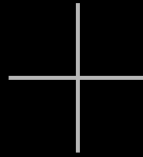


**NF**  
**OB** *NEW*  
FRIENDS  
ON THE  
BLOCK



**blockzero**

## Marketing Consulting

April 13th, 2021



# WHO WE ARE

*We* are a passionate and multi-disciplinary team with different backgrounds and deep knowledge in **marketing, communication, business development, digital strategies and art & contemporary culture.**

*All* aware of crypto, and more specifically DeFi, potential we decided to create and launch a **marketing consulting company** focused on this universe at the beginning of this year.

*We* all four are **Blockzero citizens** and are at different stages of knowledge in crypto which allows us to have a broader reach and **adapt our strategies & tactics to different audiences.**



**PEDRO**

*Entrepreneur*

- *Current role:*  
Founder @inspiradoria
- *worked for:*  
Solo, Pé na Trilha, NoOne and Junior Achievement
- *Specialties:*  
Entrepreneurism · Future Trends · Agile Learning · Culture Building



**THOM**

*Brand strategist*

- *Current role:*  
Executive Team & Strategy Leader @Ginga
- *worked for:*  
Nike, Coca-Cola, Tahiti Tourism, Ginga
- *Specialties:*  
Marketing & Business Strategies · Brand Positioning & Development · Digital Marketing · Team Building · Project Management



**PAULO**

*Growth, Data, CX*

- *Current role:*  
Founder and COO @Ginga, Co-founder Distrito.me
- *worked for:*  
Burger King, Volvo, Embraer, ESPN, New Balance, etc
- *Specialties:*  
Innovation · Business Design · Digital Marketing · Growth Strategies · Strategic Design · Team building · Operations Management



**SHIMA**

*Artist / Designer*

- *Current role:*  
Executive Chef & Product Manager @acasadaagnes
- *worked for:*  
Solo, Pé na Trilha, Tupigrafia Mag, NOVA Contemporary Culture
- *Specialties:*  
Branding · Typography · Cultural Management · International Cuisine

**OUR ACTIONS**

Brand Positioning · Business Development · Digital Strategy · Advertising · Communication  
Content Strategy · Business Intelligence and Analytics · Project Launch & Management

# LATEST PROJECT: *HASHDEX*

## Challenge:

To introduce the **potential of crypto investments** to ordinary investors and show that **Hashdex is the best solution** to invest into.

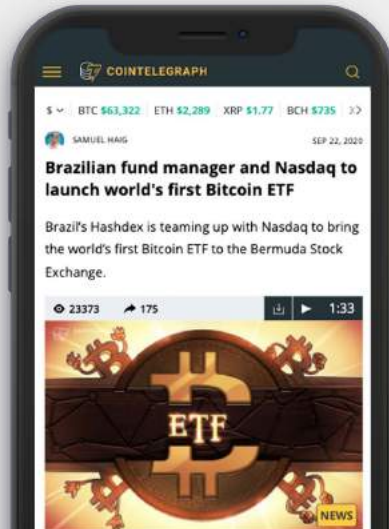
## Objective:

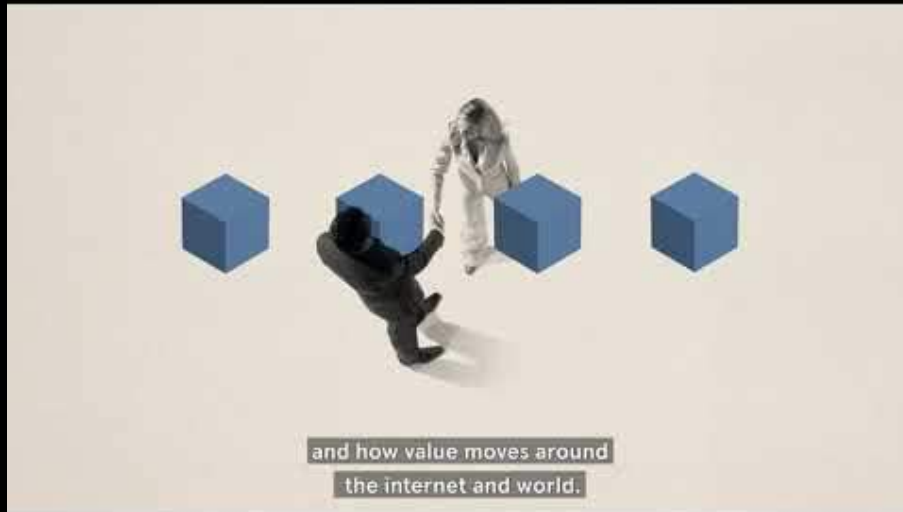
Create an **inspirational campaign** that generates **curiosity** and **confidence** to invest now in the technology of the future.

