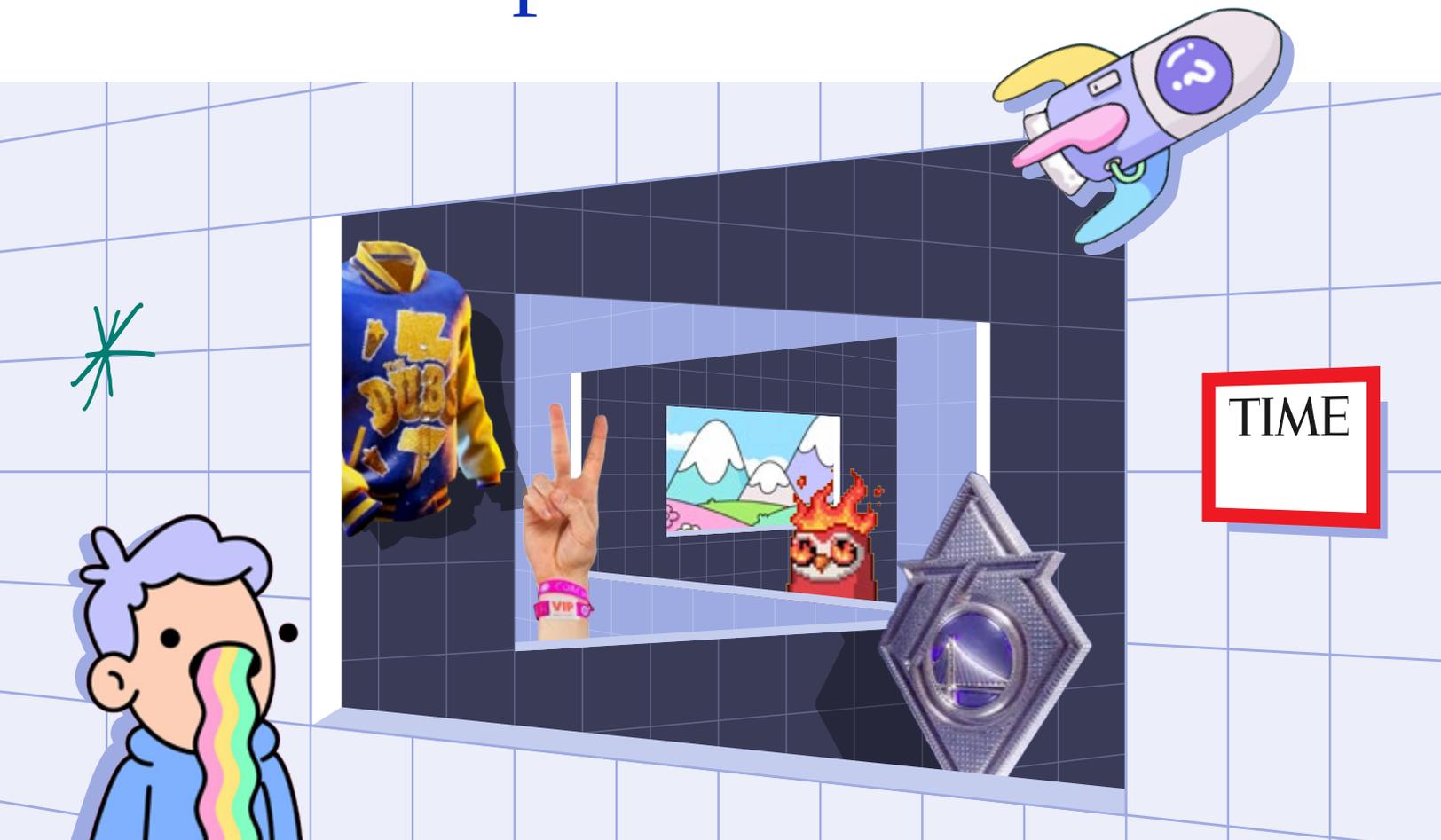


How NFTs Can Elevate Brand Experiences*



This white paper is about how NFTs and unique digital ownership are radically changing *everything* about branded experiences—anything from hype-of-the-century events to tech ecosystems of interactive opportunities.

It's about how we can now create dynamic, *living* experiences that continually evolve like never before. It's about how NFTs empower brands, creatives, and consumers alike.

This white paper is just as much of a primer as it is a window into the future of brand experiences.

* And don't worry, we'll keep the tech part on a need-to-know basis (there's a lot you don't need to know).

