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European Research Studies Journal
Volume XXVIII, Issue 3, 2025

pp. 576-590

Next Generation Marketing Channels: Typology, Strategic Implications, and the 6V Framework

Submitted 23/05/25, 1st revision 05/06/25, 2nd revision 20/06/25, accepted 20/08/25

Sebastian Zupok[1], Michał Kapała[2]

Abstract:

Purpose: *This article proposes and applies the 6V Framework to conceptualize and evaluate next-generation marketing channels in the digital economy. It aims to understand how emerging formats—such as voice commerce, immersive AR/VR environments, retail media networks, and Web3-based platforms—are reshaping customer engagement, brand experience, and value creation.*
Design/Methodology/Approach: *Building on an extensive literature review and theoretical synthesis, the paper introduces the 6V Framework, consisting of six analytical dimensions: Value, Velocity, Visibility, Verifiability, Virtuality, and Vulnerability. The framework is applied to an in-depth case study of Nike .Swoosh, supported by a comparative evaluation of other leading platforms (e.g., Adidas, Gucci, Starbucks) to illustrate strategic patterns and innovation trajectories.*
Practical Implication: *The article provides marketers, strategists, and digital transformation leaders with a practical framework for analyzing, designing, and governing complex marketing environments. It supports decision-making regarding channel investments, user experience design, and ethical risk management in data-rich, technology-driven contexts.*
Originality/Value: *In contrast to legacy models focused on linear transactions and control, the 6V Framework captures the dynamic, participatory, and decentralized nature of modern marketing channels. It offers a novel conceptual lens for assessing strategic and operational implications of digital channel innovation.*

Keywords: *Next-generation marketing channels, digital ecosystems, immersive commerce, Web3, AI, 6V Framework, Nike.Swoosh.*

JEL Codes: *M31, L86, D83, O33, Q55.*

Paper type: *Reaserch article.*

[1]*Dr., Wyższa Szkoła Biznesu NLU, Poland, e-mail: szupok@wsb-nlu.edu.pl;*
[2]*Mgr Wyższa Szkoła Biznesu NLU, Poland, e-mail: mkapala1@wsb-nlu.edu.pl;*

1. Introduction

The marketing landscape is undergoing a profound transformation driven by the advancement of digital technologies, artificial intelligence (AI), and evolving consumer expectations. Digital transformation is no longer an optional strategy but rather a necessity for marketing modernization. Recent research confirms that AI, big data, cloud platforms, and Internet of Things (IoT) technologies have become critical enablers of marketing channel innovation and customer engagement (Mihai *et al.,* 2023; Zupok, 2017).

Moreover, five megatrends are redefining marketing and communications in the 2020s: the Attention Economy, the Creator Economy, the Stakeholder Economy, the Experience Economy (driven by immersive formats like AR and VR), and the Intelligence Economy (driven by AI-based personalization and automation). These forces collectively challenge the dominance of traditional communication channels and require businesses to explore and adopt new, intelligent modes of interaction (Saura *et al.,* 2024).

Voice commerce is one such emerging format. With AI assistants such as Google Assistant and Amazon Alexa entering millions of households, conversational commerce is reshaping consumer behavior and expected to reach widespread adoption by 2025. Some studies forecast a 20% increase in conversion rates for voice-enabled shopping experiences (Dunsin, 2025).

Simultaneously, immersive commerce - which integrates augmented reality (AR) and virtual reality (VR) into marketing - enables the creation of hybrid experiences that seamlessly blend physical and digital interaction.

Meanwhile, retail media networks (RMNs) are transforming retailers into media publishers by monetizing first-party shopper data and serving ads both onsite and across partner platforms. Global spending on retail media is forecast to reach approximately $179.5 billion by 2025 (TechRadarPro, 2025).

Despite the rapid advancement of technology, many companies still struggle to assess the effectiveness and risks associated with emerging marketing channels. During Cannes Lions 2025, industry leaders emphasized that "AI is no longer an experiment, but a scalable element - marketers demand real business outcomes, not just tool implementation" (Husson, 2025).