## Focus:

Campaign based on a **unique and simple concept**, applied among all communication channels to generate **visibility** and **commitment** among investors (B2C) and financial advisors (B2B).

We launched the most innovative investment fund in the market, focusing on the world's and Brazil's first crypto ETF. Hashdex is also considered as being an official Nasdaq crypto-active index.





\*Click the image to view the video on Youtube

***Why cryptocurrencies have value?***

Film focused on explaining what is crypto in a simple way to a wide audience.

2MM+ visualizations 100% organic on Youtube.



\*Click the image to view the video on Youtube

**Meet HASH11, the first bitcoin ETF  
and other cryptos in Brazil**  
Film focused on explaining the ETF  
to Brazilian investors.





\*Click the image to view the video on Youtube

***Why invest in crypto through Hashdex funds?***

film focused on explaining the cryptocurrency investment funds offered by Hashdex in traditional investment houses.

Acesso inteligente a *criptoinvestimentos*

Você — Criptos

Você — Hashdex Digital Assets Index (HDAI)

Hashdex

*Hashdex Digital Assets Index*

Uma curadoria das criptos que melhor representam este novo mercado

Hashdex Digital Assets Index (HDAI)

Hashdex

**Blockchain:**  
Tecnologia em crescente adoção

Porcentagem de empresas que usam blockchain

Ano	Porcentagem
2015	10%
2016	15%
2017	20%
2018	25%
2019	30%
2020	40%

Fonte: Statista

Hashdex

*Blockchain:*  
o conhecimento mais requisitado por empregadores em 2020

Blockchain

Rank	Skill
1º	Blockchain
2º	Cloud Computing
3º	Analytical Reasoning

Fonte: LinkedIn - The Most In-Demand Hard and Soft Skills of 2020

Hashdex

Como investir em cripto de forma segura e regulada em **5** passos

Hashdex

*Acesso inteligente a criptoinvestimentos*

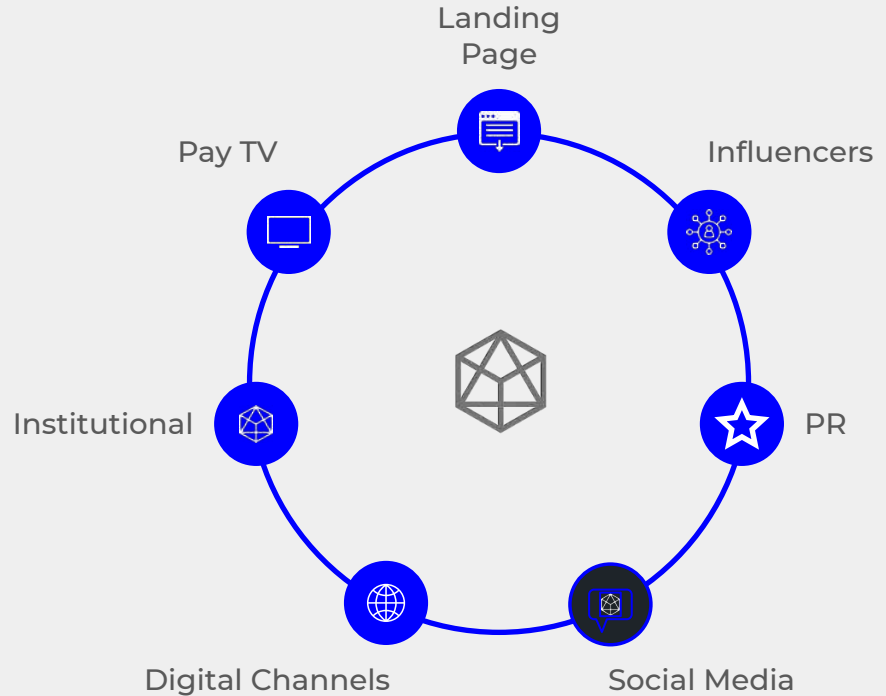
*Minhas criptos estão seguras com a Hashdex?*

