



A CEX LISTING CAMPAIGN

January, 2025

Campaign Highlight

◆ **Campaign Budget**

\$20000

◆ **Campaign Duration**

2 Days (Jan 07 - Jan 08), 2025

◆ **Deliverables**

10 content pieces across YouTube and Twitter

Results

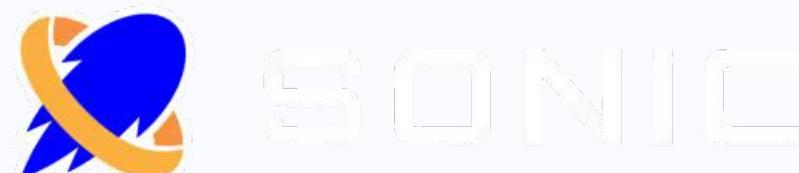


- ◆ Difficult to track in terms of campaign impact but driving 200 million volume on day 1 of CEX listing

What is Sonic

Sonic SVM Overview:

- ◆ Solana's first virtual machine that acts as an L2 for SOL ecosystem
- ◆ Designed to solve scalability and cost challenges for blockchain gaming and Web3 applications
- ◆ Features HyperGrid: a horizontal scaling architecture enabling domain-specific, interoperable SVMs
- ◆ First Web3 TikTok App-layer, creating a bridge between TikTok's massive user base
- ◆ With unprecedented growth in SOL ecosystem in 2024, the rates of transaction failures, Sonic SVM was the first mover to help Dapps function smoothly in the sonic ecosystem



Challenges

◆ **2024's Harsh Reality:**

Most TGEs and CEX listings this year have yielded negative returns for retail investors, eroding confidence in the market.

◆ **Broken Trust:**

The state of the market in Q1 of 2025 was anyway bearish, memecoins and NFTs were the worst hit sector of the entire market along with AI Agents.

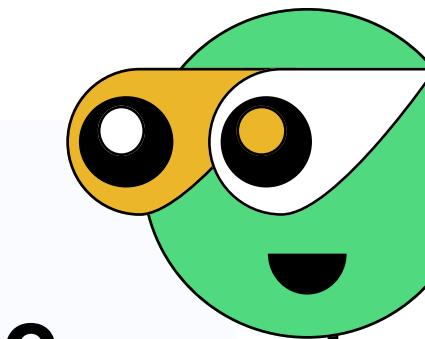
◆ **Rebuilding Confidence:**

The challenge is to clearly communicate how a project safeguards its community—ensuring that insiders aren't just dumping their bags, but are aligned with long-term growth and sustainability.

Our strategy

- ◆ **Commitment Over Exit Liquidity:**
Given the widespread losses from 2024's **TGE and CEX listings**, restoring investor confidence demanded **radical transparency**. Clear **vesting schedules and allocation structures** reassured the community that the team and VCs were aligned with long-term growth—not just early exits.
- ◆ **Solana's VM Dilemma & the Case for One:**
While Solana's **monolithic architecture** is a departure from Ethereum's modular design, the absence of a dedicated VM layer limits cross-chain compatibility. Introducing a VM would **broaden developer adoption, attract EVM liquidity, and enhance composability**—without compromising Solana's signature speed and efficiency.
- ◆ **A fundamental first approach with TikTok & the Billion-User Onboarding Bet:**
The **TikTok collaboration** positions Sonic as the gateway for mass adoption, bringing **billions of retail users into Web3**. This would help the retail users get ROI on their returns rather than speculative adoption.

Sonic's Exchange Listings & Market Traction



◆ Successful Token Launch & Exchange Listings (January 7, 2025)

Official TGE with simultaneous listings on major exchanges:

- OKX, Bybit, KuCoin, HashKey Global
- Official launch Announcement

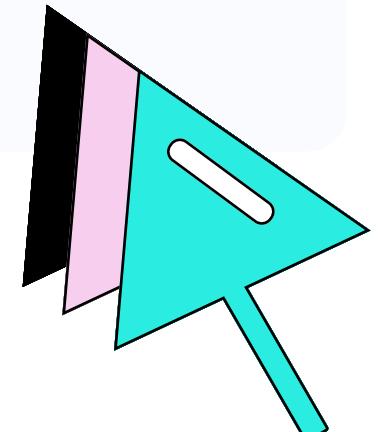
◆ Market Demand Signals:

