



BRAND3INDEX



Web3 GUCCI
Case Study

CONTEXT

- Gucci is the benchmark on how luxury brands speak to next-gen consumers.
- Gucci was the first luxury fashion brand that released an NFT, and it continues to be at the forefront of Web3 innovations.
- This wasn't a coincidence: Gucci has excelled in the digital age.
- Gucci speaks to Gen-Z through a marketing strategy centered around Web3 and virtual experiences.
- Like Nike, Gucci sits at the intersection of culture and technology – a sweet spot for deploying Web3 experiences.

WHAT CAN WE LEARN FROM IT?



Gucci's Web3 Ecosystem

NFT Collections

Aria

10KTF x Gucci

SUPERGUCCI

Otherside Relics by Gucci

Gucci Material NFTs

The Next 100 Years of Gucci

Virtual Spaces

Vault Art Space

Gucci Vault Land in Sandbox

Gucci Garden
& Gucci Town in Roblox

Community

Discord

Games



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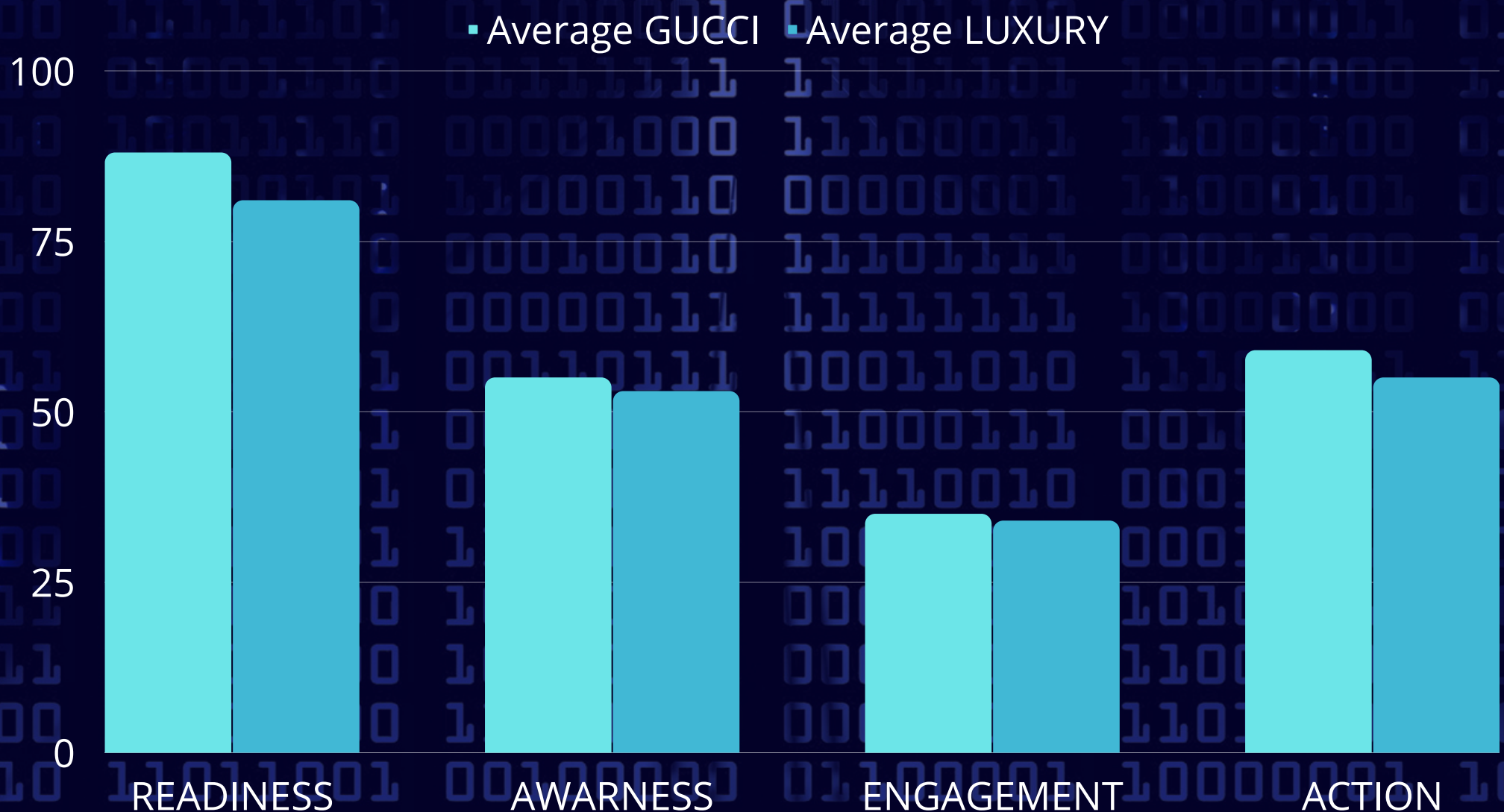