Hashdex

Series of digital content and advertising assets, distributed to a broad audience interested in investments.

# ACTIVATION *ECOSYSTEM*

*Orchestrated* strategy aiming at enhancing the performance of the campaign with a consistent **Media Integration** and with definition of clear **KPIs** for follow up and on-going campaign leverage.



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How could  
*we work*  
together?



Blockchain

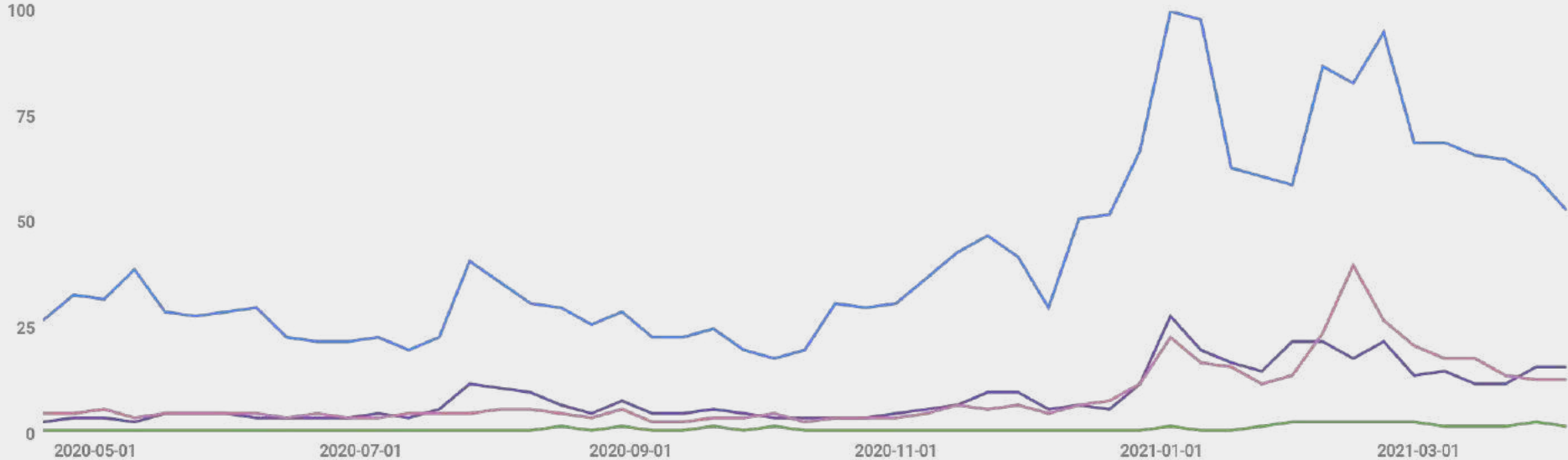


# ASSUMPTIONS



We identified a **Growth** potential, amplifying the target beyond Heavy Users and DeFi early-adopters.