Alpha Vault 1000% oversubscribed prior to TGE

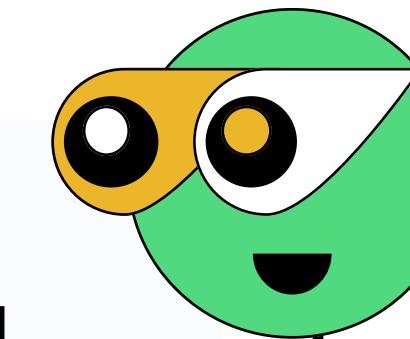
- Vault status update

Liquidity pool established on Raydium with incentives

- 12,000 \$SONIC + 200 \$RAY first-week rewards
- Raydium Pool Announcement



Strategic Partnerships & Ecosystem Growth

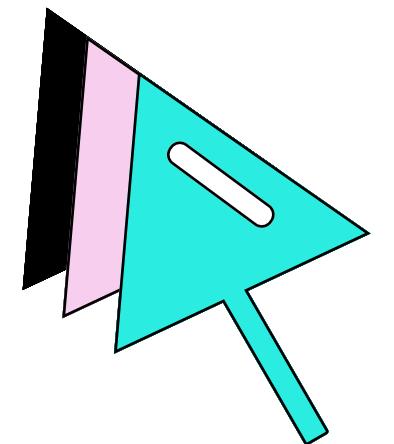


◆ Injective Partnership: Cross-Chain AI Development

- Joint development of first cross-chain AI agent platform
- Enabling cross-chain AI agents across Solana and Injective
- Advancing multi-VM functionality for AI agent development
- Partnership Announcement

◆ Technical Infrastructure Enhancements:

- Partnership with Magna Digital for seamless token distribution
- Custom-branded claim portal with off-chain claiming capabilities
- Multi-wallet support including centralized exchanges
- Magna Partnership



