

The Mu3e ('muze') campaign

Unlocking Web3 for the Arts & Culture by Tezos

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25 June 2022

The Mu3e marketing campaign is an outreach programme for Web3 native creative communities. It will aim to engage with the community by incentivising the best Designers, Creators and cultural patrons to submit content that will be physically exhibited on community sourced equipment/medium.

The winning submissions will have associated NFTs that will facilitate further engagement within the community. Engagements may include sponsored trips to physical exhibitions, revenue share for NFT holders from the display of content, exclusive rights to regional exhibitions and many more!

The following marketing plan will highlight the key aspects of running this campaign within the Web3 space.

****Disclaimer: To be used for Hackathon purposes only****

The Mu3e ('muze') marketing plan

'The Mu3e Web3 community engagement plan seeks to outline a strategy for Arts and Culture institutions to access the digitally native Arts and culture communities'

1. Our market opportunity

The problem

A market problem that institutions face.

There's an overwhelming lack of audience and engagement programs for patrons of Arts & Culture institutions, beyond their initial visits.

Our solution

How we solve this problem.

We've crafted the Mu3e ('muze') Web3 engagement campaign. Which is a campaign to source the best designs / prototypes for physical displays of Digital Art

2. Our target market

Description of targeted customers for example by gender, age, income, location or education.

The market we aim reach

We are targeting Designers, Digital Content Creators, Manufacturers, and other Arts & Culture Institutions

3. Our channels

Make sure the channels you use to communicate with customers suit your target market.

We reach our market through:

- ☐ email
- ☐ customized postal mail
- ☐ market stalls
- ☐ paid digital advertising
- ☐ phone
- ☐ social media
- ☐ website/online

Customers can contact us through:

- ☐ email
 - ☐ social media
 - ☐ on-site location
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4. Our competition

We've identified the key competitors or solutions in the market that we'll have to consider during our roll-out

Competitor name	Web3 NFT Platforms (e.g. OpenSea, Hakkuk)
What they do well	<i>Already familiar with majority of Web3 native users</i>
What we do differently	<i>We'll incentive our target market with physical displays of their digital content. Not only limited to online channels.</i>
Competitor name	Established Arts and Culture Institutions (e.g. Museums, Art Events etc)
What they do well	<i>Traditional curators of physical exhibitions</i>
What we do differently	<i>Unique designs for physical displays of digital artworks</i>
Competitor name	Large Manufacturers of display equipment
What they do well	<i>Pricing and Intellectual Property of producing well designed equipment</i>
What we do differently	<i>Source designs (or production capacity) from decentralised Web3 communities</i>

5. Our finances for the year ahead

Initially the campaign will run over the course of 1 year

<i>(Forecast expenses and revenue)</i>		Quarter 1	Quarter 2	Quarter 3	Quarter 4
	Expenses	\$20,000	\$20,000	\$50,000	\$80,000
	Revenue	\$ 0	\$ 0	\$70,000	\$180,000
Expected sources of revenue	<i>- Sales / Rentals of physical display equipment - Fees & commission from Digital Content</i>				
Expected expenses	<i>Production costs, travel, rent, advertising</i>				

6. Key people

These will be the key resources to capacitate the team in rolling out a successful campaign in Web3

Name	<i>TBC</i>
Position	<i>Project Manager</i>
Skills/ value	To be able to coordinate campaign activities on time and within budget. This will include a sound understanding of computer programming and / or basic Industrial Engineering
Name	<i>TBC</i>
Role	<i>Arts and Culture Curator</i>
Skills/ value	Ideally competent in identifying key themes, within different markets, for Institutions and Collectors alike. Must have conceptual knowledge of Web3 and the advantages / limitations that it presents.
Name	<i>TBC</i>
Role	<i>Software Developer</i>
Skills/ value	Key skills will include being technically competent in at least one Front-end framework coding language (e.g. React Native, JavaScript etc). The main function will be to facilitate the digital content on our platform
Name	<i>TBC</i>
Role	<i>Clients Relations Manager</i>
Skills/ value	The key function of this role will be to oversee all of our community engagement efforts. Including feedback to creators and ensuring that our campaign remains visible and relevant

7. Our next steps

These are the necessary deliverables to show traction of a successful campaign.

Goal	Onboard at least 100 participants on the campaign by Q2
Actions To achieve goal	<ul style="list-style-type: none">• <i>Make a list of potential Creators to reach-out to</i>• <i>Prepare 10 proposals for potential Institutions over Q1</i>• <i>Finalise rental agreements for 5 locations by Q2</i>
Deadline	31/12/2022
Goal	Secure Resources for the Mu3e ('muze') campaign
Actions To achieve goal	<ul style="list-style-type: none">• <i>Identify or advertise to recruit at least 2 key people</i>• <i>Determine deliverables and secure funds for the campaign</i>• <i>Finalize onboarding programs for Institutions and Creators</i>
Deadline	31/08/2022
Goal	Produce at least 3 physical prototypes for display
Actions To achieve goal	<ul style="list-style-type: none">• <i>Shortlist the best digital content to be displayed</i>• <i>Determine the physical location requirements (e.g. dimensions, rent, permits etc)</i>• <i>Source and fulfil price quote for the production of prototypes</i>
Deadline	31/12/2022