

**WEB2 MEETS WEB3:**

**SUCCESSFUL MARKETING**

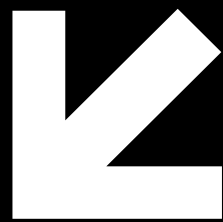
**CAMPAIGNS & KEY**

**TAKEAWAYS**



"WEB1 WAS MAKING THE INTERNET FOR PEOPLE, WEB2 IS MAKING THE INTERNET BETTER FOR COMPANIES."

-JEFF BEZOS



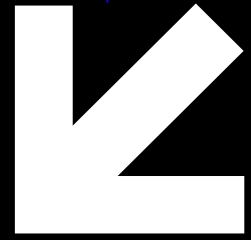
WEB3 IS MAKING THE INTERNET BETTER FOR EVERYONE...

IN THE CURRENT STATE OF BUSINESS, THERE ARE COUNTLESS INEFFICIENCIES THAT INDIVIDUALS & COMPANIES FACE, INCLUDING THE USE OF THEIR INTELLECTUAL PROPERTY.

NFTS, BLOCKCHAIN TECHNOLOGY, AND THE METAVERSE WILL RESHAPE HOW WE CREATE AND DISTRIBUTE CREATIVITY AND VALUE WORLDWIDE.



# AGENDA



TODAY WE WILL COVER:

1. MUSIC
2. FOOD & BEVERAGE
3. FASHION
4. METAPRINTS "MONKEYING AROUND" EXPERIENCE
5. KEY TAKEAWAYS

ENJOY!





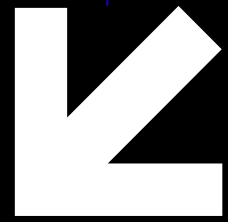
# MUSIC

"I ENVISION A FUTURE WHERE MULTIMEDIA  
METAVERSE-NATIVE FRANCHISES ARE BUILT, AND  
WHERE THE RELATIONSHIP WITH A FAN AND  
COMMUNITY IS REDEFINED AND ENHANCED  
THROUGH A CO-CREATION EXPERIENCE."

-SAMI TAUBER, MUSIC ARTIST



# SLIPKNOTS' "KNOTVERSE" EXPERIENCE IN THE SANDBOX



## BRINGING MUSIC & EXPERIENCES TO THE METAVERSE

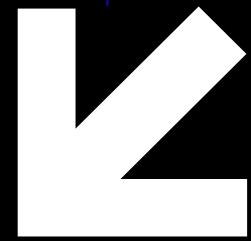
HEAVY METAL BAND, SLIPKNOT, HAS BEEN A DOMINANT  
FORCE IN THEIR GENRE FOR WELL OVER 20 YEARS.

THIS BAND IS ONE OF THE UNLIKELIEST TO JOIN  
FORCES WITH THE LIKES OF METAVERSE PROJECT, THE  
SANDBOX.

HOWEVER, THIS BOLD BAND SAW THE VALUE THAT A  
METAVERSE EXPERIENCE COULD BRING TO THEIR FANS  
WORLDWIDE, WHILE ALSO DRAWING IN THE NEXT  
GENERATION OF MUSIC LISTENERS.



# OBJECTIVES

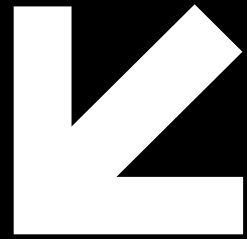


## BRINGING MUSIC & EXPERIENCES TO THE METAVERSE

1. BRING A NEW, INCLUSIVE FORM OF ENTERTAINMENT FOR WORLDWIDE FANS.
2. OFFER EXCLUSIVE GIFTS THAT ARE ONLY POSSIBLE WITH NFTS AND THE METAVERSE.
3. CREATE A NEW WAY TO STORYTELL AND ENGAGE FANS, WHILE BUILDING A STRONGER COMMUNITY.
4. DRAW IN THE NEXT GENERATION OF FANS THROUGH BRAND AWARENESS.
5. CREATE A NEW REVENUE MODEL.



