



OpenSea

Creative Direction Portfolio

By Wentao Wu

Contents

01

Objective

Increase the brand's competitiveness in the NFT market and become the user's first choice for more NFT lovers around the world.

04

Strategy

Insight&Opportunity
Creative Concept
Tone Of Voice
Target Audience

02

Brief

Background
The Challenge
Thinking
Slogan
Considerations
What is for

05

Concept

Creative Idea 1
Creative Idea 2
Creative Idea 3
Visual sources
Campaign objectives

07

Evaluation

Customer Journey

03

Research

What Is Opensea
Brand Image&Identity
Competitors
Why Opensea Different

06

Evaluation

Campaign Title Page
Campaign Overview
Photography Social Media
Short Promotion Film
Campaign Adaptation

Project Brief



Background

OpenSea was founded by Devin Finzer and Alex Atallah in December 2017. OpenSea is currently the world's largest integrated NFT trading platform where users can cast, display, trade and auction NFT. OpenSea is the most important part of the NFT ecosystem, with low barriers to use and on-chain contracts to secure transactions. Users can view their NFTs on Ether and other blockchains on OpenSea. The experience of using NFT display and trading is similar to eBay, and the biggest difference from traditional trading platforms such as eBay is that OpenSea's transaction is an on-chain act, where users buy NFTs with cryptocurrency and the settlement of the transaction is guaranteed by blockchain smart contracts.

The Challenge

Promoting our brand to the non-artist crowd and re-establishing user confidence in the NFT market. The main reason is still that NFT is a speculative asset. In the beginning, some individual artists auctioned the rights of their works on the NFT platform, and at that time, because consumers had fewer choices, so usually those very common works would get wide public attention, but with the entry of famous artists, big companies and big brands, the market was rapidly divided, and the exposure of the works of the non-art professional crowd gradually decreased. They may have excellent creative thinking, but it is hard for them to gain enough influence.

Slogan

"To build an open digital economy"

Thinking

With the rapid development of information technology, 5G technology will certainly make blockchain technology widely used in the future. By then the idea of decentralization will have taken hold, everyone will be concerned about their ownership of virtual goods, and the NFT market will be the new way of working and living.

Considerations

1. Let normal people(non-photography professionals) to create photographic artworks with their mobile phones and place them on the NFT market, guiding them on how to create immediate value with these works.
2. Communicate and interact with users through online photography courses, instructing them on how to create photographic works using their mobile phones and guiding them to run their own NFT art community.
3. Use multiple social media channels to promote great photography. Visual output can take the form of library posters, social media interfaces and creative videos, with both visuals and advertising serving the brand.

What Is For

For normal people who have faith in blockchain and want to participate in NFT art trading, but who do not have the relevant art professional skills. As NFT artwork covers a wide range of categories, among which the art of photography requires no tools beyond that, we encourage users to shoot with their mobile phones and provide instruction to guide them in selling photography NFT and help them run an art community. This will lower the barrier to entry for NFT transactions and allow more people to become part of the Opensea.

Research

What is Opensea?

With the rapid development of information technology, blockchain technology was born and it is widely used in the construction of virtual worlds. 2017, the concept of NFT was created, which is a proof of virtual assets, each virtual asset or virtual commodity has an NFT number, and Opensea is the earliest established and currently the largest NFT trading platform in the world.



Photographed by Wen Tao

Research

Blockchain technology has no central servers. It is different from banks, where every transaction in real life is recorded by the bank's servers. Instead, blockchain technology is decentralized, which means that every transaction of virtual assets of users will be recorded by all participants of the metaverse together, and each NFT work is unique and cannot be changed.

Brand image and identity

“To Build An Open Digital Economy”



Photographed by Wen Tao

Research

Competitors



Mintable

Mintable allows content creators to profit from their digital brands without the need for initial encryption. If the user is an artist, musician, Mintable allows you to sell digital files as NFTs. How these digital products are promoted for sale to your social media followers, customers or partners is entirely up to your imagination in integrating NFTs into your workflow. For example, musicians can create rare album covers that are different from widely distributed traditional art covers, and because they are on the blockchain, anyone can verify their origin and original quantity.



SuperRare

As SuperRare continues to partner with high-profile art institutions, the social collection network is set to grow even further. As the top crypto art platform, the royalty system of SuperRare smart contract system has become the cornerstone of the industry, fundamentally guaranteeing the interests of artists and the safety of their works, and will also increase the royalty income received by artists on top of making collectors more profitable, which is especially popular among new artists. Compared to Opensea, Rare has a higher level of support for the creation of artists with real value.



Valiant

Founded in 2007, the Philippine graphic design studio started with services such as fashion design, book design and web design. In recent years, with the rise of blockchain technology, Valiant started to launch NFT design services, which feature their services to relieve clients of the design task by giving users design guidance or custom NFT artwork. Even if the user is not a graphic designer, they can make the user's ideas come to life with their powerful team. Their slogan is: "You may not have the design skills, but you have the artistic mind!"

