

# Badger Community Painting Art Party

## Scope:

Improve BadgerDAO protocol awareness and conversion thru collaborative art event (hosted by POAP.art canvas design) unblocking language and technical barriers, working together to express Badger's impact at DeFi space.

## Background:

BadgerDAO has a very active community, mainly english driven, across different platforms such as Discord, Twitter and Medium posts. The Spanish speaker user base is also important and mainly participates in the Spanish Discord channel and @BadgerES Twitter account, but there is still room for opportunity here to spread awareness of Badger as a protocol and as a DAO. In order to expand Badger protocol knowledge base (e.g. Setts, iBBTC use, DIGG concept and use, etc) and increase Bitcoin+non Bitcoin user adoption of DeFi tools for investment,

**BadgerES team** (latinamerican members and protocol ambassadors) planned a series of calls + a community painting party event to explain what Badger is, how to take advantage of DeFi for BTC, increased opportunities, earnings and grant access to a collaborative art event where language or tech knowledge is not a barrier to be altogether building upon a sense of belonging, learning from each other and adding value to the protocol.

## Approach:

Team worked in 2 main tactics:

- Badger introductory talks (2 meetings in spanish + 1 in english) to:
  - present protocol, tools and tokens and demoing how to perform basic transactions such as deposits (e.g. deposit into a Sett, mint ibBTC) and host Question and Answers
  - provide a POAP (proof of attendance nft token) with exclusive design as a badge for participating. This POAP serves as a Key or VIP ticket to grant access to the Badger Community Painting Party.
  - explain the Painting Party rationale and requirements to participate, as well as how to claim the POAP and verify receipt of it inside their wallets.
- Badger Community Painting Party (art event):
  - Only attendees to the introductory talks (POAP owners) as well as previous badger POAP owners can access the art event to ensure that newly-involved badger users participate in this piece of art.
  - POAP.art blank canvas is created, users will sign onto the event link using the wallet where the POAP is located and start adding colored pixels to draw live in a collaborative way.
  - Before the painting party, BadgerES team will foster people to think on what to draw and partner or coordinate with other members using social media (e.g. discord channel) to take advantage of the 1 hour painting party the best as possible and network to join forces.

- Themes to consider as example: Badger Setts and tokens, Badger is global, Bitcoin at DeFi, global team-one community, no language barriers, etc.
- Once the party ends, POAP.art page will send a new POAP to all participants at least adding 1 pixel to the canvas and will provide a top 10 score list (pixel placers, 1 pixel = 1 point). Top#1 to #3 will receive exclusive POAPs for place 1, 2 and 3. Top#4 to #10 will receive the same exclusive POAP as top 10 scorers.
- Final art canvas will be delivered by POAP.art team to BadgerES team as a JPG (image) file. This file will be provided to BadgerDAO team to mint a NFT that can be used later according protocol needs (e.g. auction, raffle, marketing campaign on clothes, etc)

***According to protocol needs (if a proposal is voted by the DAO), special benefits (e.g. aidrops, granted access to new launches, access to events, etc) may be provided to users with POAPs from these calls and from the painting party (from normal participants to the top 10 members). This may help building protocol equity and empower people to participate more in upcoming events using POAPs. Delivered POAPs may also help to use POAP.vote tool (people with specific POAPs may vote thru Snapshot or have more voting power thanks to having the right POAP and equity), and/or boost current deposits as loyal Badger fans and contributors.***

#### **Activity Metrics and outcomes:**

<b>Twitter Report BadgerES</b>			
KPI	Before Art Party	After Art Party	Growth
<b>Engagement</b>			
Followers	98	232	<b>137%</b>
Profile visits	640	7773	<b>1115%</b>
Mentions	17	111	<b>553%</b>
Tweet impressions	9225	74700	<b>710%</b>
New followers	17	134	<b>688%</b>

#### **Intro Talks attendance:**

1st call (Spanish): 72 participants  
 2nd call (English): 24 participants  
 3rd call (Spanish): 30 participants

Painting party event: 46 participants painting at same time (total of 21132 pixels placed in 1 hour, top 3 scorers placed above 1300px; 1 pixel can be placed after 1 second freezing time)

**Material Developed (Banners and POAPs):**

Designer: @Pacha994\_ in Twitter

Design Cost for all material delivered (to be paid): 150usd





# Badger

## Cómo claimear POAPs

### Opciones de Claim

1. Ingresa la URL para claim de POAP en tu navegador (usa tu dirección pública de Ethereum en tu billetera)
2. Escanea con tu teléfono el código QR brindado durante el evento para obtener el link de claim.
3. Descarga la app POAP (disponible en las tiendas de iOS y Android) y haz click en CLAIM, luego ingresa el código de 6 dígitos (usa los últimos 6 dígitos del link de claim brindado)

### Chequea tu Colección POAP

Entra a <https://app.poap.xyz/scan/> (ingresa tu dirección en Ethereum/ENS) o usa tu app POAP conectada a tu dirección en Ethereum.

Por otras consultas, ingresa a <https://www.poap.xyz/faqs>



# Badger

## How to Claim POAPs

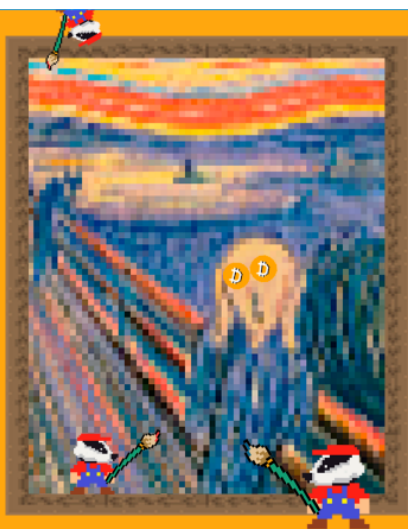
### Claim Options

1. Enter POAP claim URL in your browser (using Ethereum address in your wallet extension)
2. Scan QR code provided during event with your phone to get the link.
3. Download POAP app (available at both iOS and Android stores) and click on CLAIM, then enter 6 digit code (last 6 digits from Claim link provided)

### Check POAP Collection

Go to <https://app.poap.xyz/scan/> (input your Ethereum Address/ENS to see your collection) or at POAP app using Ethereum address to connect.

For other questions, go to <https://www.poap.xyz/faqs>



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# BADGER PAINTING PARTY

POAP  
ART



Final Painting Art Canvas created by Badger Community thru collaborative work:



Video summarizing full initiative link:

<https://twitter.com/BadgerES/status/1411440415740502025?s=20>

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