- BTC ●
- ETH ●
- BLOCKCHAIN ●
- DEFI ●





# ASSUMPTIONS

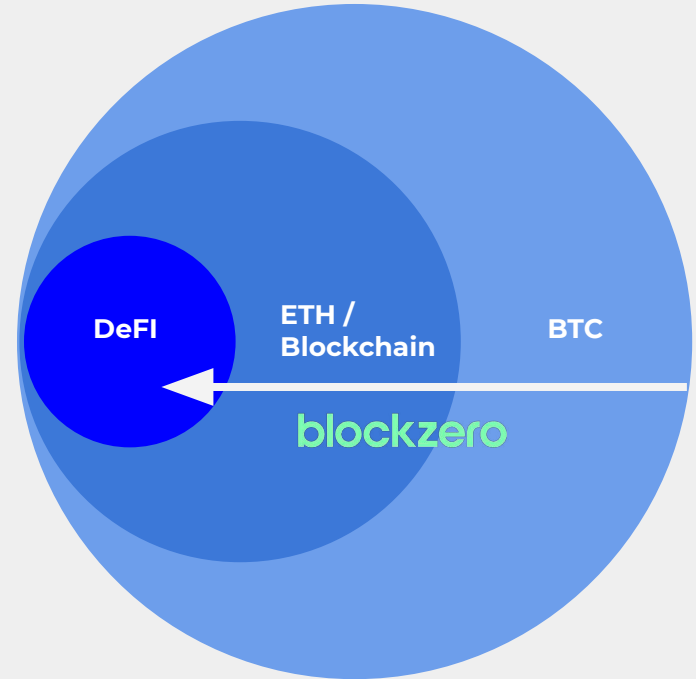
**Growth** potential by amplifying the target beyond Heavy Users and DeFi early-adopters.

There is room to position **Blockzero** as an *entry point to the DeFi world*.

An *enabler* of access / information and a leading agent of innovation within the crypto market.

We will co-create *strategies + content and engagement plan* for each maturity stage of the audience.

We will *involve the community* as a vector of influence and generation of assets & content aligned with the defined strategies.





# FOCUS

## DeFi early-adopters / heavy-users

**Blockzero** citizens and /  
or DeFi projects investors

- Technical Information (tokenomics, project development, etc.)
- Active participation / Community
- Retention

## Newbies

**Blockzero** as an entry  
point to the Defi Word

- Present **Blockzero** as full ecosystem / various types of projects
- Holding Studio Tokens gives access to all developed projects / tokens
- Basic Information (how to, etc.)

## Transversal

- Benefits of XLP / Liquidity Pools (earn interests)
- Benefits of XSI / Social Initiative (strength of community)



# ROLE OF CHANNELS\*

## STRATEGIC FOCUS

Relevance and quality  
vs Quantity



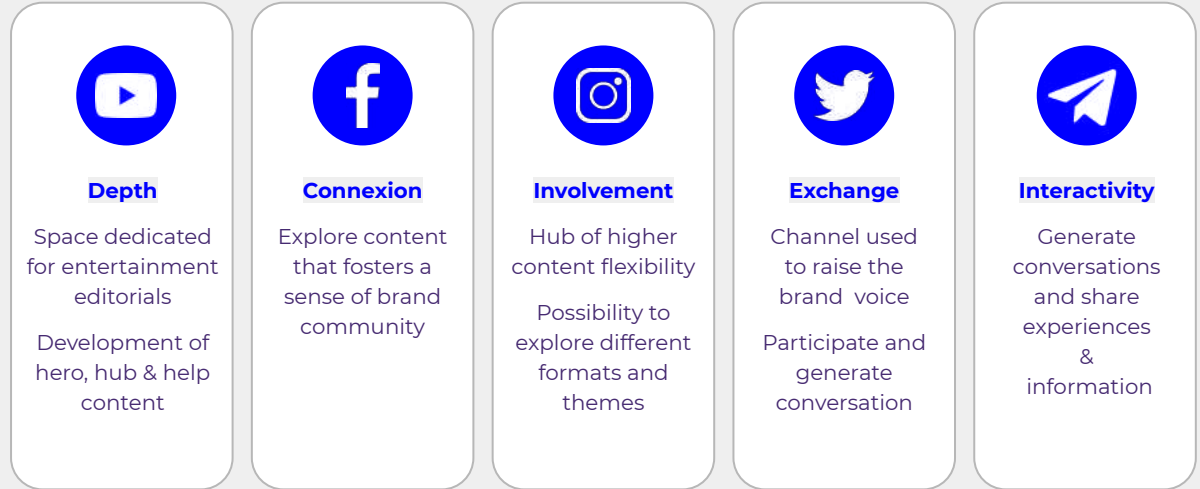
Inform  
Captivate  
Entertain  
Generate Identification



Based on KPIs to  
improve the strategy

Each channel has a specific vocation and is present at different moments of the audiences' journey.