The magic is in the execution

Contract secures

January 31st

Campaign live

Fully launched within 48 hours, eliminating friction points

Strategy to execution

Conceptualized and deployed within 24 hours

Strategic timing

Synchronized with token listing announcements for maximum market impact

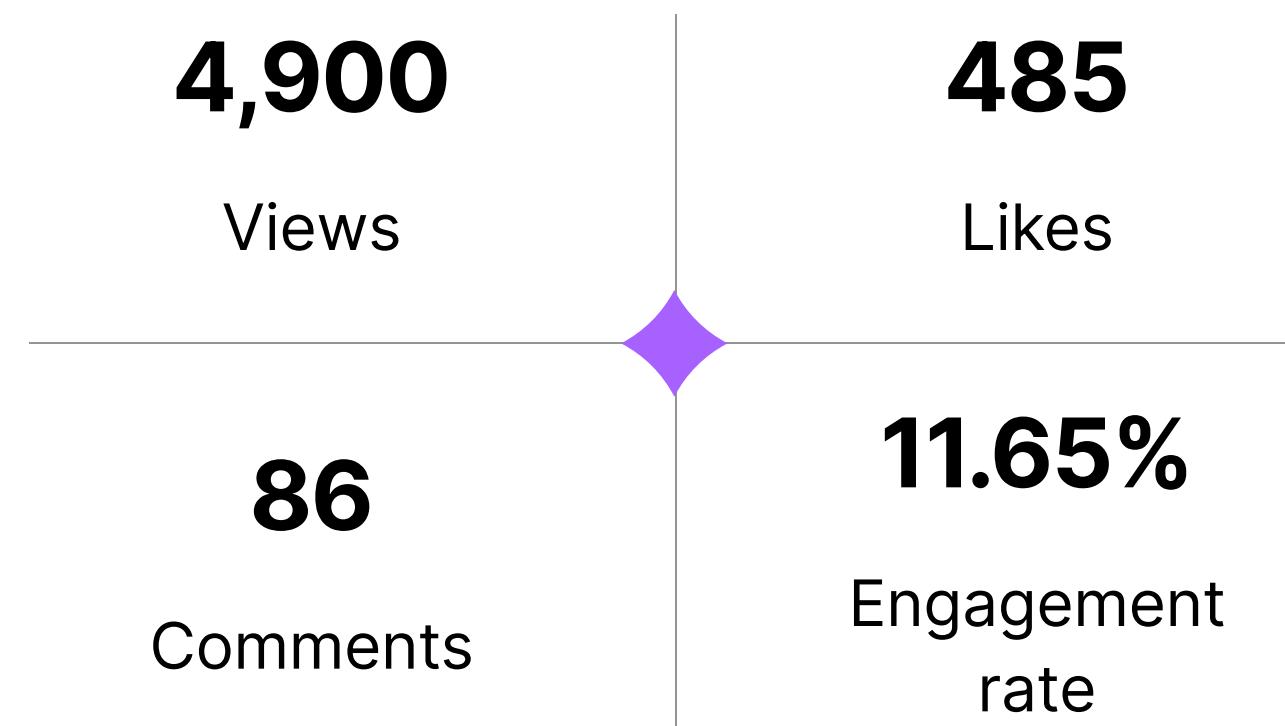
Seamless KOL coordination

Expedited briefing, content approval, and alignment

Agile optimization

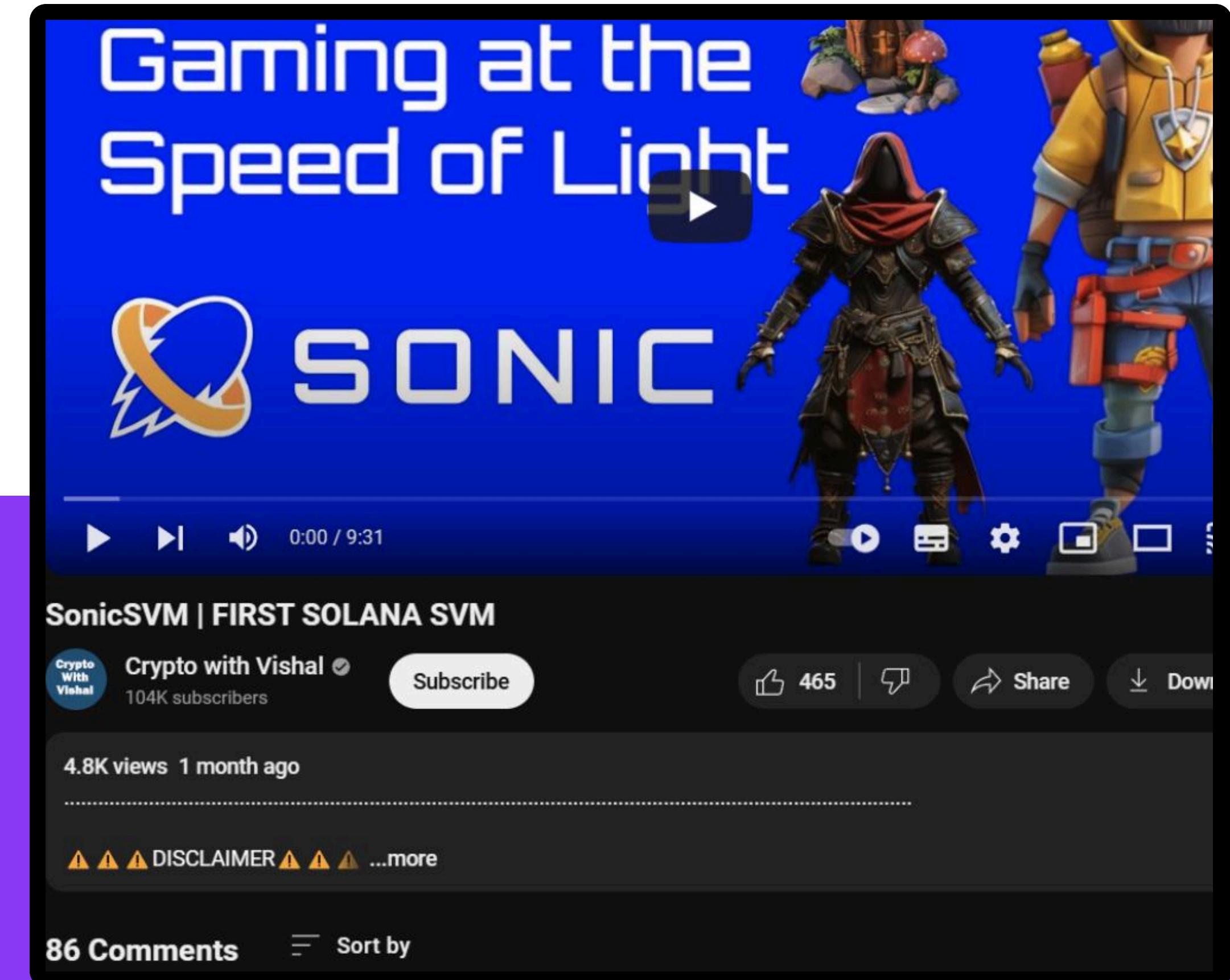
Real-time monitoring and iteration to fine-tune performance throughout the campaign