A Game Changer for Brands, Creatives, and Communities

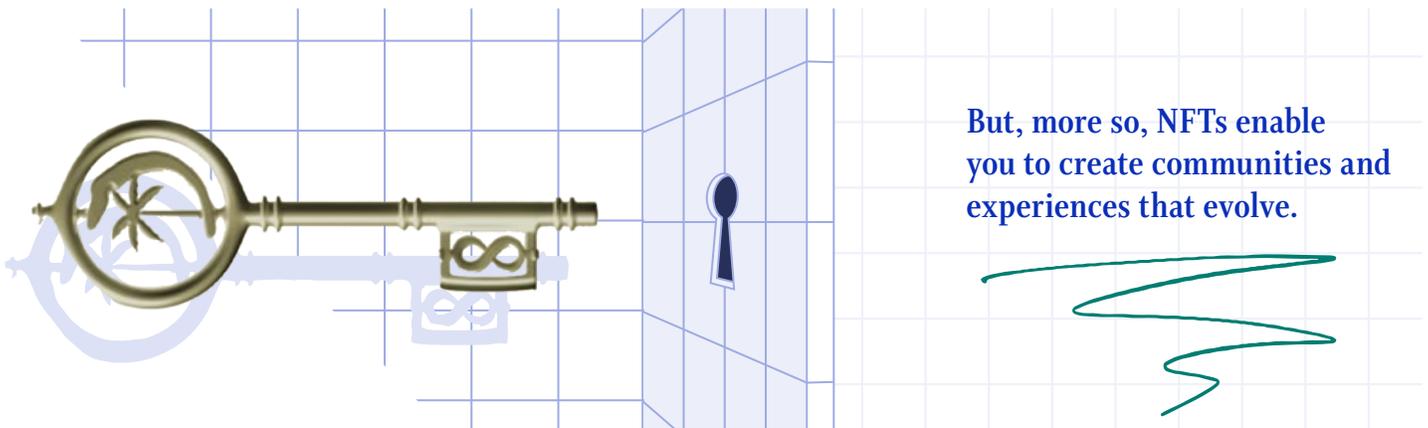
NFTs are a new way to explore, value, and engage interests and experiences people already love—or help them discover new ones. But as we’ve already said and need to stress again —**NFTs are vessels, not the experiences themselves.**

First, we need to separate the tech from what you can link it to and do with it.

NFTs are simply the technology—look below for a quick definition—they’re *not* whatever is linked to them. Essentially, NFTs are like a notarized car title or property deed. Having them proves your ownership, but you can’t drive a title or build on a deed.

So, why is this important?

Because NFTs provide the same authenticated ownership and access in the brand experience space. And that can be linked to virtually any experience, event, or item (physical or digital).



WHAT IS AN NFT?

Put simply, a “nonfungible token” (NFT) is a piece of data stored on a blockchain—the same decentralized, digital ledgers that cryptocurrencies rely on.

Unlike cryptocurrencies, each NFT is publicly identifiable and unique—that’s the “nonfungible” part.

NFTs can be linked to *anything* - from digital art like images, videos, and music to physical items like tickets and authentic products produced by your brand.

No one knows, but it’s provocative...

So, when people exchange an NFT, they’re swapping ownership of a digital asset—but they’re also swapping *whatever* that NFT is linked to. And, because each NFT is publicly identifiable, they provide digital proof of both.

The All-Access Pass to Your Brand

Think about the last experience or event your brand wanted to put on for a fan community. Maybe it was a concert, exclusive access to a video game pre-release, a contest with submitted content, or rewards for loyal fans.

Whatever it was, you had to:

- Collect the attendees’ personal info or rely on subscriber lists
- Track these unverifiable lists
- Match individuals with specific experiences and access tiers, beforehand and during

NFTs streamline every aspect of managing brand experiences and events.

Once you’ve created and distributed your NFTs, simply owning one serves as both the ID and the access pass. Because they’re unique and publicly verifiable, you could create 1,000 brand-specific NFTs, link each to their own benefits and rewards, distribute them, and then rely on them as guaranteed verification when they’re redeemed.

No matter what, you know that there will always be 1,000 owners and 1,000 links to the experience, benefit, reward, or whatever it is you dream up. It doesn’t matter if they’re swapped around; they can’t be lost or counterfeited (don’t worry, we’ll get into this in more detail when we talk about smart contracts below).

Owning the NFT inherently identifies community members or attendees and the access rights to whatever experiences, benefits, or rewards are linked to it.