Yet, academic literature lacks a unified, strategic framework to classify and evaluate next-generation marketing channels - including conversational, immersive, decentralized (Web3), sensor-driven, and privacy-first models. This article aims to fill that gap by proposing the 6V Framework, comprising six analytical dimensions: Value, Velocity, Visibility, Verifiability, Virtuality, and Vulnerability.

2. Literature Review

The conceptualization of marketing channels has evolved substantially over recent decades, mirroring transformations in technology, consumer behavior, and market structures. Originally centered on the physical movement of goods through hierarchical, linear systems, channel theory has had to adapt to increasingly complex, technology-enabled environments in which digital interaction, data-driven personalization, and platform-based ecosystems play a central role.

Classical marketing channel theory emphasized the fundamental economic functions of distribution logistics, transaction facilitation, and post-sale service support, positioning channels as linear systems designed to optimize the flow of goods, services, and information between producers and consumers (Rosenbloom, 2012).

Within this paradigm, marketing channels were typically categorized as either direct—where the producer engages the end user without intermediaries—or indirect, involving one or more intermediaries such as wholesalers, agents, retailers, or franchisees. This dichotomy rested on the assumption of clear role specialization within the value chain and relatively stable relationships among actors (Zupok 2015a; 2017).

These models were largely developed in the context of industrialized, product-centric economies, in which goods were manufactured by producers, transferred through a linear supply chain, and consumed in a predictable, transactional manner. The underlying assumption was that value is created upstream (at the point of production) and delivered downstream to passive recipients (the consumers), with each intermediary performing predefined channel functions such as inventory holding, financing, or local promotion.

While effective for managing efficiency and control in mass distribution environments, such frameworks often overlooked dynamic interaction, feedback loops, and co-creation mechanisms, which are now central to modern marketing theory. Additionally, they provided limited insight into experiential, service-based, and digital environments, where the distinction between producer and consumer becomes increasingly blurred (Vargo and Lusch, 2004). As marketing environments have evolved toward platform-based ecosystems and customer-driven innovation, the need for more flexible, non-linear channel models has become evident.

With the proliferation of internet technologies, traditional models became insufficient to describe the multidirectional flow of information and value. Digitalization enabled the rise of multichannel and subsequently omnichannel strategies, which aimed to provide customers with seamless and integrated experiences across multiple touchpoints (Matarazzo, Penco, Profumo, and Quaglia, 2021). These approaches emphasized coherence over control, focusing on consumer-centricity and experience orchestration across physical and digital interfaces.

Recent literature has increasingly turned toward ecosystemic thinking in marketing channels, in which firms co-create value not only with customers but also with a wide array of partners, platforms, and data intermediaries (Zaman, Vo-Thanh, Hasan, and Mohiuddin Babu, 2021). In such systems, boundaries between content, commerce, and communication become fluid, and the role of the brand shifts from being a transmitter of value to an enabler of personalized experiences.

This shift is further amplified by emerging digital technologies that transcend the limitations of traditional marketing infrastructures. Innovations such as artificial intelligence (AI), augmented and virtual reality (AR/VR), blockchain, and conversational agents have reconfigured the foundations of customer-brand interaction, enabling real-time, personalized, and context-aware experiences across diverse touchpoints (Reed, Wynn, and Bown, 2025; Benedict, Sebastian, and Woerner, 2023).

Unlike earlier digital channels that primarily facilitated information dissemination or transactional convenience, these next-generation technologies empower adaptive, immersive, and decentralized interactions, often orchestrated dynamically by algorithms or user inputs rather than linear programming.

AI-powered systems, for instance, not only automate customer segmentation and content targeting but also anticipate user needs through predictive analytics, thereby enhancing relevance and engagement. Similarly, AR/VR technologies create multi-sensory brand environments, allowing users to visualize products in real-world contexts or immerse themselves in branded virtual spaces - blurring the line between marketing communication and user experience design.

Blockchain, particularly through Web3 and token-based systems, introduces trust-based architectures for data exchange and incentivization, challenging the centralized control traditionally held by platforms and intermediaries. Meanwhile, conversational agents - ranging from voice assistants to generative AI chatbots - are shaping a new class of dialogic interfaces that mediate real-time brand interactions in human-like ways.