GUCCI WEB3 MATURITY

Brand3Index evaluates four areas: Readiness, Awareness, Engagement, and Action, benchmarked against industry competitors.

Brand3index is based on 100+ data points collected from web2 and web3 platforms.

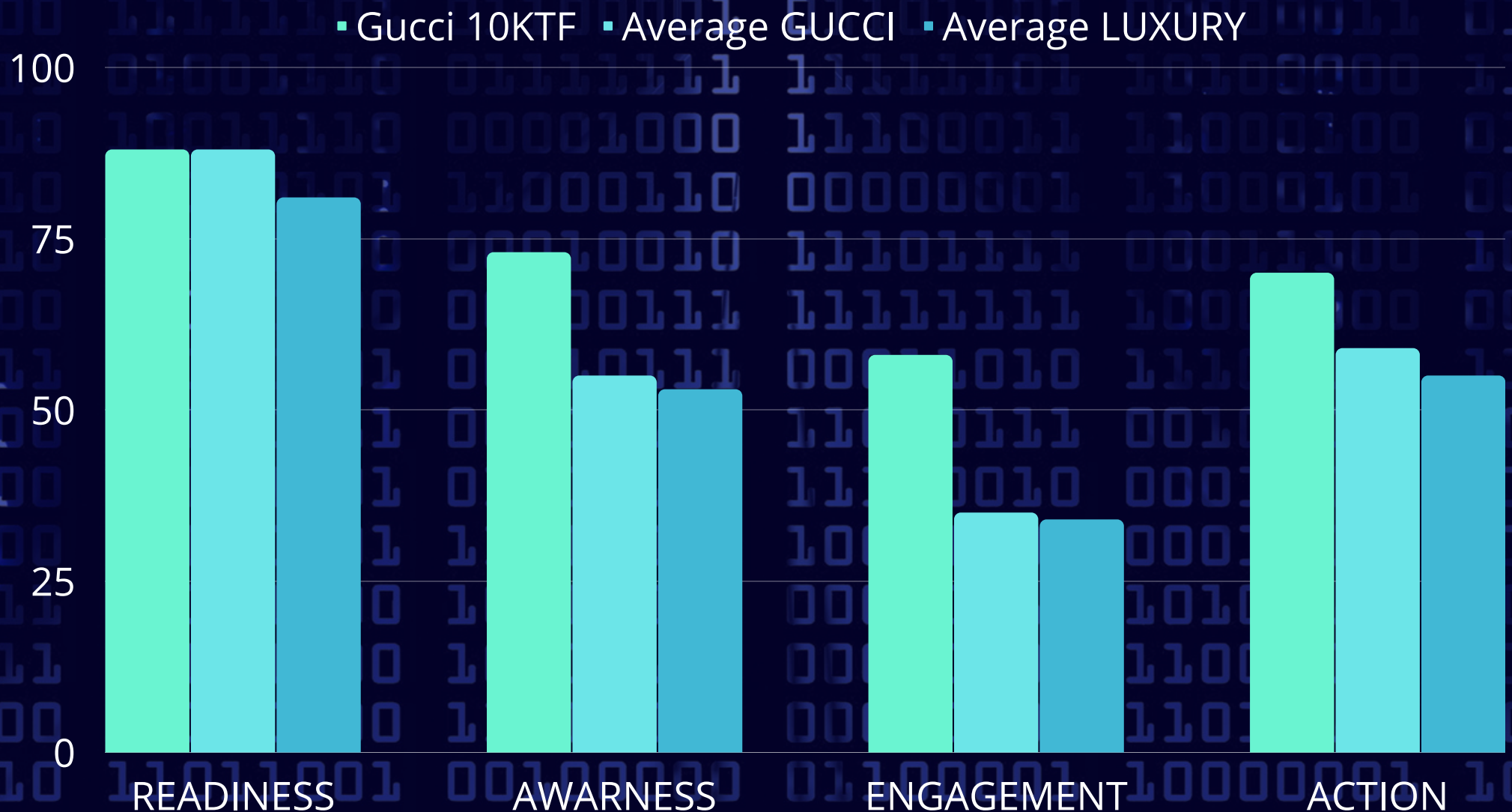
- *Gucci Brand3index outperforms Luxury category rating at 127 (vs. 121 Luxury category) and this is true at every step of the consumer funnel : from awareness (55 vs. 53), to engagement (35 vs. 34) and action (59 vs. 55).*
- *The difference in absolute value is not very important*