Crypto with Vishal (Long Video):

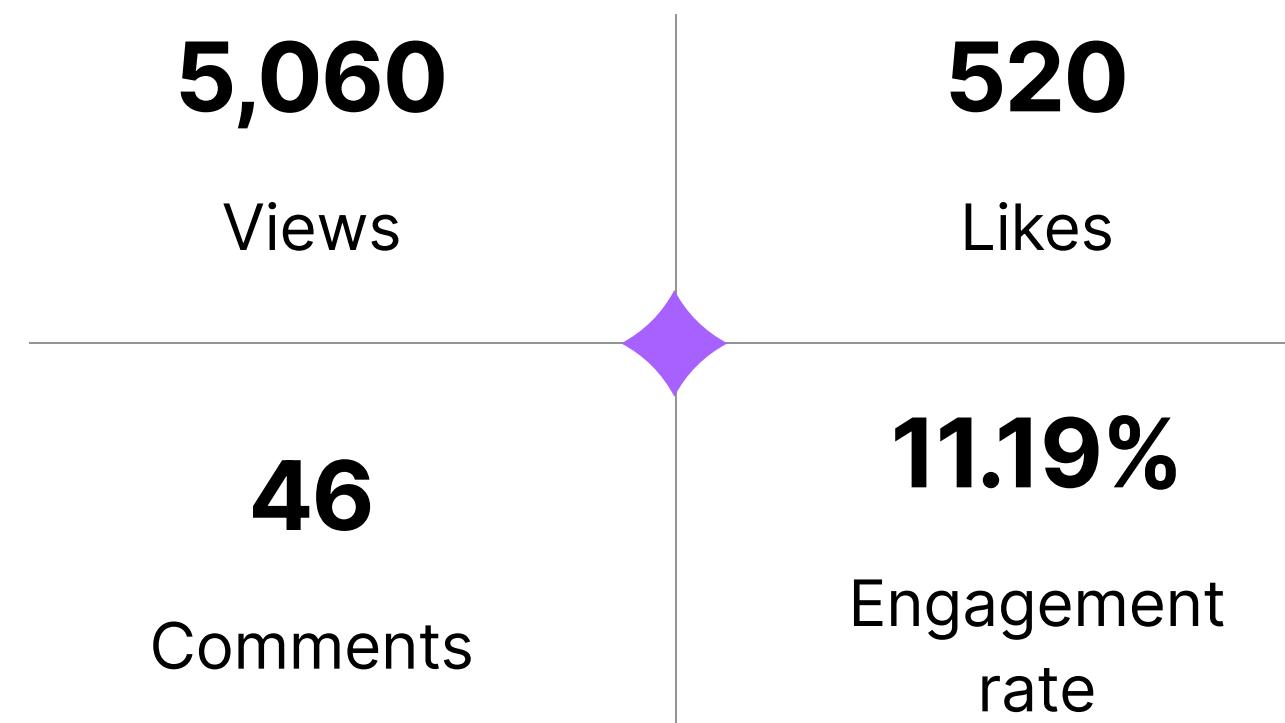


Learnings

Creating an educational format video helped the audience understand the project very well in landscape filled with crypto jargons