The rise of these tools has given way to the proliferation of next-generation marketing channels characterized by personalization at scale, contextual intelligence, and in some cases, disintermediation of institutional actors. These channels no longer function merely as distribution mechanisms but rather as interactive ecosystems, integrating content delivery, transaction execution, and emotional engagement into a unified interface.

The emergence of phygital environments - hybrid spaces that integrate physical presence with digital augmentation - further underscores the ongoing dissolution of traditional channel boundaries (Hennig-Thurau *et al.,* 2021). Retailers and service providers increasingly design experiences that move fluidly between offline and

online realms, responding to consumers' expectations for continuity, convenience, and agency. For instance, in-store mobile interactions (e.g., NFC-enabled product information), AR-based product trials (e.g., virtual try-ons or furniture visualization apps), and QR-enabled click-to-buy pathways are now commonplace, especially in fashion, beauty, and consumer electronics.

These technologies not only redefine the physical store as a media-rich interface but also reposition the customer as a co-navigator of the channel experience, with significant implications for channel design, measurement, and governance.

In this context, the very notion of what constitutes a "marketing channel" is undergoing conceptual transformation - from a firm-controlled conduit for value delivery to a shared, co-constructed experience layer, shaped by both brand strategy and user agency (Zupok, 2021).

To synthesize the evolution of marketing channel theory and practice, Table 1 provides a comparative overview of key paradigms, highlighting their core assumptions, technological underpinnings, and representative sources from the academic literature.

Table 1. *Evolution of Marketing Channel Models*

Era / Model	***Key Characteristics***	***Theoretical Focus***	***Technological Context***	***Representative Sources***
Classical (Linear)	Hierarchical, producer-to-consumer, physical goods flow	Distribution, efficiency, control	Pre-digital / analog	Rosenbloom (2012)
Multichannel	Parallel physical and digital channels, often siloed	Channel choice, access	Web 1.0, e-commerce beginnings	Verhoef et al. (2015)
Omnichannel	Integrated touchpoints, seamless CX across platforms	Customer experience, coherence	Mobile, cloud, CRM	Matarazzo et al. (2021)
Ecosystemic	Co-creation, dynamic partner networks, platform logic	Value networks, interaction	IoT, platforms, big data	Zaman et al. (2021), Vargo and Lusch (2004)
Next-Generation Channels	AI-driven, immersive (AR/VR), decentralized (Web3), adaptive and phygital	Personalization, trust, immersion	AI, blockchain, AR/VR, conversational agents	Saura et al. (2024), Benedict et al. (2023), Hennig-Thurau et al. (2021)

Source: *Authors' work.*

3. The 6V Framework for Next-Generation Marketing Channels

The accelerating complexity of the digital marketing environment - marked by the convergence of physical and virtual realities, increased reliance on data ecosystems, and the proliferation of algorithmic and decentralized platforms - has rendered traditional channel models insufficient. In this context, businesses are no longer operating within predictable supply chains or managing static customer journeys. Instead, they must navigate dynamic, multi-sensory, and co-created interaction spaces.

To address these changes, this paper proposes the 6V Framework, a conceptual tool for analyzing and classifying next-generation marketing channels. The framework draws on interdisciplinary insights from digital marketing, consumer experience design, platform theory, and ethical technology studies. It introduces six analytical dimensions that reflect the key structural and experiential properties of modern channel environments:

- Value – the nature and mechanism of value generation and delivery;
- Velocity – the speed, frequency, and adaptiveness of interactions;
- Visibility – the degree of transparency, tracking, and analytical clarity;
- Verifiability – the assurance of authenticity, trust, and data integrity;
- Virtuality – the extent of immersion and digital-physical hybridity;
- Vulnerability – the exposure to ethical, technological, and systemic risks.

The visual representation illustrates the 6V Framework, highlighting six interconnected dimensions - Value, Velocity, Visibility, Verifiability, Virtuality, and Vulnerability - that define the complexity of next-generation marketing channels. The model supports the analysis of emerging formats such as immersive, AI-driven, and decentralized ecosystems.