Why Opensea Different?



Royalty Fees

Creators on OpenSea can attach a 10% royalty on their asset for every resale it accumulates.



Low Service Fee

OpenSea unlike its competitors maintains a service fee or minting fee charge of 2.5%, which has given them the needed edge to remain the undisputed marketplace for digital assets.



Brand

Their first marketplace status has made the platform a popular, trusted space for digital assets trade.

Strategy

Opportunity

Market trends: With the recent popularity of NFT and the metaverse, and the increasing number of games incorporating NFT into their gameplay, the NFT market is seeing a rise in demand for an efficient asset market with a low barrier to entry. New features: Features such as Collection Manager with zero gas fees and the introduction of new features will differentiate it from its competitors while ensuring it maintains its number one position. Most importantly, no other NFT platform currently has the functionality to guide users in the creation of digital artwork for the time being, and we can capture this gap in the market and provide a one-package service for NFT lovers.



<https://opensea.io/collection/anxious-pleasures-by-amy-elkins>



Insight

Opensea should continue to expand its market by emphasizing its low-cost nature to introduce a diverse range of services.

Strategy



Creative Concept

"Give you everything you need"



Rational

As the largest NFT trading platform, opensea has a good reputation and a safe and secure encryption method, and can carry a number of services



Tone of voice

"To build an open digital economy"

Strategy

Target Audience

The target audience are NFT lovers or non-art professionals around the world who understand blockchain technology and who interested in NFT digital artwork but lack professional art design skills, they want to learn how to create NFT artworks, especially photography NFTs, that can be sold on Opensea, and they want to be part of the NFT art community.



Creative



Concept 1

"Give you a family bucket service!"
If someone goes to KFC and doesn't know what to eat, they will probably order a Family Bucket, as each Family Bucket contains KFC's specialties. opensea's new service package, named Family Bucket, is meant to be a convenient one-stop service that allows users to choose opensea without the hassle.

But this idea was not taken up considering that not all opensea users know KFC Family Bucket.

Creative



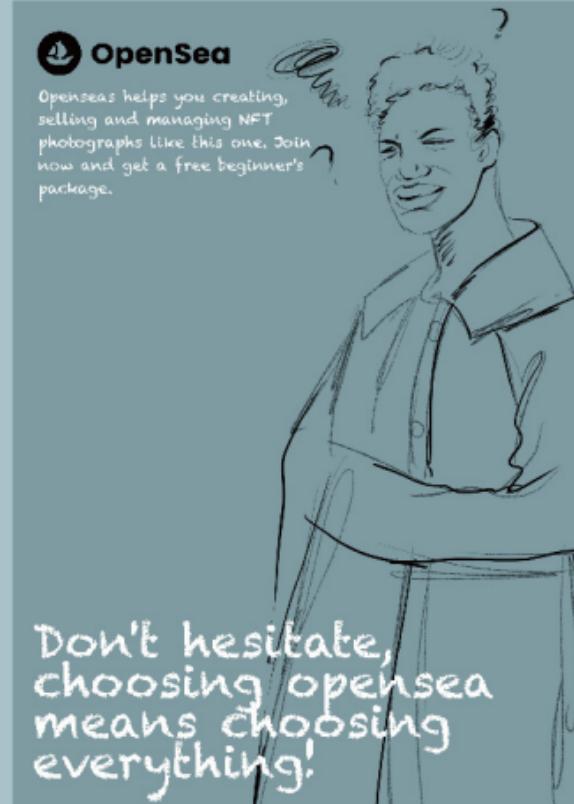
Concept 2

"Become Your Shield"

The concept highlights the security of Opensea, where users can feel confident that they can leave their entire business to Opensea as a helper in protecting their assets and running their artistic community, and that with the aid of Opensea running their business, users can free up more time to dive into their creativity. Users do not have to worry about their virtual assets being stolen, as Opensea offers a more complete set of encryption technologies.

However, the concept stands out for its security, which is not a main factor in attracting customers.

Creative



Concept 3

"Give everything you need"

Opensea combines three specialty services (NFT creations, NFT deals, and NFT community) in one bundle, allowing users to get the full NFT experience by choosing just one brand. This idea helps you save money because it lowers the barrier to NFT trading and enables more non-professionals to participate. Usually a non-art professional wants to participate in NFT trading, he first needs to find a design company, then choose an NFT trading platform, and then run his art community through various social software.

And then this concept was adopted, the photography was created based on this concept.