Instead of replicating content in all channels, we need to explore the best of each and their specific language.



**COMMUNITY ENGAGEMENT**

\*Sample of channels - all channels to be analysed during the diagnosis phase



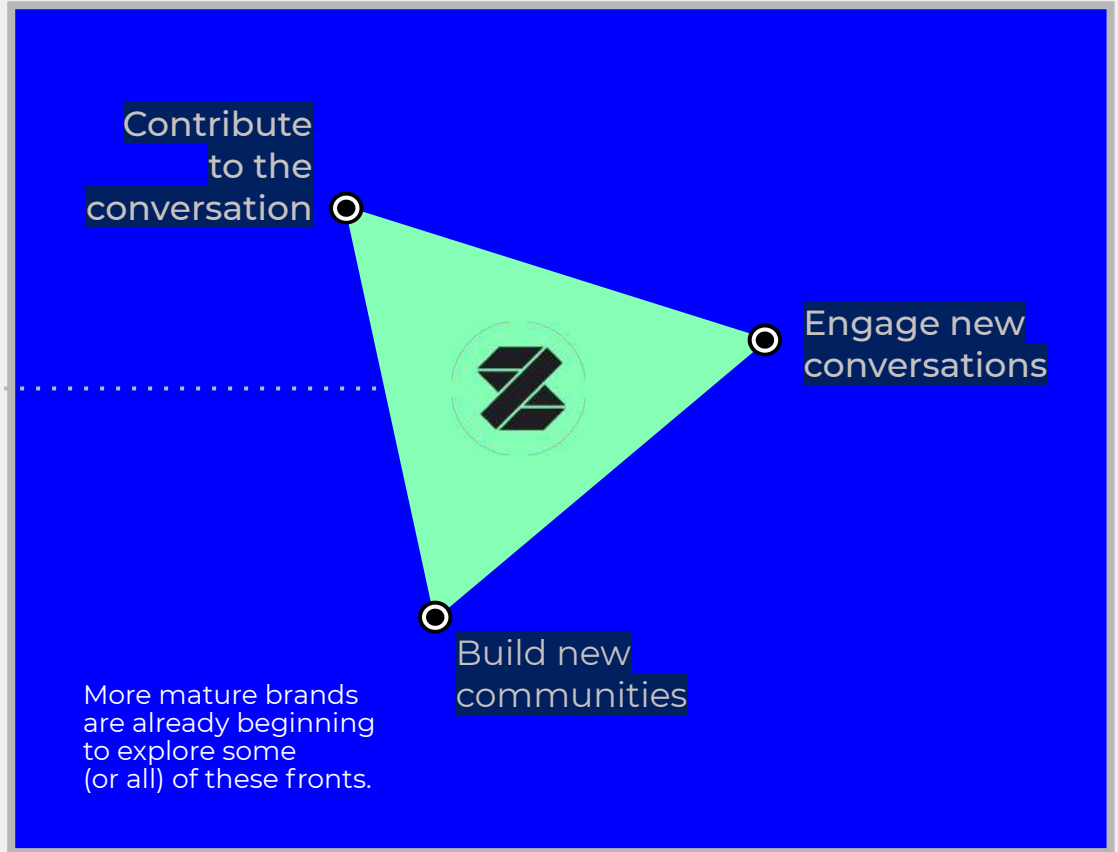


The *top performing* brands are going beyond basic participation in conversations and dissemination of their message.



Participate to conversation  
(catch a ride)

Nowadays, most brands explore this front.



