**Want To Get Married In The Metaverse?**

Deutsch L.A. and The Electric Factory created a campaign for Taco Bell that's inviting couples to enter a contest to win a metaverse wedding by posting videos on TikTok or Instagram displaying their love for each other and the brand. The winning couple will tie the knot on Decentraland and receive nonfungible token outfits for their own avatars and those of their guests, along with a virtual reception.

***Marketing Dive 8/25/22***

[***https://www.marketingdive.com/news/taco-bell-wedding-metaverse-cantina-modern-love/630496/***](https://www.marketingdive.com/news/taco-bell-wedding-metaverse-cantina-modern-love/630496/)

***Image credit:***

[***https://www.businessinsider.in/photo/87837550/heres-what-14-top-executives-are-saying-about-the-metaverse.jpg?imgsize=285328***](https://www.businessinsider.in/photo/87837550/heres-what-14-top-executives-are-saying-about-the-metaverse.jpg?imgsize=285328)