Creative



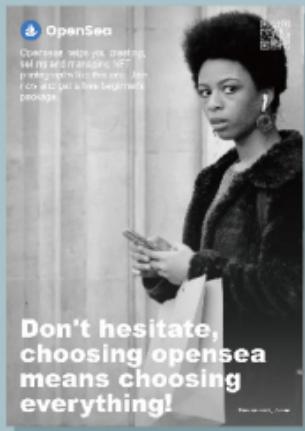
Visual Sources

Wentao Wu

The photographer is me, the creator of this campaign, who is very optimistic about the future of blockchain and NFT and who has an account at Opensea himself. All the photography for this project was taken by myself in the last two months after deciding on a concept around Leeds. My photographic style leans towards minimalism, bold layout and unique scene design.

Execution

Photographed and edited by Wentao Wu



Execution

Leaflets&Billboards



Execution

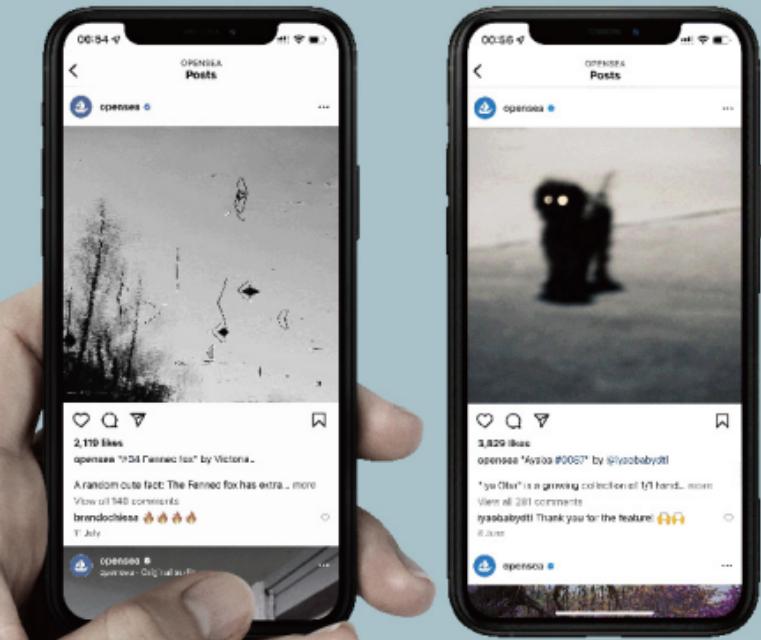


Posters

Different sizes and different scenarios.

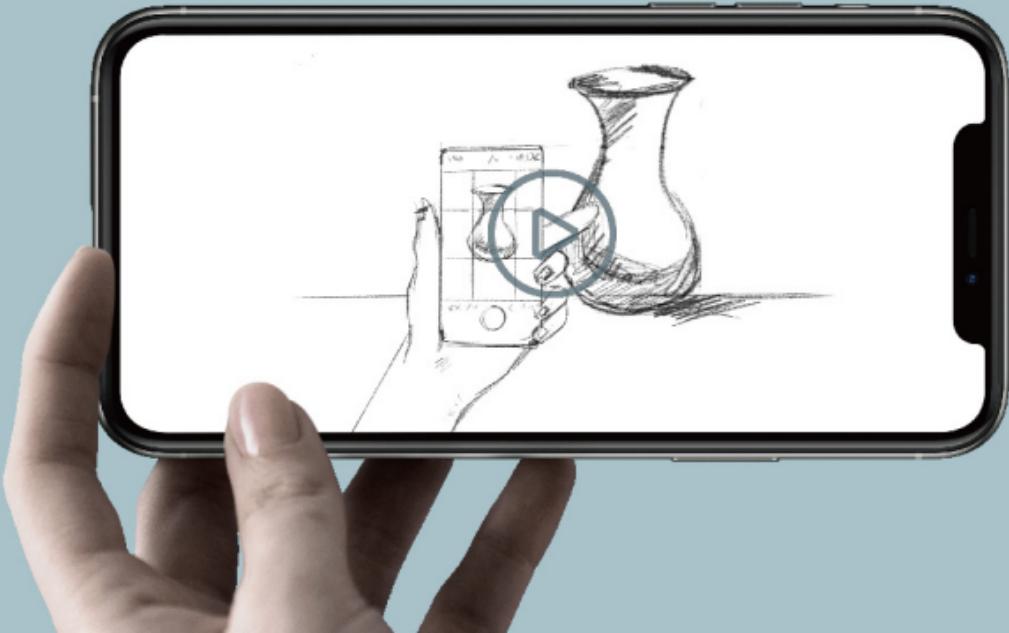


Execution



Social Media

Twitter and Instagram are the main channels for NFT artists to promote their work, and each post comes with a link to the trading interface on the Opensea website. One of the new services curated for Opensea by this project is to help users gain popularity by managing social media.