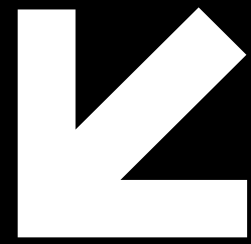
# MARKETING ACTIONS



1. AIRDROPS, GIVEAWAYS, IRL VIP EXPERIENCES, TICKETS, FESTIVAL ACCESS, STAGE MEMORABILIA, METAVERSE ACCESS + ASSETS, EXCLUSIVE MERCH ACCESS & MORE.
2. IN-DEPTH COVERAGE FROM BOTH WEB2 & WEB3 MEDIA OUTLETS.
3. STRONG, CONSISTENT SOCIAL MEDIA POSTS WITH LOTS OF COMMUNITY ENGAGEMENT AND UGC.
4. LEANING INTO THEIR STRONG, WEB2 COMMUNITY AND "CARRYING" THEM OVER TO WEB3.
5. MARKETING VIA THEIR NEWSLETTER.



# RESULTS



1. TENS OF THOUSANDS OF UNIQUE SANDBOX VISITS AND PLAYS.
2. SOLIDIFICATION OF THE BAND AS ONE OF THE MOST POPULAR IN THE WORLD.
3. MASSIVE GROWTH OF BRAND RECOGNITION IN WEB3.
4. INCREDIBLE COMMUNITY ENGAGEMENT & CONNECTION.
5. PAVED THE WAY FOR MANY NEW SOURCES OF BRANDING, REVENUE, COMMUNITY BUILDING AND MORE.





# FOOD & BEVERAGE

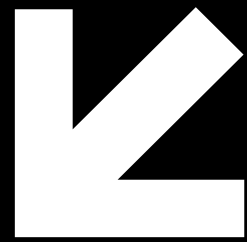


'DEEP DOWN, WHAT WILL MATTER IN THE METAVERSE, AS HAPPENS IN SOCIAL NETWORKS, IS TO GENERATE A RELATIONSHIP WITH THE BRAND, THE PRODUCT AND THE CONSUMER. PEOPLE WILL NOT BUY PRODUCTS, THEY WILL BUY EXPERIENCES.'

- GABRIELLA PAREDES, DELOITTE



# CHIPOTLE X ROBLOX



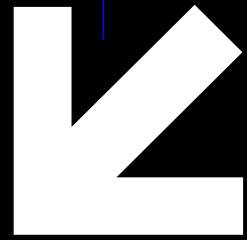
## BRINGING FOOD EXPERIENCES TO THE METAVERSE

CHIPOTLE IS NO STRANGER TO METAVERSE EXPERIENCES - BACK IN 2021, THE BRAND LAUNCHED THE "BOORITO MAZE" JUST IN TIME FOR HALLOWEEN.

NOW, THEY ARE EXPANDING EXPERIENCES IN ROBLOX, WITH RESTAURANT EXPERIENCES, BURRITO BUILDING GAMES AND EVEN PRODUCT LAUNCHES!



# OBJECTIVES

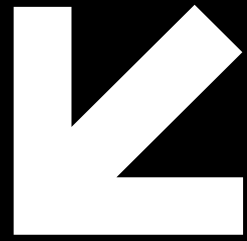


## BRINGING FOOD EXPERIENCES TO THE METAVERSE

1. INCREASE BRAND AWARENESS & COMMUNITY ENGAGEMENT.
2. MAINTAIN THEIR STATUS AS A POPULAR, CULTURAL POWERHOUSE.
3. OPEN THE DOOR FOR FEEDBACK AND NEW IDEAS FROM CONSUMERS.
4. CREATE A NEW AVENUE FOR PRODUCT LAUNCHES.
5. INCREASE APP DOWNLOADS.
6. OPEN THE DOOR FOR NEW COLLABORATIONS.
7. INCREASE REVENUE.