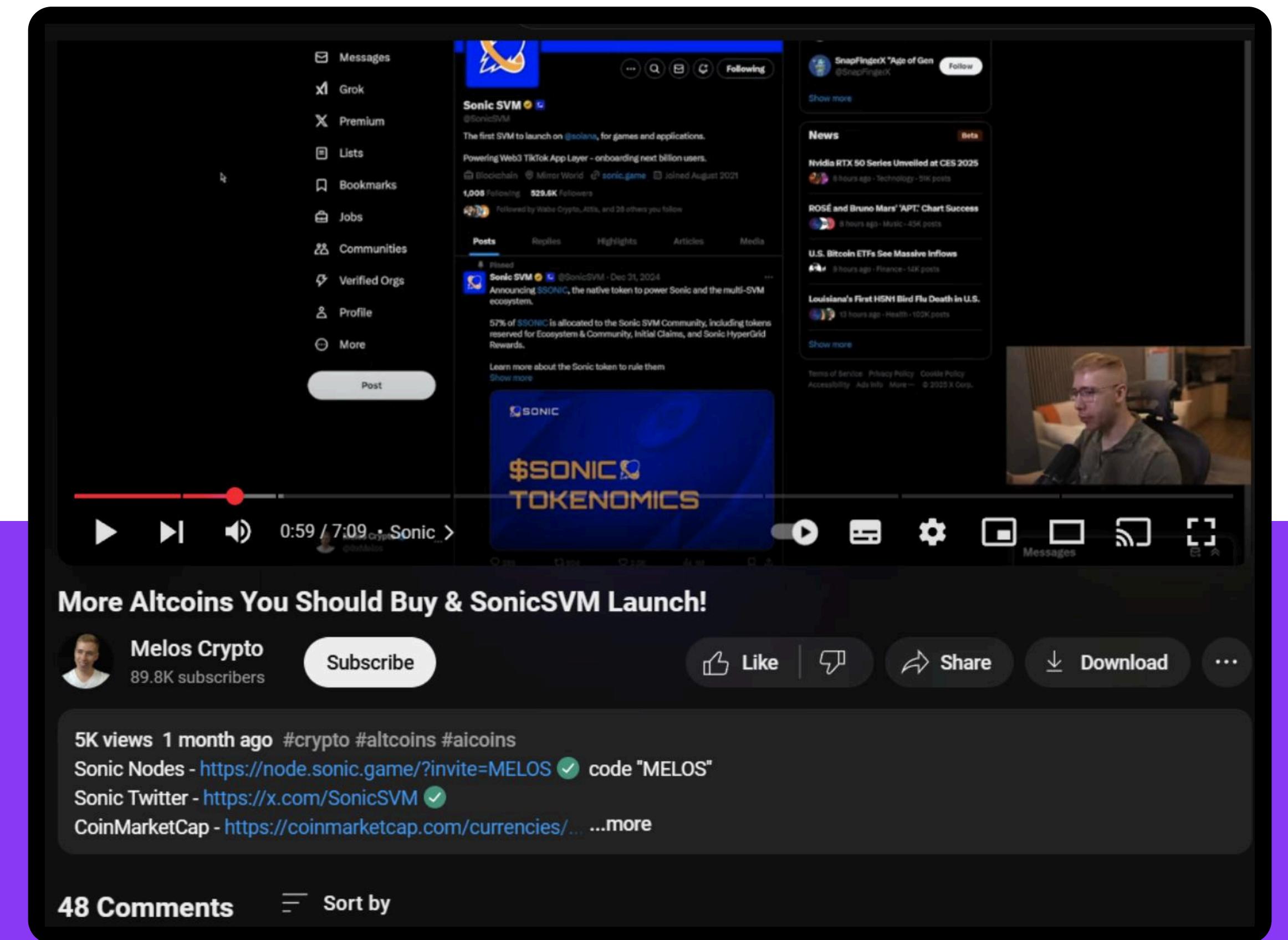


Melos Crypto (Long Video):



Learnings

Different styles of content work for different regions, allowing creator the freedom of expression helped us get the max engagement in terms of 0 %



Crypto India (Short):

7,600

Views

551

Likes

56

Comments

8.00%

Engagement
rate



Learnings

Focussing on fundamentals instead of hype allowed us to garner genuine interest where we extended the chance to have the KOL host an AMA with the team after the video went live.

Vishal Techzone (Short):

