



# How Big Brands are taking Marketing initiatives in the NFT World?

Metaverse & NFT are catching the imagination of people around the world. While the early adopters are making inroads into this lesser-known territory, it is largely an unexplored landscape with uncertainty & skepticism. However, as consumers become more involved with the digital environment, which the future promises to hold, the [brand owners & marketing](#) team don't want to be left behind, while their competition could rake in all the visibility they get as the first mover.

