

# WPP's Epic Games partnership represents the opportunity the agency world sees in the metaverse

Article

**The news:** Epic Games announced a partnership with WPP to help it offer a digital experience for brands in the metaverse.

- The agreement will include the creation of a training program to upskill thousands of the agency network's creatives and engineers in order to produce brand experiences for the online platform **Fortnite**, including learning how to design for virtual environments using Unreal Engine.
- The curriculum will be divided into multiple tracks, with unique content for particular archetypes—executives, creative practitioners, and media specialists/strategists.
- This comes just weeks after Epic's [agreement with Lego](#) to establish a family-friendly metaverse initiative.

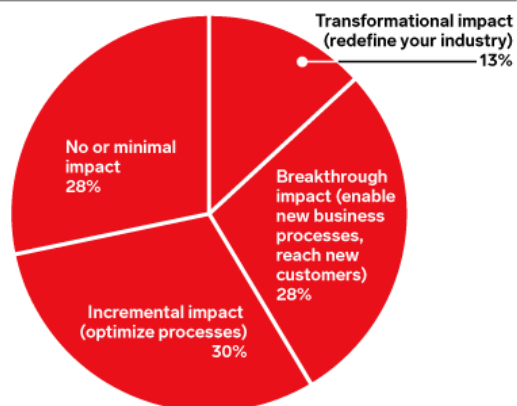
**Agency opportunity:** WPP sees metaverse initiatives as an opportunity to better service clients—and perhaps take more market share from its competitors.

- WPP created **The Metaverse Foundry** in February, which is focused on generating content for Web3 worlds.
- Approximately 700 creatives are involved in the initiative.
- **Wendy's, Pizza Hut, and Pfizer** are among the brands working with the Foundry.

**What it means:** Consumers will spend more and more time in virtual worlds. It won't happen overnight, but major players like WPP—and their clients—are willing to spend on test-and-learn opportunities so that they understand the mechanics of marketing in immersive environments before their competitors do.

## Level of Impact that Executives Worldwide Believe the Metaverse Will Have on Their Organization, Jan 2022

% of respondents



Note: n=4,650 C-level executives and directors; positive impact  
Source: Accenture, "Meet Me in the Metaverse: The Continuum of Technology and Experience Reshaping Business," March 16, 2022

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