GUCCI WEB3 MATURITY

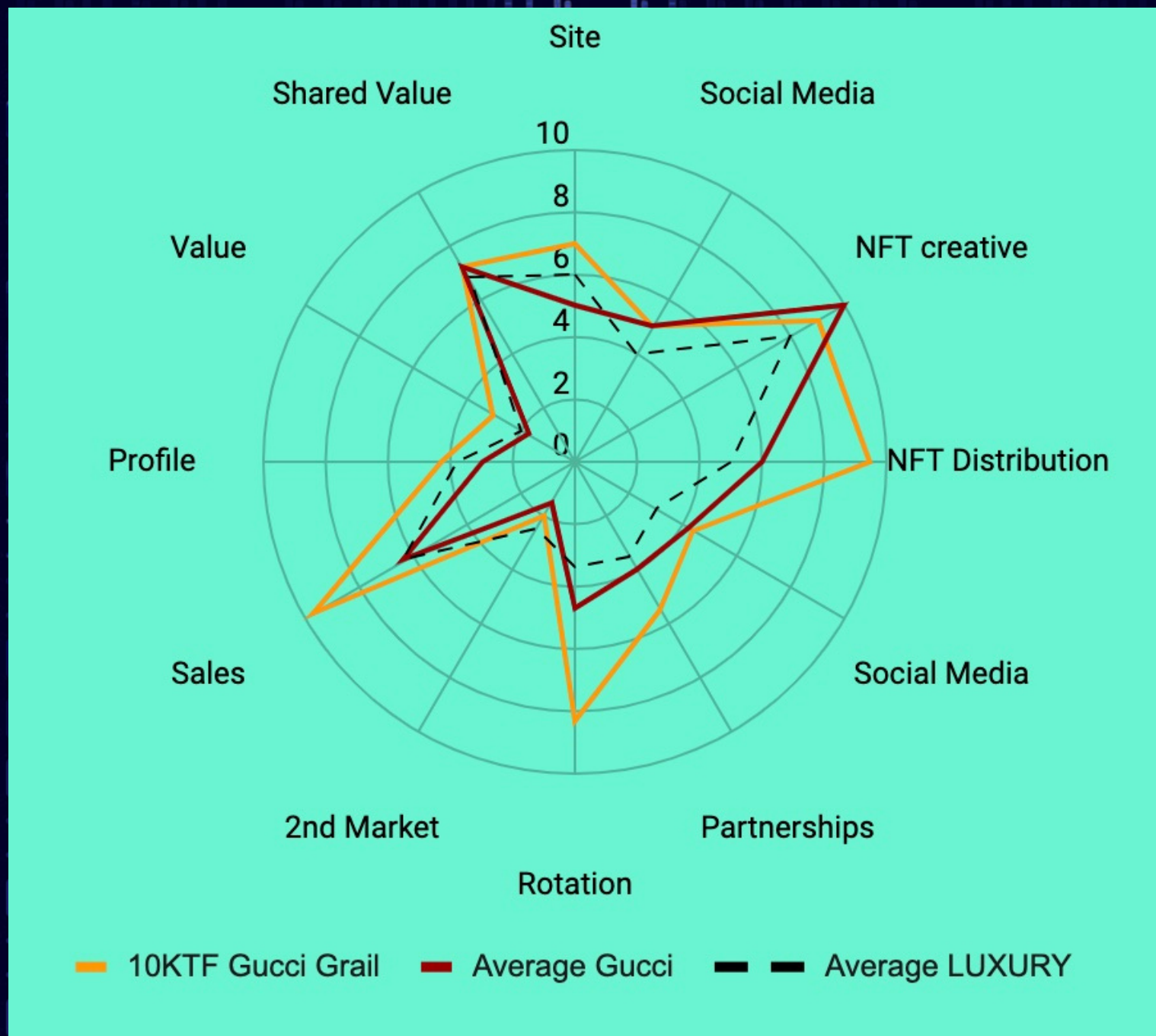
If we dig deeper in the data, we notice that:

- Gucci has experimented with more Web3 activation formats than other luxury brands (i.e. NFTs used as pendants for other NFTs; art; digital to physical activation, etc.). 6+ programs.*
- The best performing program of Gucci - 10KTF Gucci grail generates high performance at every step of the funnel. Its engagement score is 24 points higher than the luxury average.*



GUCCI WEB3 MATURITY

- When we look to web2 and web3 metrics, we notice that Gucci strongly performs on web3 metrics such as : NFT creative, distribution, partnerships, rotation rate and sales.
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- This performance tends to confirm that Gucci has genuinely adopted web3 as a new marketing channel and is building best in class operations in this field.



CONCLUSION

- Gucci is the best performer in the category, but has room for growth and further improvement, especially in terms of community and engagement.
- To this end, Gucci “web3 readiness score” of 88/100 suggests that the organization has the ability to tackle the challenge specifically in view of learnings from 10KTF and Koda Pendant initiatives.

**Full case study published in partnership
with Marc Baumann**

Available at :

<https://dematerialzd.substack.com/p/case-study-guccis-web3-playbook>

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CONTINUING THE ADVENTURE...

Brand3index Performance Score transcends revenue, illuminating the dynamic interplay of Awareness, Engagement, and Action. Our path, though trodden, remains a work in progress, subject to further refinements and discoveries.

**PLEASE HELP US by commenting,
connecting and collaborating.**

**Stay Curious, Stay Involved: Let's
keep the conversation going!**

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ABOUT BRAND3INDEX

Brand3index is a **business intelligence** company dedicated to assisting brands in shaping their digital **innovation roadmap** and achieving greater **ROI**.

Brand3index is the global standard for determining a brand's digital innovation competence analyzing more than **150 data points across three dimensions (Readiness, Performance and Shared Value)**.

Brand3index conducts research and produces reports that covers automotive, entertainment, retail, CPG, Luxury, food, drinks, and travel industries. We analyse and benchmark 200+ brands.

By leveraging research, competitive benchmarking, executive education and data analytics, Brand3index offers brands a clear understanding of digital innovation within their industries and **actionable insights**.

www.brand3index.com