REMEMBER THE HYPE OVER POKEMON CARDS? OR FOR BEANIE BABIES?

WHAT IF:

- Owning 10 meant you received a random one for free?
- Owning 25 meant early purchase access to the next release?
- Owning 50 meant you had a say in the next release?
- Owning 100 meant you could go to events at no cost?

If Nintendo or Ty airdropped NFTs with each Pokemon card pack or Beanie Baby, these types of engagements could look any way you wanted and happen any time you chose—a far cry from the logistical hoop-jumping that would have been necessary for this type of company-to-community engagement in the past.

NFTs offer a new way to combine marketing and customer relationships, in a way that fosters genuine investment in your brand.



Reimagine Your Community As An Exclusive Club

Every brand wants that thriving community of enthusiasts. Still, most struggle to create a genuine connection with them or empower that community to live and breathe on its own.

There are tough-to-hurdle barriers:

- Every engagement has to be initiated by or run through the brand
- Creative and product decisions are left solely in the hands of a few
- Finding fellow enthusiasts can be a challenge
- Every interaction is based on a centralized platform like Twitter, Instagram, or TikTok

When someone owns an NFT created by your brand, the ID and linked access provide people with proof that they belong to a community of enthusiasts. It's like induction into a secret society or club.

Aside from enabling brands to identify these communities, NFT owners can proudly display their membership, find each other, and communicate between themselves or directly with the brand. The brand's NFT community feeds and grows itself, and newly distributed NFTs provide more ways to engage it.

And as with voting rights for club members, the community's voice is heard even as it evolves.

Drive Purpose & Profits

Imagine if every time someone resold a vinyl record—whether on Craigslist or Facebook Marketplace or in the grungy-yet-spirited basement of the local secondhand store—the creator earned a royalty or a donation was made to help fund music programs for underprivileged kids.

That's possible with NFTs, too—but to explain how, we need to dip our toes into one aspect of NFT tech: smart contracts.

If you created an NFT for your art or as an access pass for an event or experience, you could also utilize a smart contract to include *any terms and conditions you'd like*.

The terms of the smart contract would always remain in place as the NFT is exchanged between a buyer and seller—any time it passes between hands, or more accurately, digital wallets. You could dedicate a percentage of each sale to royalties or even donations. You could add any condition you wanted (within reason, please).



Like everything about NFTs, smart contracts introduce boundless potential.



WHAT ARE SMART CONTRACTS?

Smart contracts are coded and stored on a blockchain with the NFT they're tied to.

They're digital agreements covering the terms and conditions between buyers and sellers that apply to every NFT exchange.

Smart contracts are:¹

- Automatically enforced
- Unchangeable
- Trackable

The technology that ensures smart contracts and their metadata codes are unchangeable is also what makes it impossible to duplicate an NFT.

¹ Investopedia. *Smart Contracts Definition*.
<https://www.investopedia.com/terms/s/smart-contracts.asp>

Don't worry, no more tech talk.
Finally, we're exploring use cases for brand strategists and creatives.



Where Brand Experiences Come In

Okay, you get the big picture. NFTs can provide ownership IDs and access passes to virtually anything, using smart contracts to enforce terms and conditions that help realize your vision.

So let's dive into some specifics.

Admissions

Verify ticket owners and event attendees, even when they're sold in secondary markets (with cool art as a keepsake).

Participatory Ecosystems

Build brand ecosystems and experiences, with community input, exclusives, and swag (and yes, exchange revenue).

Customer Relationship Management

Know who's in your community. Create new, direct engagement strategies (while protecting privacy).