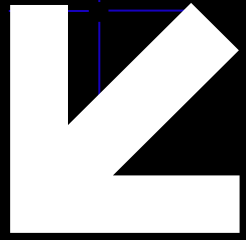
# MARKETING ACTIONS



1. FUN, HUMOROUS STORYTELLING VIA THEIR GAMES.
2. IN-DEPTH COVERAGE FROM BOTH WEB2 & WEB3 MEDIA OUTLETS.
3. STRONG, CONSISTENT SOCIAL MEDIA POSTS WITH LOTS OF COMMUNITY ENGAGEMENT AND UGC.
4. USE OF LATEST TECH VIA ROBLOX EXPERIENCE.
5. EXCLUSIVE GIVEAWAYS THROUGH EXPERIENCE.
6. USE OF THEIR MASSIVE EMAIL LISTS & APP PUSH NOTIFICATIONS



# RESULTS



1. BURRITO BUILDER: OVER 1M PLAYS & 100,000 BURRITO CODES SCOOPED UP IN 30 MINS.
2. BOORITO MAZE: 5M UNIQUE USERS & 8.8M PLAYS
3. INCREASED COMMUNITY ENGAGEMENT AND BRAND AWARENESS.
4. DEEPENED EMOTIONAL CONNECTIONS WITH THEIR FANS.
5. NEW CUSTOMERS AND AN INCREASE IN CHIPOTLE APP DOWNLOADS, AS WELL AS LOYALTY MEMBERS.
6. MORE SOCIAL MEDIA FOLLOWERS AND EMAIL LISTS.
7. INCREASED STRENGTH AND COMMITMENT OF PARTNERSHIP WITH ROBLOX.
8. MORE REVENUE.



# FASHION



A1

100%



100%

B1

100%



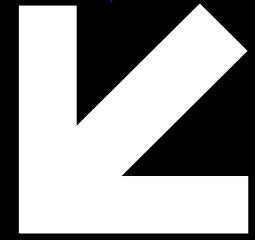
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'THE URL AND THE IRL MUST WORK TOGETHER IN UNISON.'

-LEANNE ELLIOT YOUNG, CEO OF IODF

# NIKE X RTFKT



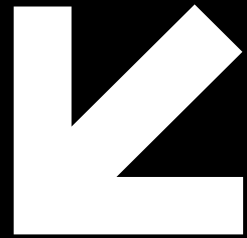
## BRINGING SNEAKERS & ATHLETIC WEAR TO THE METAVERSE

ONE OF THE MOST OBVIOUS INDUSTRIES TO BE AFFECTED BY WEB3 WILL BE FASHION.

FORWARD-THINKING NIKE HAS TAKEN SEVERAL SMALL FORAYS INTO WEB3, BUT IN DECEMBER OF '21, THEY ACQUIRED DIGITAL SNEAKER STUDIO, RTFKT.



# OBJECTIVES



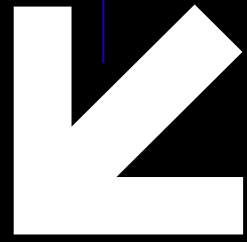
## BRINGING SNEAKERS & ATHLETIC WEAR TO THE METAVERSE

1. INCREASE BRAND AWARENESS FOR THE NEXT GENERATION OF NIKE PURCHASERS.
2. MAINTAIN THEIR REPUTATION AS THE NUMBER ONE ATHLETIC FRANCHISE.
3. PRESERVE THEIR STATUS AS THE LEADER IN CUTTING-EDGE TECH.
4. INCREASE REVENUE.
5. INCREASE THEIR FOLLOWING.





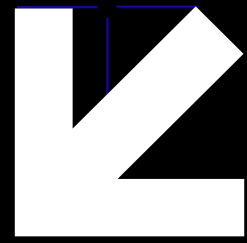
# MARKETING ACTIONS



1. EXTREMELY COMPELLING STORYTELLING VIA CLONEX AVATARS AND NFTS.
2. IN-DEPTH COVERAGE FROM BOTH WEB2 & WEB3 MEDIA OUTLETS.
3. STRONG, CONSISTENT SOCIAL MEDIA POSTS WITH LOTS OF COMMUNITY ENGAGEMENT AND UGC.
4. USE OF LATEST TECH (A.R.).
5. LEANING INTO THEIR STRONG, WEB2 COMMUNITY AND "CARRYING" THEM OVER TO WEB3.
6. INCORPORATING NEXT GENERATION OF ATHLETES.



