# As Marketers Enter the Metaverse, They Must Learn to ‘Think in 3D’

When Cathy Hackl’s son wanted to change up his look before a friend’s birthday party, he wasn’t looking for his mom to buy him a T-shirt. Instead, he needed money for a new avatar—the celebration would be taking place on Roblox, an online gaming platform, and there was no way he was showing up wearing yesterday’s virtual skin.

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