Figure 1. *The 6V Framework for Next-Generation Marketing Channels*

Source: *Own study.*

Unlike legacy frameworks focused primarily on efficiency or control (e.g., direct vs. indirect channels, or push vs. pull strategies), the 6V Framework accounts for fluidity, personalization, platform mediation, and contextual sensitivity. It is particularly suited for evaluating complex environments such as AI-powered recommendation engines, immersive shopping experiences, and decentralized brand ecosystems operating on Web3 protocols.

The 6V Framework offers a multidimensional approach to understanding and evaluating the evolving architecture of marketing channels in the digital economy. Each of the six dimensions -Value, Velocity, Visibility, Verifiability, Virtuality, and Vulnerability - captures a unique facet of how marketing interactions are designed, delivered, and experienced in contemporary environments. This section explores each component in greater detail.

Value: This dimension pertains to the nature, source, and distribution of value within a given marketing channel. While traditional models positioned value as a unidirectional transfer from firm to customer, next-generation channels are characterized by co-creation, user-generated content, and network effects. Value may be economic, experiential, informational, or social, and is often created through real-time interactions, personalized content, or collaborative participation across platforms.

Velocity: Velocity captures the speed, frequency, and responsiveness of channel interactions. In AI-driven environments, marketing messages, offers, and engagements are increasingly adaptive - responding in real-time to user behavior and environmental data. High-velocity channels support instant feedback, dynamic pricing, live personalization, and ephemeral content formats (e.g., Instagram Stories, TikTok trends).

Visibility: Visibility refers to the degree of transparency, traceability, and analytical insight available within a marketing channel. Digital ecosystems - unlike traditional media - generate granular, timestamped data across touchpoints. Visibility enables marketers to monitor performance, track user behavior, and optimize campaigns, but also raises concerns related to surveillance, opacity of algorithms, and consumer autonomy.

Verifiability: This dimension concerns the authenticity, accuracy, and trustworthiness of channel content and interactions. In a landscape of synthetic media, fake reviews, and algorithmic manipulation, verifiability is a critical metric. Blockchain-based technologies, digital provenance tools, and identity verification systems are emerging as mechanisms to ensure credibility and integrity across channels.

Virtuality: Virtuality describes the degree of immersion and digital-physical hybridity that a channel offers. It spans from simple digital overlays (e.g., QR codes,

geofilters) to fully immersive environments (e.g., VR showrooms, metaverse events). High-virtuality channels blur the boundary between interaction and experience, enabling phygital customer journeys where users move fluidly across physical and digital spaces.

Vulnerability: The final dimension acknowledges the exposure to technological, ethical, and systemic risks inherent in advanced marketing channels. Vulnerabilities may stem from data misuse, algorithmic bias, exclusionary design, or platform dependencies. As marketing infrastructures become more intelligent and decentralized, risk management and ethical foresight become integral to channel strategy.

Together, these six dimensions form a robust analytical framework that allows researchers and practitioners to assess the suitability, performance, and implications of next-generation marketing channels in both strategic and operational terms. In practice, the relative weight and interaction of these dimensions will vary depending on industry context, customer expectations, and regulatory environments (see Table 2 for illustrative comparison).

Table 2. *Comparative Evaluation of Selected Next-Generation Marketing Channels According to the 6V Framework*

Channel Type	**Value**	**Velocity**	**Visibility**	**Verifiability**	**Virtuality**	**Vulnerability**
AI-Powered Chatbot	Personalized service, operational efficiency	Real-time, instant responses	High, via analytics and logs	Depends on AI design; limited explainability	Low to medium (text or voice interface)	Bias, misinterpretation, privacy concerns
Immersive VR Retail Experience	Experiential value, emotional engagement	Medium, depends on user interaction	Medium, limited in immersive spaces	Challenging in synthetic spaces	High (fully immersive)	Disorientation, access inequality
Web3-Based Loyalty Program	Community-based incentives, token rewards	Low to medium, governed by protocols	Low to medium, depends on blockchain transparency	High (blockchain-based records)	Medium (platform-based digital experience)	Volatility, token misuse, regulation gaps
Voice Commerce (e.g. Alexa)	Convenience, hands-free shopping	Fast, context-aware	Medium, limited data tracking	Low (black-box systems)	Medium (voice-only interface)	Miscommunication, privacy leakage