7,040

Views

153

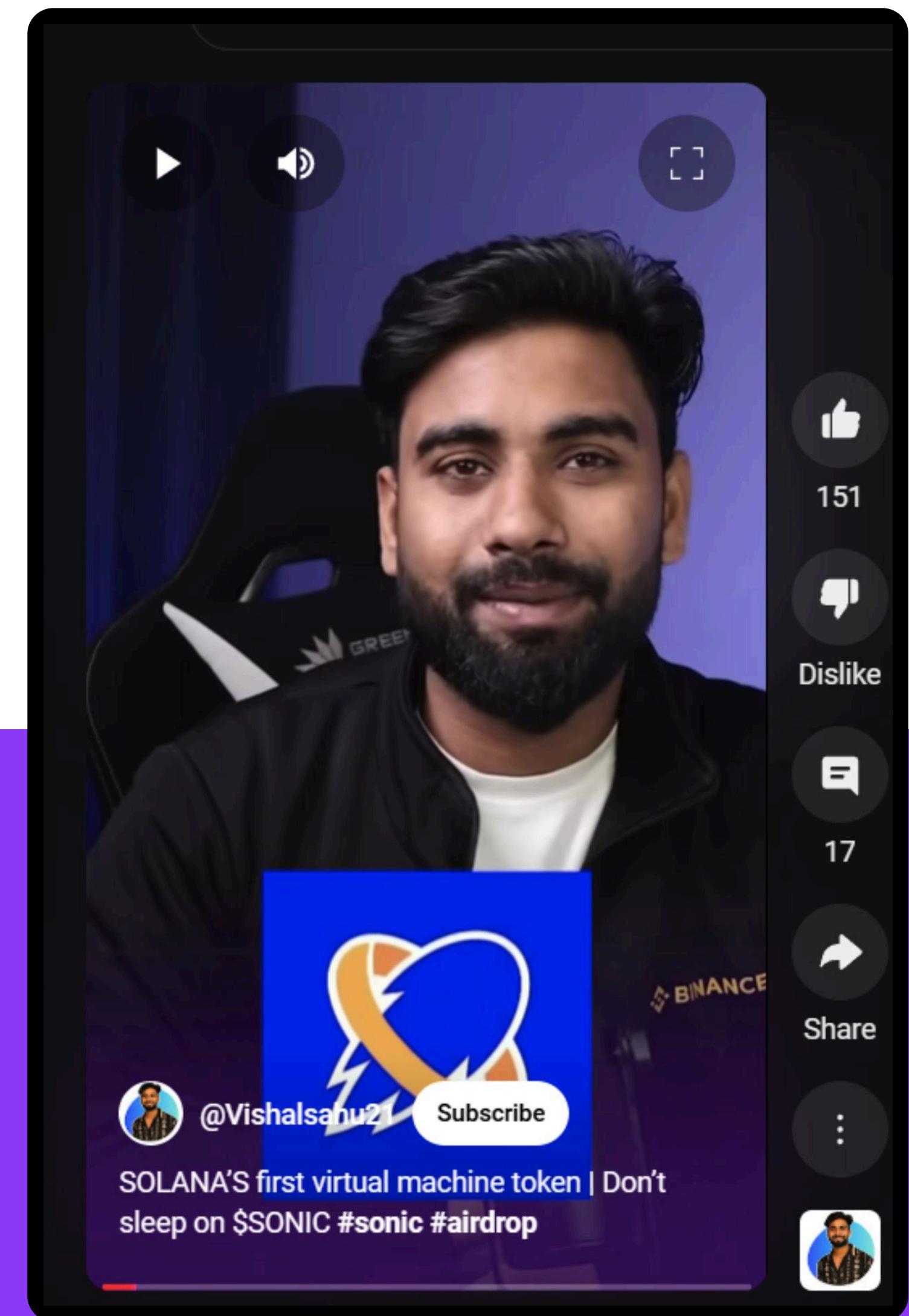
Likes

17

Comments

2.42%

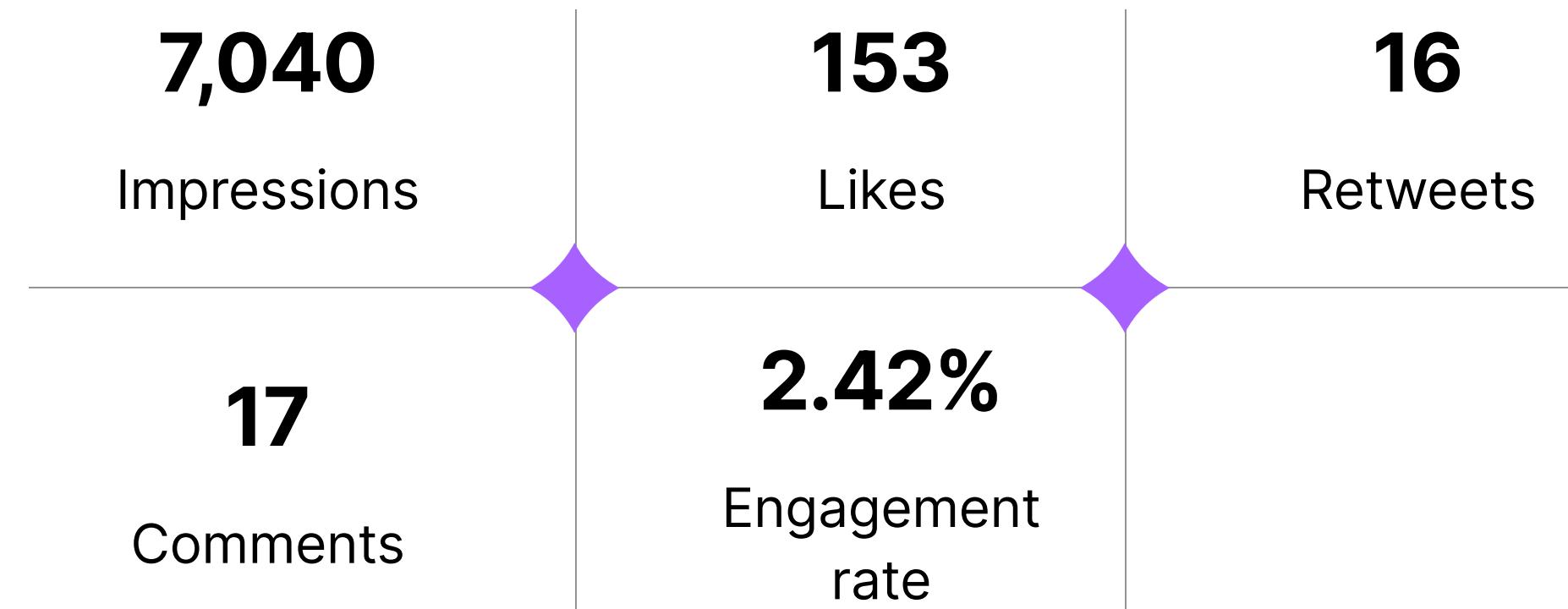
Engagement
rate



Learnings

Realised our shortcomings of trying to squeeze too much on a youtube short and hence failed to deliver the result.

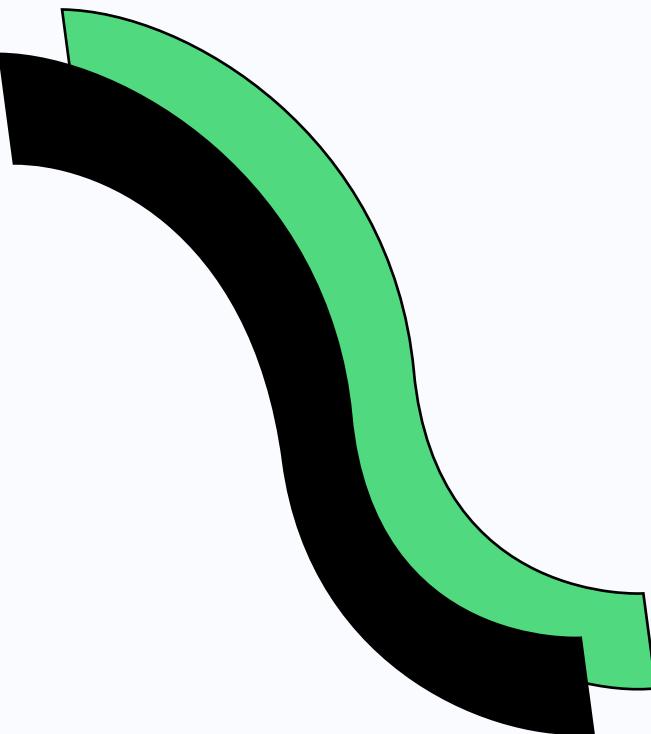
Crypto Aman (Tweet):



A test tweet was deployed on X to gauge traction, but the lack of clear, actionable metrics hindered precise performance measurement. This opacity in X's analytics provided a critical insight—preventing unnecessary budget allocation toward X KOLs and redirecting resources to more measurable, high-impact channels.



Overall Campaign Learnings

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- ◆ We were the first to analyse, how markets became frothy and focus on fundamentals became necessary
 - ◆ Though the team can execute in less than 48 hours, video content is better produced with a weeks notice
 - ◆ In a space filled with jargons, simple explainers around the tech of the blockchain works well.