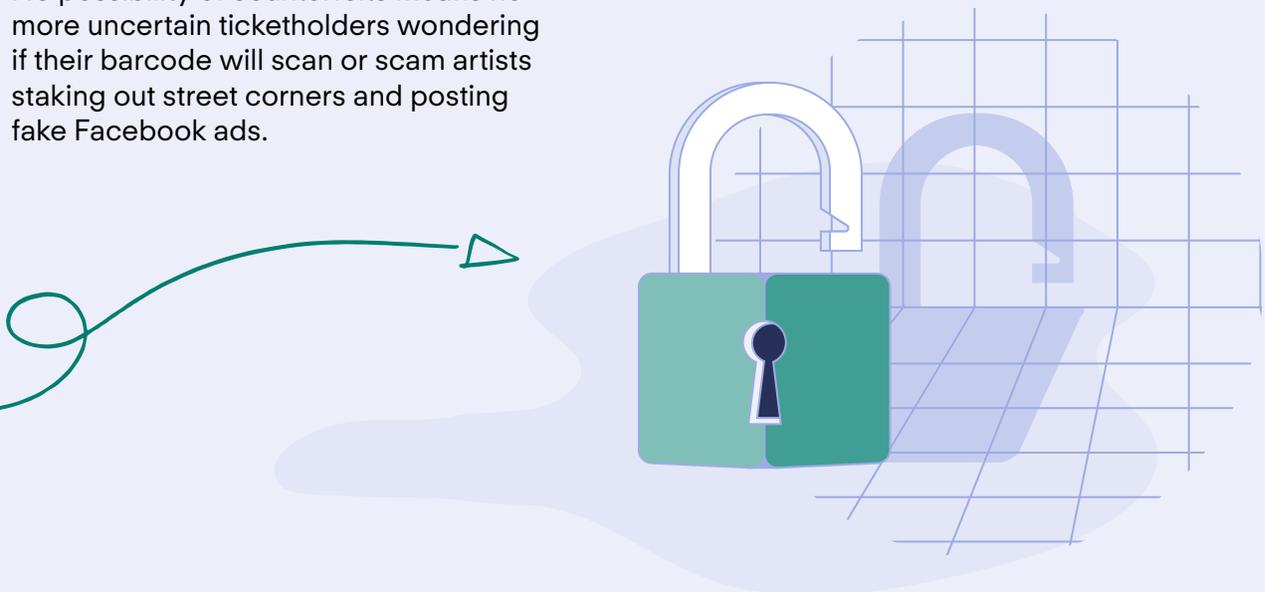


Say Hello To The Future of Ticketing

Unlike “Louis Vuitton” and “Yves Saint Laurent” purses sold on New York City street corners or fake \$100 bills used in elaborate heist movies, NFTs contain authenticatable, irreversible data points that prove they are the real deal. That makes them the perfect event tickets. Whoever holds the NFT owns the ticket, and you can confirm its authenticity when it’s presented or redeemed.

With NFT-backed tickets, you can:

- **Guarantee ownership**
Whoever holds it owns it (like finders keepers, but without the schoolyard antics). This way, you can easily verify attendees before, during, and after events. That means doing away with inaccurate attendee lists and databases of ticket purchasers.
- **Track the secondary market**
If tickets are resold on third-party sites, there’s a public log saved as blockchain data (and additional revenue is generated for the creator using smart contracts).
- **Protect holders’ privacy**
NFTs are associated with the holder’s wallet address—a publicly available key—not their personal data.
- **Eliminate underground markets**
No possibility of counterfeits means no more uncertain ticketholders wondering if their barcode will scan or scam artists staking out street corners and posting fake Facebook ads.
- **Eliminate overpriced resale**
The transaction history logged on a blockchain contains past sale prices, so potential buyers will feel confident about fair pricing (and rejoice!).
- **Remove exchange barriers**
The decentralized nature of NFTs means you don’t have to suffer another second on Ticketmaster and similar sites (or pay their absurd fees).
- **Provide cherished keepsakes and memories**
No need to buy a \$50 band t-shirt or water bottle. The holder of the NFT keeps any associated digital art—images, videos, music—even after the event or after redeeming it for benefits and rewards.



MAS X YOUTUBE X COACHELLA 2022

MAS collaborated with YouTube to create a content-driven submission sweepstakes for the live return of Coachella, designed to promote YouTube Shorts.

The process was simple:
“Create a short and tell us who your dream Coachella +1 would be?”
The winner was awarded a specialized NFT embedded with a host of incredible rewards...

The biggest one?
Two VIP passes to Coachella... for life.



More ‘Real’ Marketplaces

Another way to think about the opportunities made possible by NFTs is to provide authentication that products, artwork, and other items are legit.

Designer brands or resellers could provide NFTs alongside their handbags to show that their products aren't those New York City knock-offs.

Artists can utilize NFT technology to show the authenticity of their work while appraisers and forgers start looking for new career paths.

Build Better Participatory Ecosystems

NFTs aren't limited to single tickets—in fact, they can open the floodgates to entire ecosystems of events, as well as the communities that come along with those shared experiences.

NFT communities—the holders of a particular NFT project—help people find and engage with fellow enthusiasts, sharing in and enhancing the magic of an experience. You feel like you're a part of a collective ecosystem, enjoying new releases and activities together. Within these microcosms, you'll find thriving community discussions on forums like Discord and effortlessly organized community meet-ups in real life.