Phygital Pop-up Store	Hybrid engagement, brand storytelling	Event-based, episodic but intensive	High in digital components	Moderate, depends on integration	High (digital overlays + physical setup)	Tech reliability, user onboarding issues

Source: *Authors' work.*

3.1 Case study – Nike.Swoosh as an Application of the 6V Framework

3.1.1 Overview of the Channel and Technological Context

Nike has emerged as a pioneer in the use of Web3 technologies to create immersive and decentralized marketing channels. In 2022, the brand launched the ".Swoosh" platform, a blockchain-based ecosystem that enables users to collect, co-create, and trade digital assets such as virtual sneakers and apparel.

Operating on the Polygon blockchain, Nike.Swoosh represents a radical departure from conventional e-commerce or loyalty programs. It invites consumers into a participatory digital space where they can influence brand narratives, receive exclusive drops, and engage in community-driven innovation.

This strategic move reflects Nike's commitment to digital transformation, generational engagement (especially Gen Z and Alpha), and platform-based marketing models. It also aligns with the company's acquisition of RTFKT Studios, a digital design firm specializing in NFT-based fashion, signaling long-term investment in virtual brand experiences and metaverse commerce.

Applying the 6V Framework to Nike .Swoosh allows for a structured and multidimensional evaluation of this next-generation marketing channel, shedding light on how it redefines value creation, engagement dynamics, and strategic challenges in a digital ecosystem. Each component of the framework highlights specific operational, experiential, and institutional attributes of the platform:

Value: Unlike traditional marketing channels focused primarily on transactional or utilitarian value, .Swoosh emphasizes experiential, symbolic, and community-driven value. Users are not merely consumers, but co-creators of branded digital assets. By issuing NFTs, Nike enables fans to gain digital ownership of limited-edition items, signal their identity and loyalty, and unlock exclusive benefits such as early product access, virtual events, or design collaborations.

This contributes to an elevated sense of brand attachment, emotional engagement, and perceived uniqueness of the offering. The channel thus embodies a post-transactional value logic, resonating with younger, digitally native audiences seeking identity expression over mere consumption.

Velocity: Medium to high engagement velocity characterizes .Swoosh. While the channel does not facilitate constant, real-time commerce like traditional e-commerce platforms, it excels in episodic, high-intensity interactions—particularly during limited-edition NFT drops, gamified challenges, community contests, and voting mechanisms.

The anticipation and urgency around such events foster emotional momentum and active participation. For example, product drops have been known to sell out within minutes, creating viral loops and reinforcing the scarcity-based appeal. Moreover, the channel allows Nike to respond rapidly to cultural trends and user feedback, increasing strategic agility.

Visibility: Nike's adoption of blockchain technology significantly enhances platform visibility and accountability. All transactions, ownership transfers, and asset minting activities are recorded on a public and decentralized ledger, providing transparent, traceable, and auditable data.

This visibility benefits both the company and the users: Nike can monitor platform usage, user behavior, and asset circulation, while users can verify provenance and legitimacy. Such transparency also serves to build trust, especially in a market segment prone to counterfeits and digital fraud. Visibility here functions not only as a technological feature but also as a brand-building asset that reinforces Nike's commitment to innovation and authenticity.

Verifiability: The verifiability of products and interactions within .Swoosh is intrinsically secured by its blockchain architecture. Through smart contracts, digital collectibles are uniquely identified, impossible to replicate, and permanently tied to individual wallets, which ensures proof of ownership, authenticity, and transferability.

This drastically reduces the risk of counterfeiting, a pervasive issue in both physical and digital fashion markets. Furthermore, smart contracts can embed rules for royalties, resale permissions, or access rights, enabling Nike to retain strategic control and monetize secondary markets while ensuring users' trust in the system's integrity.

Virtuality: Nike.Swoosh is embedded in a fully virtual environment, where brand interactions, ownership, and identity expression are decoupled from physical products. NFTs exist exclusively in the digital realm, yet carry symbolic and economic value. The immersive potential of the channel is further expanded through AR try-ons, integration with gaming platforms (e.g., Fortnite, Roblox), and future metaverse environments, allowing users to showcase, wear, and trade their assets in social contexts. This dimension aligns .Swoosh with broader shifts toward phygital branding (blending physical and digital) and experiential commerce, where presence and participation become strategic differentiators.