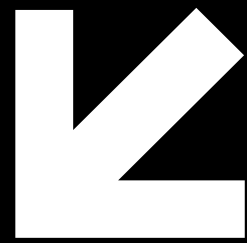
# RESULTS



1. TENS OF THOUSANDS OF NEW FOLLOWERS AND FANS FOR NIKE & RTFKT.
2. SOLD OUT CLONEX MINT (\$5M) AND NEARLY \$300M IN SECONDARY SALES.
3. MASSIVE GROWTH OF BRAND RECOGNITION IN WEB3.
4. A LONG LIST OF NEW PARTNERSHIPS & COLLABORATIONS.
5. SOLIDIFIED NIKE'S REIGN AS THE LEADER IN ATHLETIC WEAR AND TECH.
6. PAVED THE WAY FOR MANY NEW SOURCES OF BRANDING, REVENUE, COMMUNITY BUILDING AND MORE.



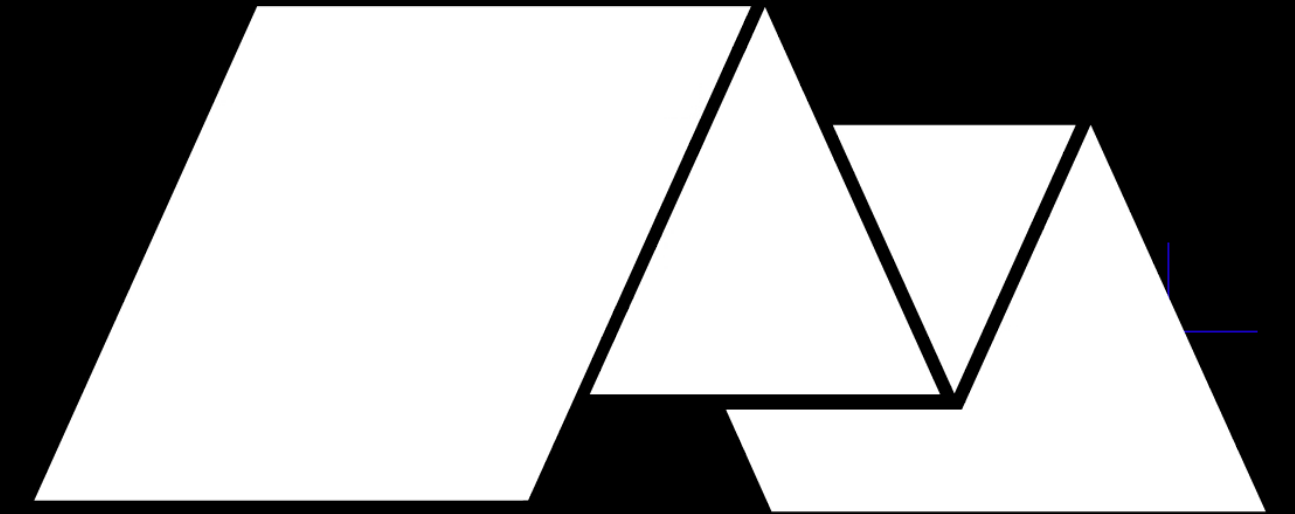
# METAPRINTS



## 'BLUEPRINTS FOR BRANDS ENTERING THE METAVERSE'

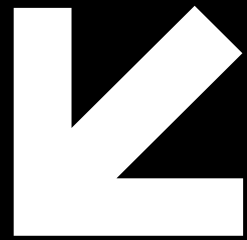
METAPRINTS, LAUNCHED ON DEC. 8TH OF '21, BRINGS BRANDS INTO THE METAVERSE BY CREATING EXPERIENCES & ASSETS.

- NEARLY \$4M IN NFT SALES.
- GENESIS I.N.O. SOLD OUT.
- 0 TO 40K FOLLOWERS IN LESS THAN 1 YEAR.
- EMAIL LIST OF OVER 15K.
- INVESTMENTS FROM ANIMOCA BRANDS & MARK CUBAN, AMONGST OTHERS.
- BLUECHIP PARTNERS LIKE POLYGON, ANKR, MANTRA, PHALA, KUCOIN & OKX.