These community-driven ecosystems fuel themselves on the opportunities NFTs make possible. By using this unique technology, it's easier than ever for brands to achieve the independent engagement and consumer-generated content they're always breaking their backs over.

Evolving NFTs

The same smart contracts that open new revenue streams through royalties also empowers brands to predetermine how those NFTs evolve.

For example, you could set specific conditions like a date or different accomplishments that, once unlocked, would grant access to new experiences or benefits, say that you go to 10 official events held or sponsored by the brand that airdropped your NFT.

Next time, your NFT also lets you skip lines and attend exclusive sessions—and the digital image associated with your NFT features a new border or background color.

Experiences evolve with NFTs.



GOLDEN STATE WARRIORS 2022 PLAYOFFS NFTS²

Ahead of the 2022 playoffs, the Golden State Warriors created 2,999 NFTs, randomly assigned them across 11 digital designs, and linked them to incredible physical items and experiences.

Depending on their NFT's rarity, fans could win anything from game-worn jerseys to riding on the championship float if their team wins it all.

But what really drives continual engagement is that, with each playoff round the Warriors win, NFT-holding fans unlock new benefits and prizes.

² Golden State Warriors. *Golden State Warriors 2022 Playoff NFT*. <https://gswnft.com/>

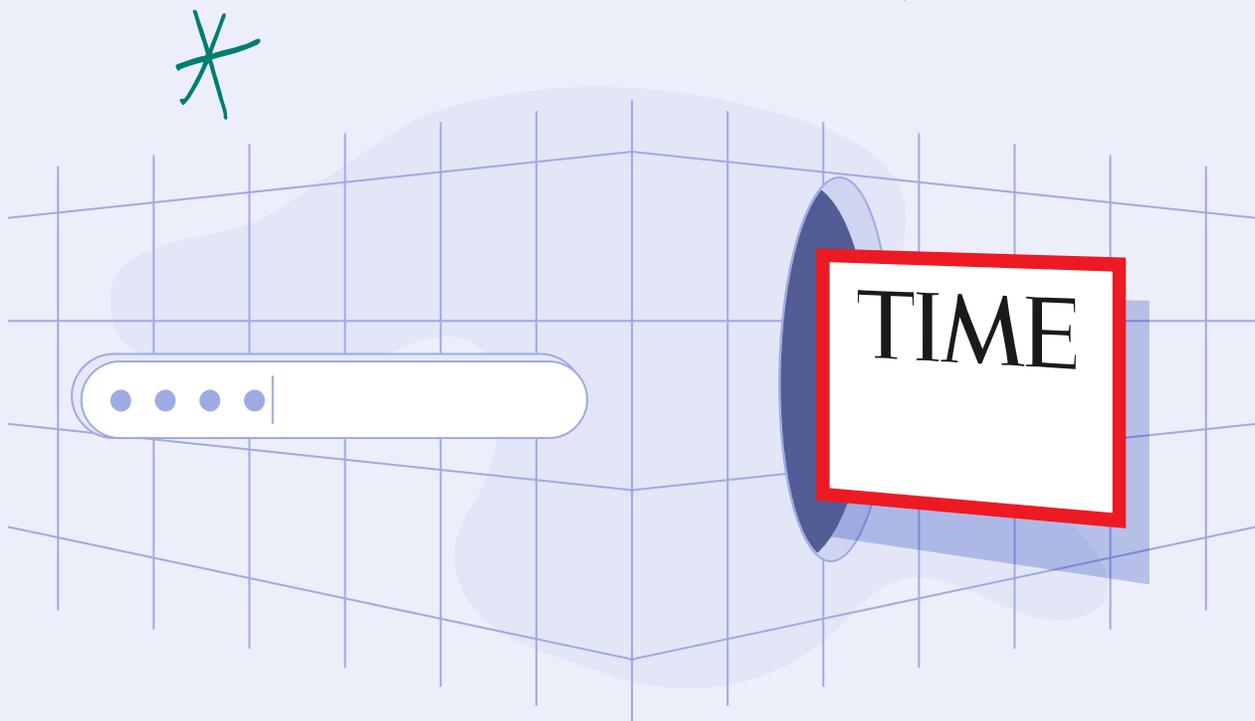
Unlock An Ecosystem Like No Other

Proof of Attendance Protocol (POAP) allows brands, creators, and communities to keep a record of their shared experiences and reward their most dedicated ecosystem members—fans, supporters, patrons, you name it—in completely new ways.

