[6] Li Muying. Innovation of automobile marketing management mode under the background of "Internet +" . Times Auto, 2022(02): 162-163.
[7] Li Puchao, Ding Shouchen, Xue Bing. From the development of automobile intelligence to the prospect of the "metaverse" of the automobile industry . Internal Combustion Engines and Accessories, 2021(24): 164-166.
[8] Su Kun. How “Metaverse” empowers the digital transformation of the cultural tourism industry deserves attention . China Tourism News, 2021-12-16(003).
[9] Zheng Weimin. The Metaverse and the New Trend of Internet Development . Gansu Daily, 2021-11-23(011).
[10] Miaozhen Academy of Marketing, "2022 Metaverse Marketing Innovation White Paper".