# METAPRINTS

# METAPRINTS: "MONKEYING AROUND"



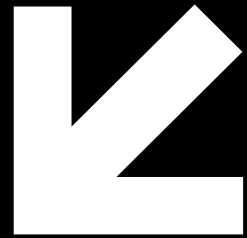
## BRINGING BORED APES TO THE METAVERSE

FORJ & METAPRINTS, BOTH ANIMOCA SUBSIDIARIES  
AND SISTER COMPANIES TO THE SANDBOX, HOLD  
NEARLY 20 BORED APES.

TO SHOW OUR COMMITMENT & EXPERTISE TO  
ANIMOCA, THE SANDBOX, YUGA LABS AND THE  
BORED APE COMMUNITY, WE DECIDED TO CREATE  
THE FIRST BORED APE METAVERSE EXPERIENCE,  
WITH \$30,000 IN PRIZES UP FOR GRABS!



# OBJECTIVES

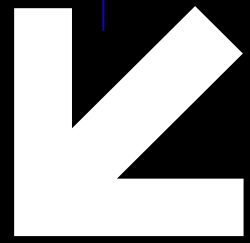


BRINGING BORED APES TO THE METAVERSE

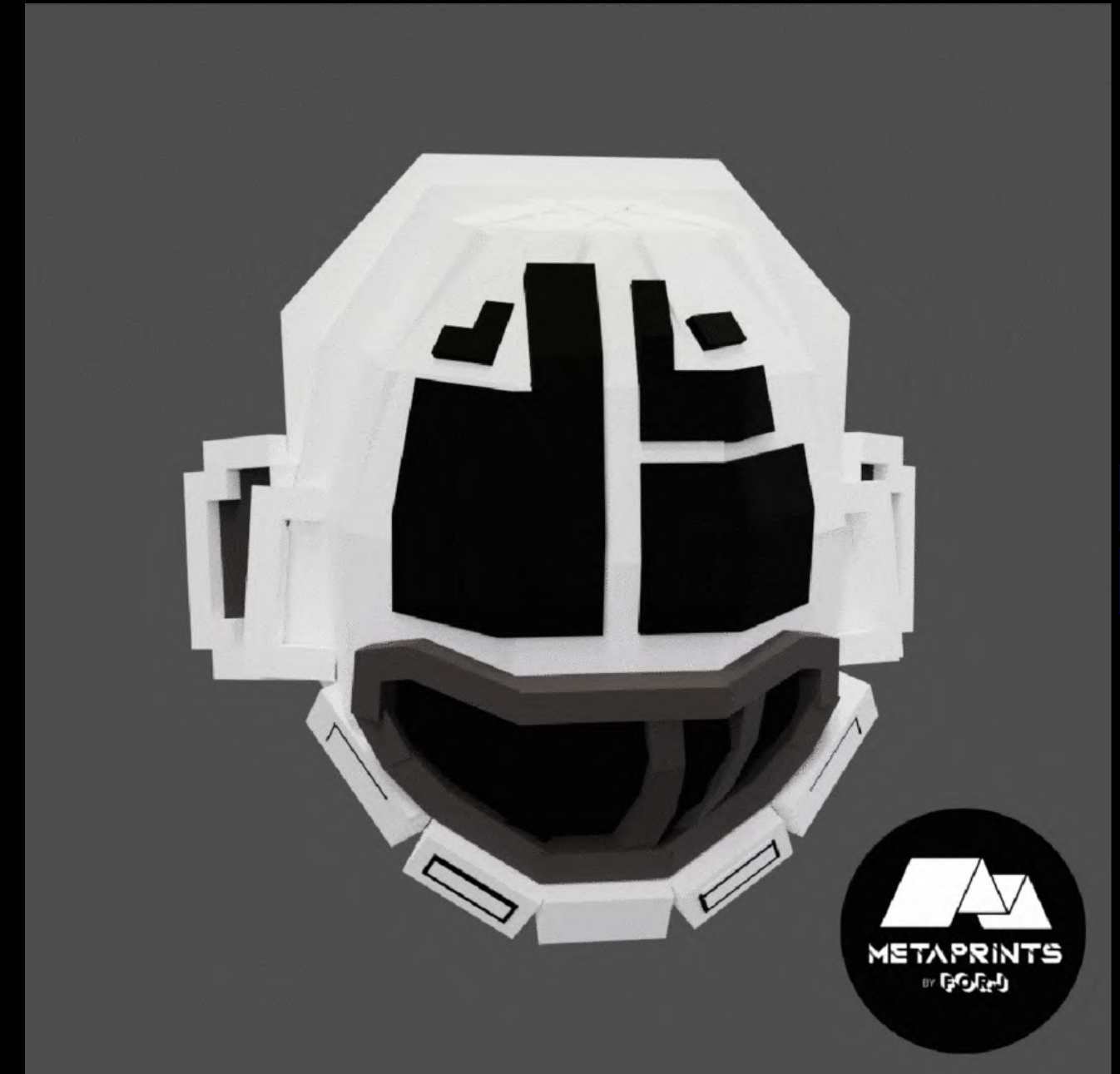
1. INCREASE BRAND AWARENESS FOR METAPRINTS, FORJ, THE SANDBOX & ANIMOCA BRANDS.
2. OPEN THE DOOR FOR NEW DEAL FLOW AND COLLABORATIONS.
3. INCREASE OUR TWITTER FOLLOWING.
4. INCREASE OUR DISCORD FOLLOWING.
5. GROW OUR EMAIL LIST.