If you host an event, attendees could scan QR codes to earn new NFTs using the POAP platform. Better yet, you can go all out by creating a scavenger hunt around the event space that increases participant engagement and foot traffic.

Alternatively, a songwriter could:

1. Make a secret codeword from a line in their lyrics.
2. Post its track time on social media with a link to a web form—or don't tell anyone to create a super-secret contest with super-rare rewards.
3. Fans that enter the codeword earn a new NFT, which can grant access to anything the songwriter decides—backstage passes, limited-release vinyls, an invitation to their next studio session, or a performance at an event of your choosing.



TIME MAGAZINE'S TIMEPIECES³

Minting one of TIME Magazine's NFTs—or TIMEPieces—grants holders access to dedicated Discord community sessions.

There, TIME will announce a secret word. NFT holders that enter the word on TIME's website earn new NFTs via the POAP platform.



³ Social Media Examiner. *Why NFTs for Business: What You Need to Know*. <https://www.socialmediaexaminer.com/why-nfts-for-business-what-you-need-to-know/>

Give Power To The People

Why not let your brand's community members choose what happens at the next release, experience, or event you offer?

NFT holders are your go-to community and ecosystem stakeholders.

They'll tell you what experiences they want the most, what drew them into your brand the first time, and what keeps them coming back.

Market research for products?
Consultants telling you "what kids these days really want"?

You have direct access to the most invested people in your brand—just ask them yourself.



DOODLES AT SXSW 2022—GALLERY EVENT⁴

When Doodles founders were considering an art installation at SXSW 2022, they ran it by their community.

NFT holders voted to pursue the project in their community treasury, Doodlebank, and opened up the right to commercialize their own Doodles merchandise, which further boosts their NFT's value.

At the gallery event, the community was fully engaged and even highlighted members—coffee blends crafted by Doodles NFT holders were offered, and collectors could scan and project their own tokens into the art on display.

⁴ Wunderman Thompson Intelligence. *SXSW 2022: Doodles SXSW*.
<https://www.wundermanthompson.com/insight/sxsw-2022-doodles-sxsw>

Foster Loyal Customer Relationships

While NFTs don't disclose their holders' personal data, they do make their wallet addresses publicly available. So, owners can always be tracked to their NFT wallets.

This tracking enhances your brand's customer relationship management and empowers companies to explore new direct engagement and segmentation strategies.

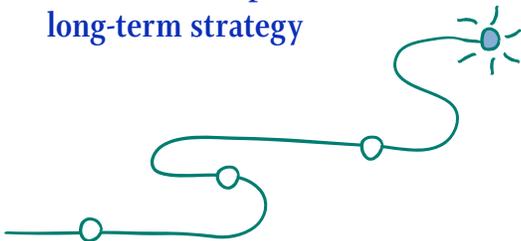
You can send targeted messaging to NFT holders based on the types, quantities, or rarity of their tokens.

We've reached the ultimate level of opt-in and privacy-protected marketing with NFTs.

Before You Start Releasing Your NFTs...

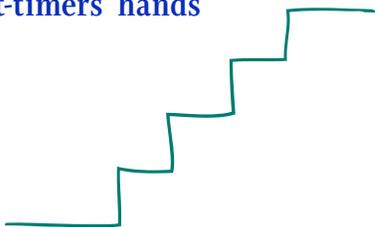
For brands and creators just getting started with NFTs, there are two crucial considerations to keep in mind: roadmaps and hand-holding

Create roadmaps and long-term strategy



- Roadmaps are essential to NFT success, as they tell potential holders what experiences, benefits, and rewards they'll be able to access by owning them.
- Tech for tech's sake never catches on.
- Develop new engagement strategies, determine and promote incentives, and plan how your brand will use NFTs to grow.

Be prepared to hold first-timers' hands



- We're still in the early stages of NFT adoption.
- If you want to start using NFTs to build and engage community ecosystems or as tickets, you have to provide walkthroughs for every part of the consumer process.
- First-time purchasers will need help with everything—from setting up their wallets to purchasing and redeeming their NFTs.

Brand Experiences Will Never Be the Same—Find Out How to Do More With Yours

NFTs are a game-changer for branded experiences. They promote across-the-board engagement, investment, collaboration, and growth in ways we've never seen—because they've never been possible before.

With the ability to link *any* experience, benefit, or reward to ownership of unique NFTs, the possibilities are endless.

Let's explore them together, and do 'MAS' with branded experiences and NFTs.



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