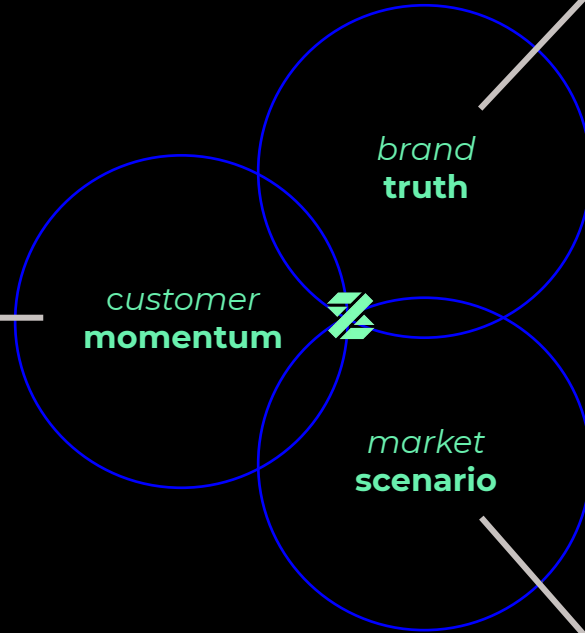
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OB



Where we need to be:



Contributors  
wanting to be part  
of this new  
revolution unlocked  
by blockchains on  
the financial system.



**BlockZero** as the  
solution for people to  
participate on future  
developments on  
decentralized world.

Acquiring crypto is a  
*smart* way to have more  
options to balance your  
portfolio/wallet.



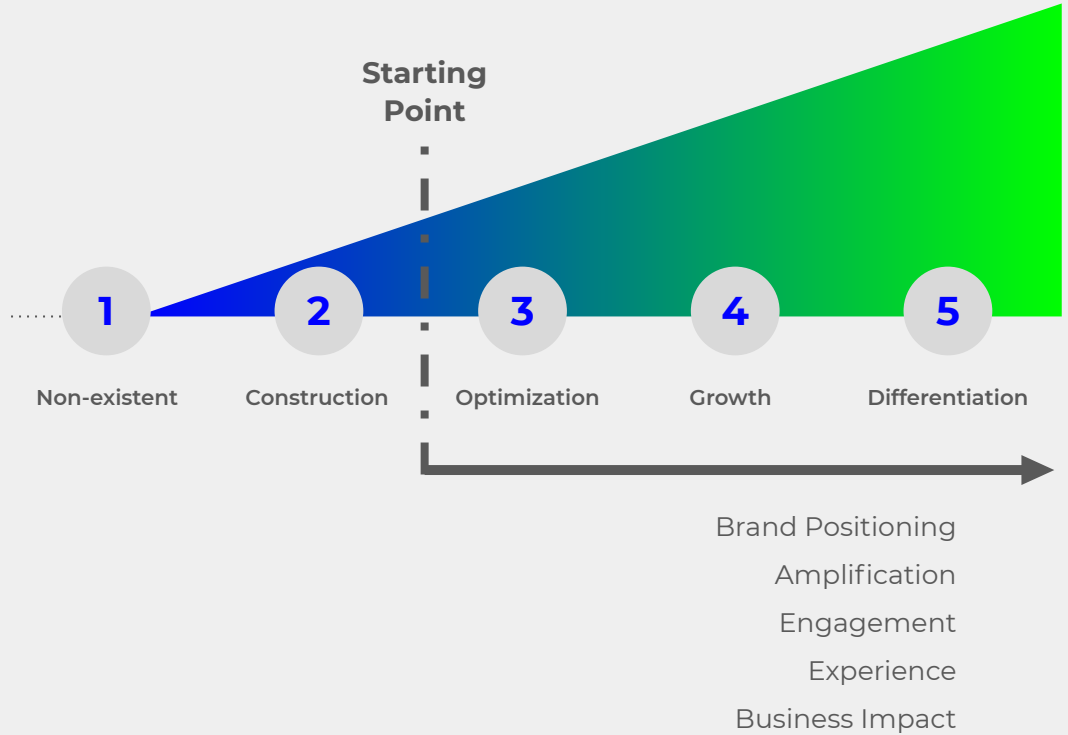
# OBJECTIVES

- Make a **diagnosis** about **Blockzero** **positioning and digital strategy**
- **Create a clear digital strategy** for **Blockzero** (building on top of Heavy Users / Citizens as well as a more general audience)
- Generate **awareness** with **Media Campaigns** and through **PR** with strategic content portals such as Cointelegraph, Hackernoon, Forbes...
- **Engage** new citizens / followers while **reinforcing** the community
- **Planning & content strategy**

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To summarize, we will work **together** with the core team and the community to **enhance** the brand positioning of **Blockzero**.