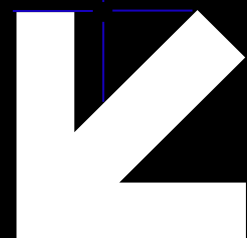
# MARKETING ACTIONS



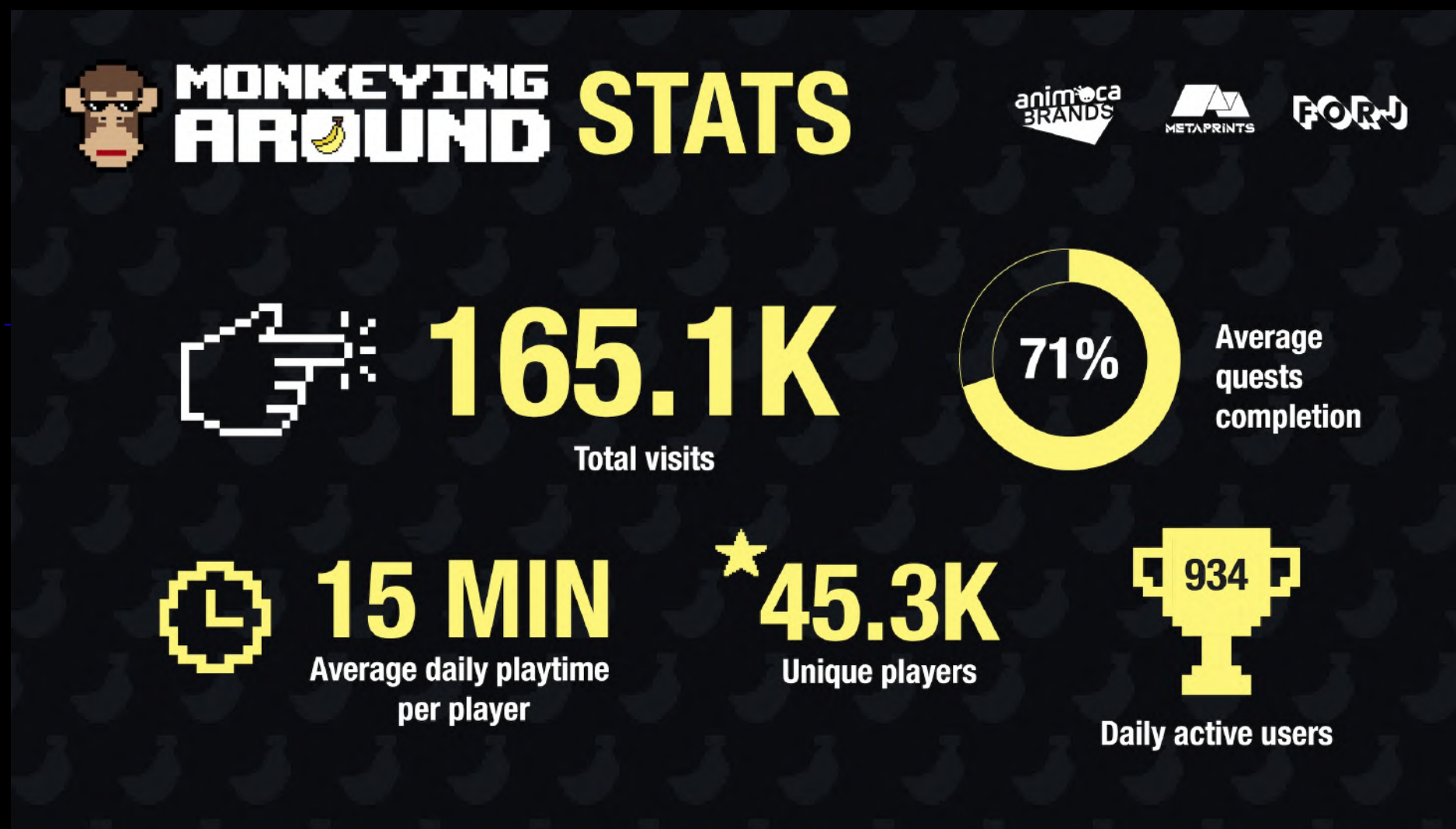
1. WORKED WITH INTERNAL DESIGN TEAM & EXTERNAL CREATIVE STUDIO TO MANAGE ASSET CREATION.
2. COORDINATED MEDIA REQUIREMENTS & EXECUTION WITH THE SANDBOX OPERATIONS TEAM.
3. REACHED OUT TO PREVIOUS PARTNERS & KOLS FOR SUPPORT IN PROMOTION.
4. CREATED AMAS & STREAMS WITH PARTNERS & OUR COMMUNITY.
5. WORKED WITH ANIMOCA BRANDS FOR PROMOTION.
6. CREATED GIVEAWAYS TO DRUM UP EXCITEMENT.
7. HANDLED SOCIAL MEDIA, EMAIL AND PRESS RELEASE COMMUNICATIONS.



# RESULTS



1. INCREASED INTERESTS AND DEAL FLOW TO OUR BUSINESS DEVELOPMENT TEAM.
2. INCREASED OUR TWITTER FOLLOWING BY 42%, OR JUST UNDER 12K NEW FOLLOWERS (40K TOTAL).
3. INCREASED OUR DISCORD COMMUNITY BY NEARLY 100%, TO 11.5K MEMBERS.
4. INCREASED OUR EMAIL LIST BY 30%, OR NEARLY 5K NEW CONTACTS.
5. INCREASED BRAND AWARENESS AND LEGITIMACY WITH ANIMOCA, THE SANDBOX AND A NUMBER OF OTHER PARTNERS, AS WELL AS THE WEB3 COMMUNITY.



# KEY TAKEAWAYS

A1



## Give Back to Get More

GIFTING FANS WITH EXPERIENCES, PRODUCTS, AND OTHER EXCLUSIVE PERKS BUILDS EMOTIONAL BONDS & LIFELONG CUSTOMERS.

B1



## Data Driven Decisions

WHETHER USING WEB2 SOLUTIONS LIKE EMAIL AND SOCIAL, OR WEB3 TECH LIKE METAVERSE EXPERIENCES, DATA IS CRUCIAL.

C1



## WEB3 is Here to Stay

YEARS AGO, NO ONE WOULD HAVE THOUGHT THAT OLD ROCK BANDS AND RESTAURANTS WOULD BE ENTERING WHAT WE NOW CALL WEB3.



THANK YOU FOR YOUR TIME, LE, CHEWY & WINDY!



## CREDITS

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