Vulnerability: Despite its innovative promise, .Swoosh faces several strategic vulnerabilities. Regulatory ambiguity, particularly around the classification of NFTs as securities or digital assets, poses legal risks. Market volatility associated with cryptocurrencies can influence user trust and participation. Additionally, concerns about data sovereignty, privacy, energy consumption (if using non-sustainable blockchains), and digital addiction raise ethical questions about the long-term viability and inclusiveness of the platform.

Another significant barrier is the consumer knowledge gap—a large segment of potential users may lack the technical literacy or confidence to engage with blockchain interfaces, limiting mainstream adoption. Nike must therefore balance innovation with accessibility, compliance, and ethical responsibility.

Table 3 presents a comparative analysis of selected next-generation marketing channels adopted by global brands, evaluated through the lens of the 6V Framework. It highlights the strategic differences in how Nike, Adidas, Gucci, and Starbucks leverage value creation, engagement dynamics, and technological infrastructure within their Web3-based initiatives.

Table 3. *Comparative Analysis of Next-Generation Marketing Channels Using the 6V Framework*

Brand / Platform	**Value**	**Velocity**	**Visibility**	**Verifiability**	**Virtuality**	**Vulnerability**
Nike .Swoosh	Experiential and symbolic value through digital collectibles, exclusivity, co-creation	Medium–high: limited drops, gamified engagement	High: public blockchainall transactions traceable	High: smart contracts ensure authenticity, ownership	Fully virtual; NFTs usable in AR and gaming platforms	Regulatory uncertainty, crypto volatility, knowledge gap, data ethics
Adidas Into the Metaverse	Hybrid value: digital + physical rewards, early access, community status	Medium: staged NFT phases, token-gated experiences	Moderate–high: blockchain-based; off-chain elements less visible	High: ERC-1155 tokens verifiable on Ethereum	Mixed: digital assets linked to physical products and virtual events	Unclear roadmap, dependency on third-party platforms (e.g., BAYC, Polygon), NFT fatigue
Gucci Vault / Grail	Artistic/luxury symbolic value; NFT uniqueness, fashion innovation	Low–medium: art drops, occasional collabs	Moderate: blockchain-based, but less community-level tracking	High: partnerships with curated NFT artists ensure traceability	Virtual and phygital: NFTs + wearables in metaverse (e.g., The	Exclusivity limits scale; uncertain resale control; luxury brand dilution risk

					Sandbox)	
Starbucks Odyssey	Loyalty-based value; experiential access, gamified quests, NFT "stamps"	Medium: regular quests, levels, and rewards	Medium: semi-permissioned blockchain (Polygon); some traceability limits	Medium–high: Starbucks controls minting; rewards verifiable within system	Primarily virtual; tied to brand ecosystem and potential metaverse use	Consumer confusion (NFTs as loyalty?), centralized control vs Web3 ethos, privacy concerns

Source: *Authors' work.*

The application of the 6V Framework to Nike.Swoosh reveals the platform's capacity to redefine marketing channels as immersive, participatory, and symbolic ecosystems. Departing from conventional transactional models, .Swoosh emphasizes experiential value, community co-creation, and digital identity. Through blockchain infrastructure, it delivers high levels of visibility and verifiability, while enabling new forms of virtual engagement. The integration of NFTs, gamified participation, and exclusive content access illustrates a shift from static customer touchpoints toward dynamic, user-driven brand experiences.

The comparative analysis presented in Table 3 reinforces Nike's leading position in the evolving landscape of Web3-enabled marketing. While Adidas, Gucci, and Starbucks have all entered this space with distinct value propositions—ranging from hybrid loyalty programs to luxury fashion NFTs—Nike stands out due to its consistent emphasis on platform-based participation, technological transparency, and user empowerment. Its strategic acquisition of RTFKT Studios and the decision to build .Swoosh on a scalable blockchain (Polygon) further demonstrate a long-term commitment to decentralized brand innovation.