# BRAND MATRIX

And build a **brand matrix** to be used as a basis for all types of communications moving forward.

BRAND & BUSINESS OBJECTIVES

Blockzero BHAG

Positioning

Our brand essence

Point of view

The way we will approach things

Tone of voice

Our brand voice

Brand Pillars

Pillar 01

Pillar 02

Pillar 03

Brand Initiatives, services & products

Data Driven - KPIs



# VALUE PROPOSAL

The proposal involves the set up of a **digital strategy** and **creation of content** for the social networks of **Blockzero** ecosystem.

Powered by the development of strategic planning of digital content and presence in social network channels, with monthly analysis reports, insights and suggestions for constant improvement.

We would dedicate a **100% dedicated Digital Marketing Lead** and provide him full support in terms of strategy (Full Time dedicated specialist + support of a 4 people Senior Marketing Team).

Main advantages for Blockzero:

- **Full Marketing Team** focused on Marketing strategies and activities  
(power of team: more ideas generated / higher efficiency / deeper insights)
- **Always on:** continuous support  
In case there is a need to change the 100% dedicated specialist, we are able to keep everything running smoothly while we substitute him/her.
- **Scalability**  
Having a strong network with active partners from different specialities, we are able to increase the size of the team and/or add more dedicated specialists whenever the size/quantity of project would require it..



# *SUPPORT:* MAIN TASKS

## **Dedicated Marketing Lead**

- Marketing campaigns, lead generation content, cross-marketing strategies, digital strategies and industry partnership campaigns
- Design and execute customer journey experiences including onboarding processes, marketing automations, and social media engagement
- Partner with Project Leads to design and execute project launch marketing ideas and plans
- Analyse and translate relevant data to inform and empower marketing ideation and execution
- Review and improve website content, as well as SEO/SEM, to generate increasing traffic, awareness and usage
- Write, edit and/or develop creative content across different media (blogs, socials, video)



PARTICIPATION OF **NFOB**  
STRATEGIC BOARD  
(4 PERSONS)

NF  
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# PROFILE OF DEDICATED SPECIALIST



## **RAFAEL FRAGOSO**

*Head of MKT Ops*

· *Current role:*

Director of Projects & Operations at Global Advertising Agencies

· *Worked for:*

Publicis Groupe, WPP, General Motors, Nestlé, Bradesco,  
Heineken, P&G, Red Bull, Vivo, Motorola, Lenovo, Samsung

· *Specialties:*

Innovation · Digital Marketing · Cross-functional Team Building ·  
Operations Management · UXD · Big Data · Technology  
Management · Service Design



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+



The proposed work process  
will be divided into 2 gradual  
phases until full deployment.



# PHASE 1

MAY-JUNE 2021

## Planning and strategy

**Preparation/Diagnosis:** briefing sessions, brand immersion process (purpose, positioning), communication background, explorations and business challenges.

**Execution:** strategic planning of digital content and social media presence (customer journey experiences) connected to brand and business challenges.

- Analysis of presence and current content. immersion in the brand strategy.
- Evaluation of point of view, territories and tone of voice of the brand
- Analysis of network vocation vs. content.
- Guidelines for evolution of the content plan.

