



## Pre-Production Planning Report

By AdaLink

**Project Name:** AdaLink: Cardano Ads

**IdeaScale URL:** <https://milestones.projectcatalyst.io/projects/1200015>

## Overview

The AdaLink Cardano Ads proposal, submitted under Project Catalyst's Fund 12, aims to develop a 360 marketing campaign for Cardano. The core objective is to create a comprehensive and visually captivating ad campaign that promotes Cardano's ecosystem and showcase the unique value propositions of the blockchain.

The project includes a **Multi-Format Ad Creation strategy**:

- One 30-second spot
- A 10-second teaser commercial
- Three posters or digital ads to extend the campaign's reach
- A website that serves as the campaign's dedicated landing page
- Social Media Posts

## Objective

- Increase brand awareness of Cardano by presenting its technology and ecosystem.
- Deepen understanding and promote practical engagement with Cardano's technology and products particularly among individual users and investors.

## Target and Buyer's Personas

### Primary Audience

#### 1. Beginner Users

- Those who own Crypto or ADA but are not actively engaging with dApps or who hold crypto on exchanges without interacting with the blockchain.

### Secondary Audience

#### 1. Blockchain/Crypto Enthusiasts

- Experienced users from other blockchain ecosystems. They are often skeptical and require clear evidence of Cardano's advantages, such as superior technology, dApp availability, and decentralization.

#### 2. General Technology Users

- Everyday users looking for improved automation in digital services, entertainment, governance, and financial operations.

#### 3. General Cardano Users

- This group includes existing \$ADA holders who already engage with dApps and Cardano services. They are the most familiar with the ecosystem and will likely act as advocates if they resonate with the ad's messaging.

## Context

To present this comprehensive pre-production planning report, we have completed the following key steps:

1. Conducted a **SWOT analysis** of the Cardano ecosystem.
2. Developed a **marketing strategy** tailored to the entire ecosystem.
3. Established a **concept** or **creative direction** for the campaign.
4. Completed **copywriting and scripting** for audiovisual ads.
5. Created a **mood board** to define the campaign's visual tone.
6. Initiated design **development** for the campaign's brand.
7. Engaged with **vendors** and negotiated services for all project stages.

Based on these efforts, we have refined the **key message and ad direction** as follows:

### Rationale

While Cardano is a highly robust and innovative blockchain, competing networks currently enjoy greater popularity and dominate public perception. To address this, a **strategic advertising campaign** will be launched to position Cardano as the **best choice** for forward-thinking investors and builders, highlighting its superior technology and future potential.

## Ad Direction

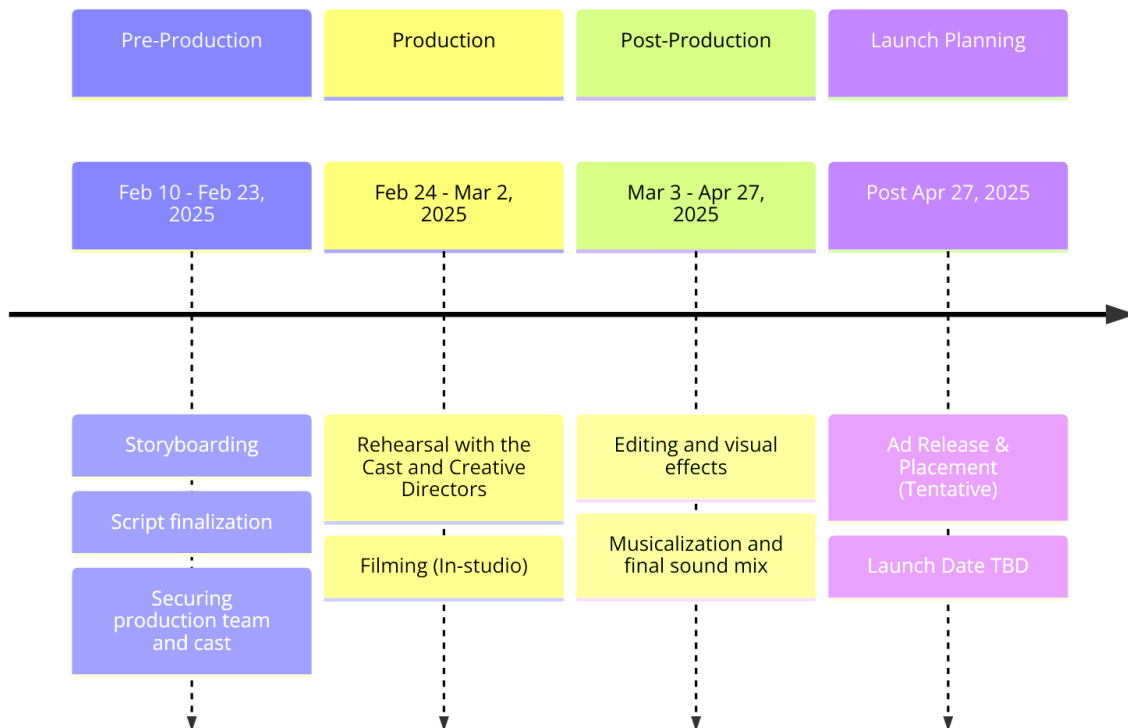
### Key Messages

Cardano is a secure, decentralized and reliable smart-contract platform for cryptocurrencies and blockchain-based services.