From a strategic perspective, the case of .Swoosh highlights the growing importance of ecosystem thinking in marketing channel design. Rather than acting as a one-directional transmitter of value, the brand becomes an orchestrator of digital interactions and cultural expression. This evolution demands new capabilities—from tokenomics and smart contract design to community management and cross-platform integration.

However, the analysis also underscores critical vulnerabilities. Legal uncertainties around the classification of NFTs, volatility in crypto markets, and ethical concerns about privacy and data usage pose significant risks. Moreover, user adoption may be hindered by low blockchain literacy, especially among less digitally fluent consumer groups. Brands must therefore balance innovation with accessibility, transparency, and regulatory alignment to ensure sustainable implementation.

Future research should explore how different consumer segments perceive and interact with such channels, and how symbolic digital ownership translates into

measurable loyalty or lifetime value. Comparative quantitative studies across industries, geographies, and generations (e.g., Gen Z vs. Millennials) would help assess the actual impact of Web3-based marketing on customer behavior.

In conclusion, Nike .Swoosh serves as a compelling illustration of how marketing channels are being reimagined for the digital era—rooted in technology, but driven by culture, participation, and value co-creation. The 6V Framework proves to be a useful analytical lens for capturing this transformation and guiding strategic decisions in an increasingly decentralized marketing landscape.

4. Discussion

The findings from the Nike.Swoosh case study, along with the comparative analysis across next-generation marketing channels, underscore a fundamental transformation in how value is created, delivered, and experienced in contemporary marketing ecosystems. The application of the 6V Framework reveals that successful digital-first channels tend to score high in dimensions such as Virtuality, Verifiability, and Visibility, which are underpinned by blockchain, AI, and immersive technologies. However, these same innovations introduce heightened Vulnerability, especially in areas of user privacy, regulatory compliance, and technological accessibility.

A key insight emerging from the analysis is the strategic trade-off between control and co-creation. Brands like Nike that embrace platform logic and user participation cede some control over the brand narrative but gain authenticity, community engagement, and network effects. In contrast, more centralized models (e.g., Starbucks Odyssey) may retain operational control but face limitations in terms of innovation pace and decentralization benefits.

Moreover, the rise of phygital and immersive formats calls for new skills, metrics, and governance structures in marketing organizations. Traditional KPIs (e.g., reach, impressions) may no longer suffice. Instead, new performance indicators related to engagement velocity, token circulation, asset reusability, and community activation may become more relevant.

The 6V Framework also contributes to academic discourse by bridging structural and experiential aspects of marketing channels. It allows researchers to analyze emerging formats not just by their functionality, but by the experience architecture and value logics they support. This integrative view is crucial for theorizing the future of marketing in environments shaped by decentralization, personalization, and interactional complexity.

5. Conclusion and Recommendation

This article has proposed and applied the 6V Framework as a novel analytical tool for evaluating next-generation marketing channels. In contrast to traditional linear

models, the 6V approach captures the dynamic, immersive, and co-created nature of modern customer-brand interactions. Through the case study of Nike .Swoosh, the framework demonstrates its capacity to assess digital channels that integrate blockchain, AI, and virtual environments.

The key conclusion is that next-generation channels must be understood as value ecosystems, not just distribution mechanisms. Their strategic effectiveness depends on balancing innovation with ethical foresight, user empowerment with usability, and immersive engagement with regulatory alignment.

For practitioners, the findings suggest that adopting such channels requires more than technology deployment—it demands a mindset shift toward participatory branding, digital trust architecture, and experience-centric design. Marketers should prioritize investments in infrastructure that enhances visibility and verifiability while actively mitigating vulnerabilities through transparency, education, and user-centered governance.

For researchers, the 6V Framework opens new avenues for empirical investigation into how digital environments reshape marketing channel logic, performance, and value. Future research could apply the framework across industries, test it quantitatively, or explore its predictive validity in hybrid commerce environments.

Ultimately, as technologies like AI, AR/VR, and Web3 become embedded in the fabric of everyday commerce, the ability to strategically design and assess marketing channels along the six dimensions of the 6V Framework will become essential to sustaining relevance and competitive advantage.

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