

MARKETING

5WPR announces metaverse division

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5WPR is creating a metaverse division. Image credit: Getty

By LUXURY DAILY NEWS SERVICE

New York-based agency 5W Public Relations is announcing its plans to create a dedicated metaverse division as brand interest grows in this next online era.

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The new division will work in serving clients who are building and business and offerings in the metaverse. 5WPR will continue offering clients knowledgeable PR experts in assisting organizations in carving prominent places in this evolving space.

"Rapid advancements in technology promise an entirely new reality on our horizon, soon we will all be exploring and operating within the metaverse," said Ronn Torossian, founder/CEO of **5WPR**, in a statement.

"Even with technology as complex as creating new shared realities, we have the expertise to bring these visions to the forefront of the media and capture consumer imagination."

Into the metaverse

5WPR has a history of supporting businesses in the metaverse, including Roblox, which the agency assisted in forming a mainstream presence across gaming, consumer tech and additional verticals.

Services provided to metaverse clients include media relations, targeted outreach, content creation, digital media campaigns, speaking opportunities and celebrity relations.

The New York-based agency is continuing its growth into the technology sphere, having added cybersecurity, cryptocurrency, and non-fungible token (NFT) specialty practices this year.

The concept of the metaverse continues to garner international attention.



Social media company Facebook is now Meta. Image credit: Meta

Last week, Social media company Facebook announced it was rebranding as Meta to reflect its new focus on the metaverse.

Meta will allow the technology giant to unify its apps and technologies including Facebook, Instagram, WhatsApp and Oculus under a single, cohesive brand identity. The company describes the metaverse as a "hybrid of today's online social experiences, sometimes expanded into three dimensions or projected into the physical world" ([see story](#)).

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