PROPOSAL NAME:

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ApeCoin DAO Marketing & Communications (MarComms) Working Group Budget-

Brand Integration and Global Influence Enhancement

AUTHORS:

[Linstro](#) - MarComms Working Group Steward

[Popil](#) - MarComms Working Group Steward

[Yumi](#) - MarComms Working Group Steward

TEAM DESCRIPTION:

[Linstro](#) - ApeCoin Dao MarComms Steward, over 20 years of experience in Media, Production, and Brand Strategy, Co-Founder and Chief Creative Officer roles for Media/Ent. Group, Production Studio, Hospitality/Trade Group, and Brand Management Agency, professional expertise in leading an award winning production studio, brand development agency that specializes in client-facing strategy, partnerships, licensing, ad endorsement, and social/digital strategy.

[Popil](#) - ApeCoin DAO MarComms Steward, Ex-OpenSea Community Manager. Mocaverse Hall Co- Host. XR Artist passionate about Web3. Founder of BoredTea, BoredArt LLC, BoredIn. Building BoredIn MBA & IP Newsletter. Supported BAYC, Ladies of BAYC, WoW, CoolCats, and Mocaverse communities. Collaborated with Nike, Apple, and MoMa. Procrete, and Adobe. Published seven books in Asia.

[Yumi](#) - The newest ApeCoin Dao MarComms Steward. Founder X Circle. Advised & Involved in Marketing Campaign, Content Creating & Creator/KOL Management for more than hundreds of web3 project.

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PROPOSAL DESCRIPTION:

Over the past six months, ApeCoin MarComms has effectively refined our marketing and branding strategies, leading to enhanced audience engagement and expanded global influence. Our latest budget proposal aims to further strengthen ApeCoin's brand communication and extend its reach internationally, ensuring sustained growth and competitiveness. But before we dive into the next stage of our MarComms development, we want to take some time to give a full update on our previous proposal, "AIP-403: ApeCoin DAO Marketing & Communications (MarComms) Working Group Budget", which can be referenced in full here; "[AIP-403: ApeCoin DAO Marketing & Communications (MarComms) Working Group Budget](#)" and "[Q1 and Q2 Updates for ApeCoin DAO Marketing & Communications (MarComms) Working Steward](#)"

Throughout our first period, we have adhered strictly to KPIs & tenets outlined. Below is an organized progress report:

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APECOIN MARCOMMS FULL UPDATE re AIP-403

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Alpine F1 and ApeCoin announcement video

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](https://www.youtube.com/watch?v=Nszvb4ULHIo)

NFTFest x ApeCoin MarComms announcement video - By Popil

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](https://www.youtube.com/watch?v=9Hi_YeTRZrw)

ApeCoin MarComms, January to August, Work Highlights video - By Popil

[

](https://www.youtube.com/watch?v=7qcX4tRm6Bg)

This video highlights 8 months of ApeCoin MarComms' progress in refining marketing strategies. Despite budget limits, we executed impactful collaborations, events, and designs, expanding ApeCoin's reach to 7 cities, including Unconference Bali 2024 and NFTNYC BoredBrunch. We look forward to further building ApeCoin culture.

ApeCoin MarComms Work Highlights:point_down:

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ApeCoin X BWT ALPINE F1 The design of the Global Race Experience Tickets / Designed by Popil

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ApeChain Content & KeyTerms design - By Popil

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ApeCoin X BWT ALPINE F1 VIDEO edit by ApeCoin MarComms production

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Eth Denver ApeCoin MarComms x The Public Bored

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ApeCoin X UltraSA content & video design By Popil

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ApeCoin HOLIDAYs & 2nd anniversary content & Dress up - By Popil

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NFTNYC BoredBrunch Event x Thank Ape / Powered by ApeCoin MarComms

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ApeCoin Marcomms x Unconbali 2024- ApeCoin & MBAs & Moca creativity

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ApeCoin MarComms x NFTFEST . ApeCoin Creatively exhibit - Brussels

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ApeCoin MarComms x The Bored Brewing company. 2024 BrewFest

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ApeCoin MarComms x BoredIP - Philadelphia Apes Meetup

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ApeCoin x Wallet Guard

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We are excited to present our budget proposal for the second half of 2024, focusing on strengthening ApeCoin's brand communication and expanding its presence in international markets.

