

Title: Thank you Apes for the inspiration!

Author: Gamma\_Chad

Created 2022-07-18 16:08:29 UTC

Permalink: /r/GME/comments/w2354e/thank\_you\_apes\_for\_the\_inspiration/

Url: [https://www.reddit.com/r/GME/comments/w2354e/thank\\_you\\_apes\\_for\\_the\\_inspiration/](https://www.reddit.com/r/GME/comments/w2354e/thank_you_apes_for_the_inspiration/)

TL;DR at the bottom. Full disclosure... I'm about to turn 51, have a wife and two teen sons, own a video production/ content data/marketing agency and until I found this place (GME holder since Nov 2020), I often wondered, "Is this really it?" Not to go full midlife crisis on you, but I love what I do for the most part, I have great clients, great employees, have had decent personal career success in the past and yet, I felt like I never did anything to "just make me happy." That is until now.

A little backstory: About a year ago, I pitched a client on doing Hot Wheels races on TikTok. It was a complete, way out of left field idea thrown in at the end of several ideas. My team actually thought it may be too "out there" for them, but reluctantly threw the boss a bone and let it in. They bought it, I was over the moon with the excitement of doing something fun and creative. We launched and took their TikTok channel from literally 5 followers to over 27K. A couple of months ago, halfway into the campaign, (a campaign that as each month went on, got neutered more and more because one person in particular never "got it") we got a call and were informed that they were killing the campaign, mostly because they were tired of fighting with the "I don't get it" guy. I was crushed. It felt like a good fashioned Shitadel Rug Pull™.

This track took up a good chunk of our studio and as I started to strip away the trees, rocks and grass to dismantle it, I noticed that it kinda looked like the moon. Then it hit me. What if we repurposed the track and did a full on GME/Ape themed race series? I wrote up a treatment, we shot a promo and this week we'll shoot the first three of 32 episodes we have mapped out. It is going to be a full on, retarded, stupid, meme filled, inside joke laden series. It's going to be made by us for us. No clients to say "I don't get it." Just unadulterated fun and stupidity to make ourselves laugh.

After the initial "oh shit... I think GammaChad's finally lost it, better get the ol' resume updated" looks from the team, they dove in headfirst. We've been laughing our asses off at the ridiculousness of what we're doing and the mood around the office has definitely been elevated and I'm no longer a moody, miserable SOB. Well, let's say LESS a moody and miserable SOB.

In addition to all that, the launch of the NFT Marketplace and seeing all of the fantastic NFT art being generated by actual apes, kicked me in the ass and made me want to create for the sake of creating again. We are planning a set of NFTs for the 64 Racin' Space Apes and will apply to GameStop for the Marketplace to add to the fun. If we get in great! If not, who cares? We're having a freaking blast!

None of this wouldn't have happened if I hadn't been a long time GME holder and on this sub practically 18hrs a day. I just wanted to give my gratitude to you apes... I'm feeling creative juices I haven't felt in a long time and I owe a large chunk of it to you apes. If you're so inclined, please click the link and enjoy the 15 second teaser:

[<https://www.youtube.com/watch?v=LJvgsctywTw>](<https://www.youtube.com/watch?v=LJvgsctywTw>) If even more inclined, hit subscribe (it's not monetized) to follow all the moon racin' action from the DiamondHand Racing Series (DRS). Here's the synopsis:

"Tomorrow is today. The Great Stock Hug has occurred and a sentient race of diamond-handed apes have found themselves on the moon. With bank balances looking like phone numbers and their space-garages overflowing with cars, the apes do what comes naturally. They race for lunar glory! Sixty-four of the moon's bravest apes put their lives and cars on the line to settle once and for all which ape takes home all the bananas and is crowned the Racin' Space Ape Lunar Drivers' Champion."

TL;DR: Ape loses client, has mini-midlife crisis, plays with toy cars and makes YouTube show and NFTs around it. Has all you apes to thank for it. Thank you!

<https://preview.redd.it/dyxbjxveocc91.jpg?width=4032&format=pjpg&auto=webp&s=2419aa8164420028e1dcf447ee6b3a0af0bca395>

<https://preview.redd.it/f4wurnveocc91.jpg?width=4032&format=jpg&auto=webp&s=8ea875e481c184d1548b3febaa3f56297e29aed3>

[Crayon Canyon](<https://preview.redd.it/uak20pveocc91.jpg?width=4032&format=jpg&auto=webp&s=7650f2f7a83a04a2000d4dec21cfb9d18af1b4fb>)

[Hodl Curve Grande](<https://preview.redd.it/3yazxwveocc91.jpg?width=4032&format=jpg&auto=webp&s=bbc4257fbc1ae90cd95b7baafccd52c8d829f82>)

<https://preview.redd.it/mtfgtoveocc91.jpg?width=4032&format=jpg&auto=webp&s=6034bf74f2065c7f8e67caf0b6962c9230af50dd>

<https://preview.redd.it/96i2wnveocc91.jpg?width=4032&format=jpg&auto=webp&s=03015c22f3e8a2ba0058c43a9993969b1049c101>

[Infinity Pool Entrance](<https://preview.redd.it/vux16qveocc91.jpg?width=4032&format=jpg&auto=webp&s=3e815b9a73032540ecc0e682e7100663e78010f5>)

[Apes at the finish line](<https://preview.redd.it/9kro5oveocc91.jpg?width=4032&format=jpg&auto=webp&s=fd77cd80dcd2fceb67940aeb476481df7b6aa7c9>)

[Banana Chicane](<https://preview.redd.it/t1t3qzarocc91.jpg?width=4032&format=jpg&auto=webp&s=dfece99d2ddb62c854cb28edc48dcdca8f194eda>)