Execution

Webpage

OpenSea

Search items, collections, and accounts

Explore Stats Resources Create

LordCassidy

Dec-4H...9722 Joined March 2022

photographer & artist

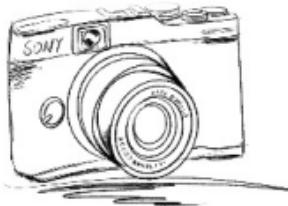
Collected 18 Created 0 Favoured 13 Activity More

Recently received

Search by name

Execution

Creative Short Video



Screen 1

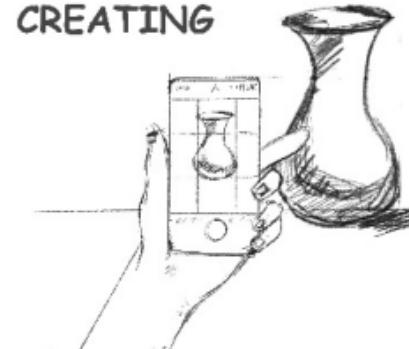
A professional digital camera starts to appear in the video



FORGET
YOUR
CAMERA

Screen 2

The second shot of the video shows a hand suddenly erasing the camera and replacing it with a mobile phone, the idea being that the user can forget about the complicated professional camera and just use the mobile phone to get a good shot.



CREATING

Screen 3

The third shot of the video begins with the introduction of Opensea's second service which teaches clients how to create photographic NFT work.

Execution

Creative Short Video



Screen 4

The fourth shot of the video begins to introduce Opensea's second service which is to provide clients with sales tips on how to auction their NFT photography. The virtual Ether coins are materialised in the footage and are dropped from one hand to the other like a coin.

Screen 5

The fifth shot of the video begins to introduce Opensea's third service, which is working with clients to manage the NFT art community, which is important for user retention and growing their fan base.

Screen 6

The sixth shot of the video is the closing screen, showing the Opensea logo and the tagline of the campaign -- "Give you everything you need!"

Execution

How media channel works?



Photographic Posters

The poster as a medium attracts the viewer's attention most to the photography itself in each poster, followed by the headline. The series of posters for this advertising campaign makes the viewer aware that this is a photographic theme, as only an audience interested in photography will read the body of the poster.



Social Media

The project was curated for Opensea on social media including Twitter, Instagram and YouTube. Users scanned QR codes through the previous media channels (photo posters and flyers) to access Opensea's social media accounts and then browsed the posts to get information about NFT and the brand.



Creative Short Video

Creative short videos are posted on YouTube and other social platforms and the platform promoted to Opensea account followers or potential customers. This video is divided into six main shots with an enlarged and visually striking layout. The viewer is introduced to Opensea's main business and the reasons for choosing Opensea, making a deep impression.

Evaluation

Customer Journey



NFT News

Colleagues around Jimmy often talk about NFT news, and Jimmy himself has an interest in both photography and NFT.



Opensea Website

Then he scanned the QR code at the top of the poster to access Opensea's official website and social media accounts.



Photography Exhibition

One day Jimmy went to visit a photography exhibition and he saw a poster of Opensea at the entrance of the exhibition.



Offline Classes

Jimmy was invited to an offline photography NFT teaching event organised by Opensea to learn more about this new service from Opensea.



Leading Community

Jimmy became an Opensea client, learned how to create photographic NFTs, and learned how to run his own community, gaining a huge number of followers.



Making Profits

Under the joint efforts of Opensea and Jimmy, Jimmy finally became a popular photographic NFT creator, achieving his ambition and making a good profit.

Reference

Opensea business model: https://businessmodelanalyst.com/opensea-business-model/#OpenSeas_Competitors

What is Opensea: <https://opensea.io/about>

Mintable: <https://www.leyeng.com/mintable-app-first/>

About SuperRare: <https://zhuanlan.zhihu.com>

About Valient: <https://www.valiantgraphics.co/#tve-jump-1811d515e75>

About KFC family bucket meal: <https://advertisinggrow.com/advertising-magazine/what-is-in-a-kfc-family-bucket/>

Opensea's Security: <https://www.metagaming.com/2022/06/14/opensea-announces-new-security-features-to-protect-users-from-nft-scams/>

Reference

image: <https://beapython.dev/2020/01/29/6-reasons-being-a-software-developer-is-a-great-career/>

What is Opensea: <https://opensea.io/about>

image: https://twitter.com/mintable_app/status/1558534352602120193/photo/1

About SuperRare: <https://zhuanlan.zhihu.com>

image: <https://www.forbes.com/sites/naveen-joshi/2022/04/24/7-risks-investors-need-to-know-before-jumping-headfirst-into-the-nft-bandwagon/?sh=3bd7b341489d>

Opensea photography image: <https://opensea.io/collection/anxious-pleasures-byamy-elkins>

The cover background, lighthouse and sea waves, red wall, and poster background were taken by Wen Tao with a camera.

Thank You