This proposal is structured into five key categories:

1. Major Update to Brand Guide

2. Global Community Collaboration & Event Strategy

3. Dynamic Content Strategy and Design

4. Management (Personnel)

5. Administrative

In the first phase, we successfully laid the foundation for ApeCoin's brand, creating a cohesive and structured brand image and developing a comprehensive brand guide. As ApeCoin's influence continues to grow, we now enter the second phase with the objective of further optimizing the brand, integrating ApeChain's brand elements, and enhancing ApeCoin's visibility and influence in the international market through global community collaboration and activities.

Strategic Core

1. Brand Integration and Optimization

2. Updating the Brand Guide:We will conduct a comprehensive update of the existing ApeCoin brand guide to ensure the seamless integration of ApeChain's brand elements. This update will not only enhance brand consistency but also strengthen its recognition and competitiveness in the global market.

3. Brand Consistency:Ensure that ApeCoin and ApeChain present a consistent brand image across all touchpoints, thereby improving overall brand coordination and consumer brand recognition.

4. Global Community Collaboration and Expansion

5. Deepening Community Strategy:We will develop a more in-depth global community collaboration strategy, closely aligning ApeCoin's brand culture with communities around the world, driving brand localization and expansion.

6. Global Events: Plan and execute a series of global events that showcase the creativity and talents of ApeCoin community members, further enhancing the brand's influence in international markets. These events will cover multiple regions and cultures, ensuring the continuous growth of ApeCoin's global brand awareness.

7. Content-Driven Brand Experience

8. Content Ecosystem:** Develop a diversified content ecosystem that, through innovative content creation and distribution, showcases ApeCoin's brand culture and community vitality. This content will be disseminated through various media channels to ensure widespread coverage and deep penetration of the brand message.

9. Experience Enhancement: Focus the brand experience on content dissemination, enhancing ApeCoin's position and user experience through unique brand storytelling and impactful content creation.

10. ApeCoin Content Creator Program

11. Collaboration and Strategy:We will collaborate with creators and influencers within and outside the community to develop precise public relations and marketing strategies. By producing high-quality content and maintaining consistent output, we aim to increase ApeCoin's influence on social media and other digital platforms.

12. Content Sustainability: Ensure the sustainability and innovation of content creation to enhance the brand's long-term influence and market competitiveness.

Expected Outcomes

1. Cross-Touchpoint Consistency:

Achieve brand consistency across all touchpoints for ApeCoin and ApeChain, enhancing brand integration and recognition.

1. Transparent Communication and Engagement:

Increase the frequency and transparency of communication with communities and partners, strengthening interaction and engagement with the brand's audience.

1. Coordination of Brand Plans:

Coordinate various brand plans and partnerships globally to ensure the consistency and efficiency of the brand strategy.

1. Content-Driven Brand Positioning:

Shape and expand ApeCoin's brand positioning and influence through innovative content creation and dissemination.

1. Global Brand Expansion:

Enhance the brand's international recognition through a series of global events, showcasing the talents and values of community members, and driving the continuous expansion of the brand worldwide.

6.Transparency and legality in budget usage:

Ensure transparency and legality in MarComms' budget usage while maintaining operational and legal foundations.

OBJECTIVES & KEY RESULTS:

[1] Major Update to Brand Guide

1.1 Brand Guidelines Upgrade

In the past six months, we successfully designed and launched a comprehensive brand guide, establishing a solid foundation for ApeCoin's brand identity. Now, we are ready to move into the second phase of brand upgrading. In this phase, we will introduce ApeChain as a primary strategic partner and develop a more refined brand guide based on this partnership. The second phase of the upgrade will include the following key elements:

1. Integration of ApeChain and ApeCoin's Visual Identity and Brand Consistency

2. Brand Consistency: We will ensure a high level of consistency in the ApeCoin and ApeChain brands globally by developing core brand and visual identities. This will lay a strong foundation for the brand strategy across the entire community and serve as the core of all brand promotion efforts.

3. Strategic Enhancement of Core Brand Elements

4. Unified Brand Principles: Establish and communicate a set of unified brand principles that align the values of ApeCoin and ApeChain, creating a cohesive narrative that resonates across both ecosystems.

5. Visionary Mission Alignment: Align and redefine the mission statements of ApeCoin and ApeChain to reflect a shared vision for the future, emphasizing innovation, community empowerment, and leadership in the blockchain space.

6. Market Position Reinforcement: Further develop and differentiate the market positions of ApeCoin and ApeChain, ensuring that each brand capitalizes on its strengths while reinforcing the synergy between them.

7. Integrated Messaging Framework: Design an integrated messaging framework that highlights the collaborative power of ApeCoin and ApeChain, creating a consistent and compelling story across all communication channels.

