



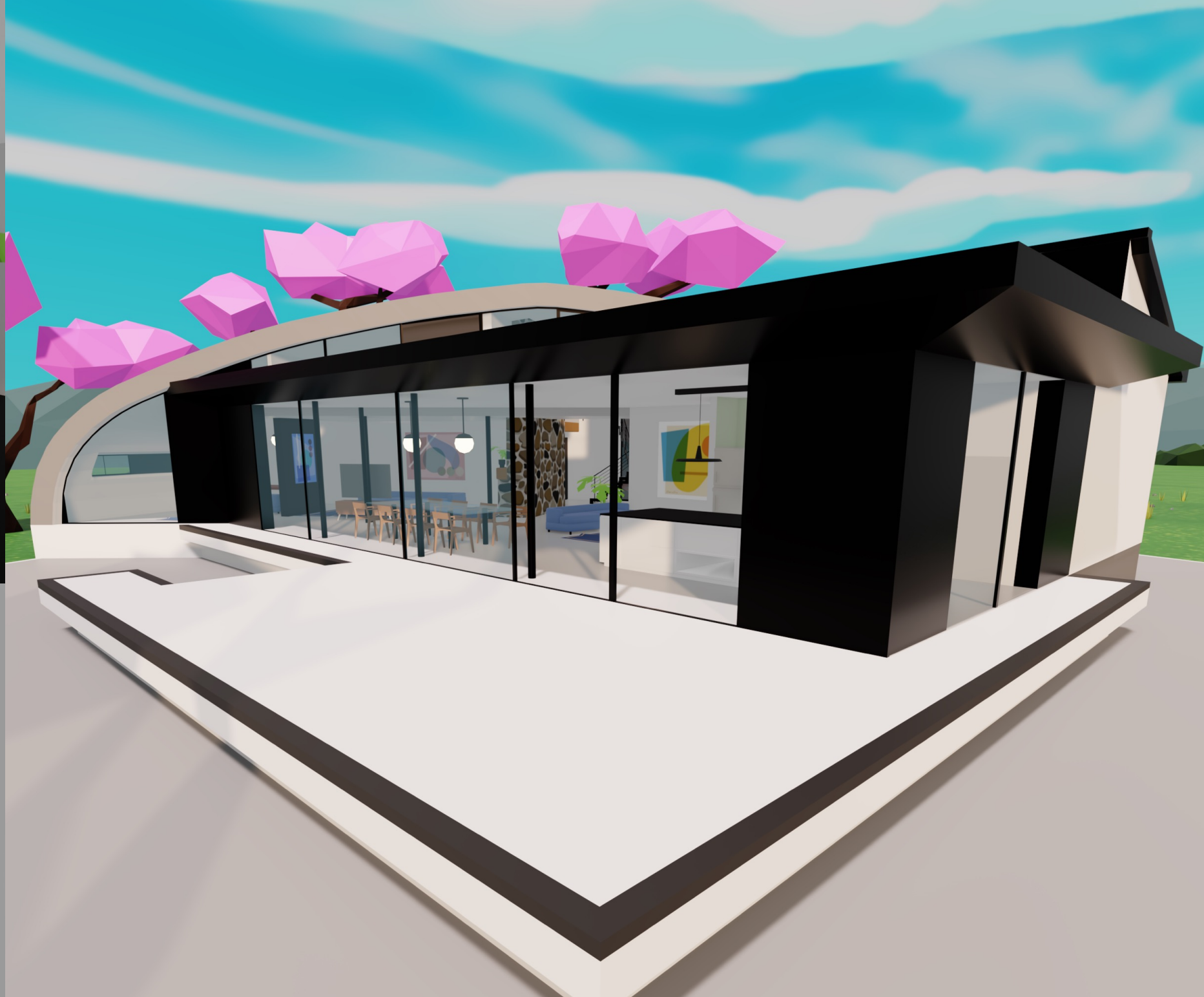
Zimmo

# The Metahouse

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# THE METAHOUSE

BUY THE VIRTUAL HOUSE



GET THE REAL ONE

## CHALLENGE

In the boring world of online real estate, Zimmo is a small fish in a very big pond. How could we get the Belgian challenger noticed by potential home buyers?

## IDEA

The Metahouse is the first real house for sale inside the Metaverse. An exact replica of a house that's for sale in Belgium. If you buy the virtual house, you get the real one (and vice versa). The digital twin is available to visit (and buy) in Decentraland. A smart investment for the buyer: the virtual land alone is valued at 30.000 euros.

## HOW

The Metahouse was designed using plans and photos of the real house. Every pixel was recreated with architectural 3D software and the Decentraland builder before finally landing in the Metaverse. The house could be bought directly from the "For Sale" sign, driving visitors to the real house on Zimmo's platform.



**78%** OF BELGIANS REACHED

**4510%** MORE POPULAR THAN REGULAR LISTINGS

**+20k** VIRTUAL VISITORS



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