

## **New Model of Immersive Experiential Branding for International Universities**

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**Abstract :** For market leadership, iconic brands already start to establish their unique digital avatars into Metaverse and offer Non Fungible Tokens to their fans. Metaverse can be defined as an evolutionary step of Internet development. So if companies and brands use the internet, logically, they can find new solutions for them and their customers in Metaverse. Marketing and Management today must learn how to combine physical world activities with those either entitled as digital, virtual, and immersive. A “Phygital” Solution uniting physical and digital competitive activities of the company covering the questions about how to use virtual worlds for Brand Development and Non Fungible Tokens for more attractiveness soon will be most relevant question for Branding. Thinking comprehensively, we can entitle this type of branding as an Immersive one. As we see, the Immersive Brands give customers more mesmerizing feelings than traditional ones. Accordingly, the Branding can be divided by the company in its own understanding into two models: traditional and immersive. Immersive Branding being more directed to Sensorial challenges of Humans will be big job for International Universities in near future because they target the Generation - Z. To try to help those International Universities opening the door to the mesmerizing, immersive branding, the Marketing Research have been undertaken. The main goal of the study was to establish the model for Immersive Branding at International Universities and answer on many questions what logically arises in university life. The type of Delphi Surveys entitled as an Expert Studies was undertaken for one great mission, to help International Universities to open the opportunities to Phygital activities with reliable knowledge with Model of Immersive Branding. The Questionnaire sent to Experts of Education were covering professional type of questions from education to segmentation of customers, branding, attitude to students, and knowledge to Immersive Marketing. The research results being very interesting and encouraging enough to make author to establish the New Model of Immersive Experiential Branding for International Universities.

**Keywords :** branding, immersive marketing, students, university

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