## Production Schedule

1. **Pre-Production (2 Weeks)**
  - Storyboarding
  - Script finalization
  - Securing production team and cast
2. **Production (1 Week)**
  - Rehearsal with the Cast and Creative Directors
  - Filming: In-studio
3. **Post-Production (8 Weeks)**
  - Editing and visual effects
  - Musicalization and final sound mix
4. **Ad Release & Placement**
  - **Launch Date:** TBD

## Ad Production Timeline



# Resources Required for the Cardano Ads Campaign Project

To successfully execute the **Cardano Ads Campaign**, the following resources are essential:

## 1. Design and Marketing Team

A dedicated team to craft a visually compelling and impactful campaign, including:

- **Graphic Designers** – To create brand visuals, overlays, and ad creatives.
- **Ad Copywriters** – To write engaging and concise scripts and taglines.
- **Marketing Specialists** – To strategize ad placements, audience targeting, and content distribution.

## 2. Audiovisual Production

### Pre-Production

- **Planning**
  - Team meetings to align on goals and creative direction.
  - Logistics planning to ensure smooth execution.
  - Creative concept development to outline visuals and messaging.

### Production

High-quality filming with an expert crew and professional equipment.

### Talent Includes:

2 main actors with a one-year license for image usage.

### Crew Includes:

- Producer
- Director
- Director of Photography
- Camera Assistant
- Gaffer (Lighting Technician)
- Sound Engineer
- Makeup Artist
- Video Assist Operator
- Production Assistants
- Set Decorator

### Equipment Needed:

- 4K Full Frame Camera with Cinema PL lenses
- Grip equipment (e.g., tripods, stabilizers, rigs)
- 4K Studio with Chroma Key (Green Screen)
- Set design and production

### Post-Production & Music

The editing phase to finalize campaign content with a professional and polished look.

Includes:

- **Editing** – Cutting and assembling footage into engaging, audience-focused content.
- **Color Grading** – Enhancing visuals for consistent branding and aesthetics.
- **Supporting Graphics** – Adding branding, animations and transitions.
- **Sound Effects & Mixing** – Ensuring clear and impactful audio.
- **Stock Music** – Licensing professional background tracks to complement the visuals.
- **Master Digital Version** – A high-quality final cut for archival and deployment.
- **Social Media Derivatives** – Short-form content tailored for platforms like X, Instagram, and TikTok.
- **Cloud Backup of Projects** – Secure storage of all project files.
- **Hard Drive Archive** – Physical storage for raw footage and finalized content.

### 3. Platforms for Distribution

Strategic publication across multiple channels to maximize the campaign's reach and impact:

- **Social Media Platforms** – X for targeted engagement.
- **YouTube** – For audiovisual ads.
- **Community Websites** – Showcasing the campaign within the Cardano ecosystem.
- **Dedicated campaign landing page** – Guiding ad viewers toward actionable engagement with Cardano products.

This treatment ensures the **Cardano Ads Campaign Production** is executed at the highest quality, aligning with its mission to showcase the Cardano ecosystem and drive adoption.



## Budget Breakdown

Category	Cost (USD)
<b>24K ADA M1 (Distribution Date Sept. 12, 2024) 1 ADA = \$.35</b>	<b>\$ 8,400.00</b>
<b>Project Management Cost</b>	
Marketing Strategy	\$2,500
Copy Writing & Creative Direction	\$2,500
Project Coordination	\$2,000
Graphic Design - Mood Board and early brand design	\$800
Website Development	\$500
Audiovisual Production - Ad Direction and Early Production	\$1,350
<b>Total Spent in M1</b>	<b>\$9,650</b>
<b>76K ADA - ADA Price for M2-M4 is TBD, but Catalyst Reviewer requested a \$0.96 valuation for this budget.</b>	<b>\$72,960</b>
<b>Ads Production Cost</b>	
Brand and Motion Graphic Design	\$2,000
Website Development	\$5,000
Audiovisual Production (Above the line Crew)	\$4,000
Audiovisual Production (Talents)	\$2,000
Audiovisual Production (Production Crew and Equipment)	\$18,000
Audiovisual Ads Post-Production	\$11,500
Graphic Ad Production	\$3,500
<b>Ad Placement Cost</b>	<b>\$15,000</b>
<b>Community Voting Rewards</b>	<b>\$2,000</b>
<b>Project's Total Estimated Cost</b>	<b>\$72,650</b>
<b>Project's Total Projected Income</b>	<b>\$ 81,360.00</b>
<b>Contingency Budget</b>	<b>\$ 8,710.00</b>

## Ad Placement Plan

This plan is designed to maximize brand awareness while remaining flexible to shift allocations based on platform performance. Here's the estimated distribution:

### 1. Brave Browser Notification Ads

- **Why Brave?**
  - Targets a **crypto-savvy audience** and privacy-conscious users.
  - High engagement with ads due to its non-intrusive model.
- **Ad Type:** Notification (text) ads.

### 2. YouTube Ads

- **Why YouTube?**
  - Offers unparalleled reach with visual storytelling.
  - Ideal for delivering both short (10s) and long (30s) video spots.
  - Targets specific audiences (crypto channels, blockchain keywords).
- **Ad Type:**
  - **Skippable in-stream ads** (30s) for detailed messaging.
  - **Non-skippable bumper ads** (10s) for quick call-to-action.

### 3. Twitter Ads

- **Why Twitter?**
  - Strong engagement with crypto and tech communities.
  - Amplifies real-time discussions and hashtag campaigns.
- **Ad Type:**
  - Promoted tweets with eye-catching visuals.
  - Focused on driving users to our Campaign landing website.

### 4. Google Display Network

- **Why Google Display Network?**
  - Extensive reach across websites, apps, and YouTube.
  - Great for retargeting and broad brand awareness.
- **Ad Type:**
  - Responsive display ads using the provided images.
  - Contextual targeting for crypto-related websites and forums.

#### Budget Allocation Estimate:

Platform	Allocation (\$)
Brave Browser Notification Ads	\$3,000
YouTube Ads	\$5,000
Twitter Ads	\$3,000
Google Display Network	\$4,000