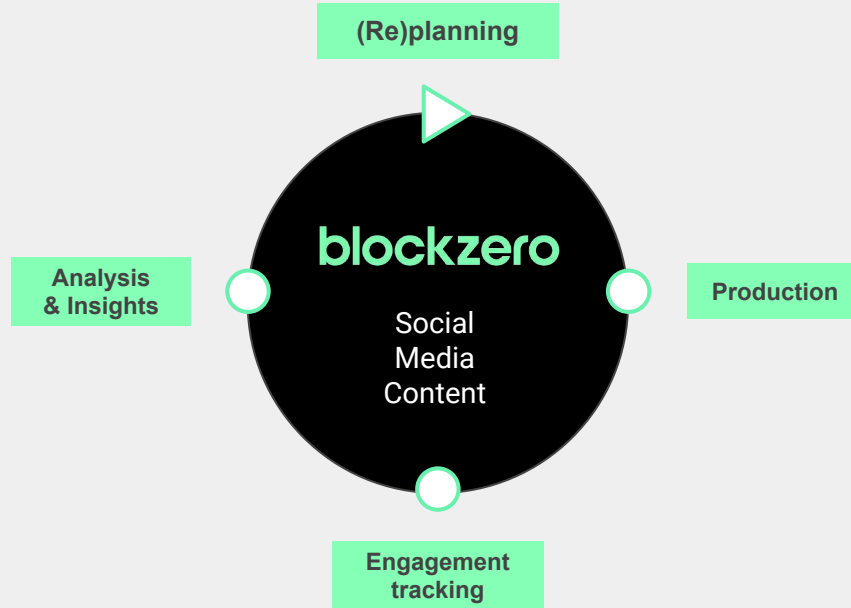
## Deliveries

- Remote meetings
- Planning
- Definition of June's content schedule



# PHASE 2

FROM MID JUNE 2021



## Planning and strategy

After the first phase focused on planning, we will work on **monthly reports** that would allow us to bring **improvements** to each new production cycle, refreshed with **insights, analysis, and opportunities.**

We will also define and build, together with the core team and the community, **consistent marketing campaigns** and foster **strategic partnerships**



# PHASE 2

FROM MID JUNE 2021

## Content

**Post production** of the contents approved in June for posting in July and so on.

**Adaptation of pieces** from productions already made or created by the community, development of simple graphics.

**Creation and Planning of content** for July and so on.

**Publication of content** on social networks with copy creation.

**Support** to **Blockzero** core team in term of audiovisual productions.

**Improve** content (web, blogs, etc.)

**Remote Meetings**



# METHODOLOGY

*Our premise is a modern, dynamic, and contemporary work process, using methodologies and mindset focusing on data collection and collaboration.*

**People-Centered  
Design**

Research  
oriented



**Design  
Thinking**

Innovation  
through strong  
collaboration  
processes



**Agile  
Methodology**

Work based on  
value cycles  
and looking for  
high efficiency



**Lean  
Mindset**

Validation and  
learnings through  
measurable datas  
and hypotheses



# PROCESSES AND TOOLS

## Short Ideation Sprint

Methodology that aims at creating solutions in an organized, fast and collaborative way (discover insights, understand contexts, and generate ideas).  
2h~3h

## One Day Prototyping

Conceive and prototype solutions in an organized, fast and collaborative way (define concepts, create and polish ideas and strategies).  
4h~6h

## Full strategic Design Sprint

Solve big challenges in an agile, end-to-end process with high focus, diversity, and collaboration (brand, campaigns, digital products, whatever).  
5~7 days



**Drive**  
Shared drive and stack  
(Docs, Spreads, Slides)



**Zoom**  
Breakout rooms



**Miro**  
Collaborative canvas



**Figma**  
Digital interface prototyping

For specific projects  
- quoted apart



# MONTHLY BUDGET

**Fee**

**USD \$ 7.500**

## **Team:**

- Dedicated Specialist (Full time allocation);
- Strategic Board - 04 people (Part time);

## **Deliverables:**

- Planning and strategy: Diagnosis, Brand positioning, Channel Planning, etc;
- Marketing Campaigns;
- Social Media Management;
- Project Launch support;
- Website optimisation (content, SEO)
- Content Design Guide;
- Content Agenda;
- Strategic and Creative Workshops & Collabs
- Reports and Insights.

## **Extra activities (job openings):**

- Content Production;
- Audiovisual production and post production;
- Motion graphics and 3D;
- Audio and sound design;
- Stock images;
- Translations (french, spanish, portuguese)
- Articles and long form texts;
- Infographics;
- Media planning and buying.

THANK  
YOU