8. Harmonized Visual Identity: Develop a harmonized visual identity that reflects the partnership between ApeCoin and ApeChain, ensuring that all visual elements convey a unified and powerful brand presence.

9. Comprehensive Brand Resource Platform: Create a comprehensive brand resource platform that includes shared assets, guidelines, and tools for consistent brand execution across ApeCoin and ApeChain initiatives

Reference: [AIP-291 ApeCoin DAO Brand Guidelines, AIP-274 Powered by ApeCoin](#)

Any suggested changes or updates to the brand and brand guidelines will be communicated internally by the MarComms Working Group to the Foundation and Special Council. If necessary, we will openly discuss these matters with the community via AIP.

1.2 Unified Messaging Across Ecosystems:

Develop a cohesive communication strategy that aligns the narratives of both ApeCoin and ApeChain. By coordinating resources, we will ensure that the brand message is consistent across all platforms, including social media, Discord, and IRL events. This unified approach will solidify the brand identity, making it easily recognizable and trustworthy to both existing and potential audiences.

1.3 Synergistic Content Creation and Distribution:

Leverage the combined strengths of ApeCoin and ApeChain to create compelling content that resonates with a global audience. By developing new channels and enhancing existing ones, we can establish a multi-platform marketing system that reaches diverse demographics. This synergy will not only amplify brand visibility but also foster deeper engagement with our communities.

1.4 Global Content and Narrative Strategy Amplifying ApeCoin and ApeChain's Global Presence

1. Global Narrative Expansion:

Over the past six months, we've honed our approach to managing ApeCoin and ApeChain's social media, learning the impact of powerful storytelling. Moving forward, we'll take a more strategic approach by weaving these narratives into real-world events like ApeCoin meetups, creating a seamless blend of online and offline engagement that fosters deeper community connection and global brand loyalty.

1. Innovative Storytelling Approach:

We plan to reimagine how we tell ApeCoin and ApeChain's stories, presenting them through fresh, innovative lenses. By embracing creative storytelling that breaks the mold, we'll produce content that is not only visually stunning but also deeply resonant with audiences worldwide. This content will be designed to stay relevant over time and will be supported by multilingual adaptations to ensure broad accessibility.

1. Strategic Global Distribution:

Our distribution strategy will leverage partnerships with global influencers and media outlets, ensuring that ApeCoin content reaches a wide audience across multiple platforms. By doing so, we will enhance our global footprint and ensure our messages connect with diverse audiences in every region.

1. Holistic Production Strategy:

Our production plan is comprehensive and includes:

- Concept Development & Pre-Planning: Crafting unique concepts that align with our brand vision and ensuring meticulous planning.

- Location & Logistics: Selecting the most impactful locations and managing travel logistics to bring our stories to life.

- Creative Execution & Equipment: Utilizing top-tier talent and state-of-the-art equipment to produce content that stands out.

- Post-Production Mastery: Refining and perfecting content to meet the highest standards, ensuring it aligns with our brand identity.

1.5 Additional Content Needs

We propose tapping into both professional expertise and creative talent within our community to maintain high standards across all touchpoints. Additionally, we will prioritize expanding into international markets through strategic collaborations with global influencers and platforms. This approach will amplify ApeCoin and ApeChain's global presence, ensuring our brand messaging is impactful and culturally resonant.

[2]. Global Community Collaboration & Event Strategy

Our strategy is to unlock the full potential of the ApeCoin and ApeChain communities by identifying and empowering creative talents across diverse disciplines. By fostering meaningful collaborations and supporting community-led projects, we will build a dynamic ecosystem that drives innovation and strengthens our brand. This approach not only enriches the authenticity and diversity of our global presence but also deepens community engagement and expands our reach through shared ownership and collective success.

2.1 Creating Flagship Events for the ApeCoin Community

To maximize the impact of our global initiatives, we will not only harness community talent but also elevate our event execution across several critical areas:

- Venue

- Lighting & Audio

- Video & Projection

- Media & Entertainment

- F&B & Decor

- Labor & Logistics

- Security

- Guest Experience

- Branding & Signage

- Technology Integration

This strategy aims to deliver world-class events that not only showcase the talent within our community but also elevate ApeCoin and ApeChain's brand on the global stage, creating lasting connections with our audience.

2.2 Expanding Partnership Support and Preparing for ApeChain Growth

In the past six months, we successfully utilized a limited budget to plan and sponsor over five events, establishing a strong network for ApeCoin across various communities and platforms. We've built unprecedented partnerships with different communities and onboarded over 20 diverse MBA brands through ApeCoin MarComms, providing comprehensive support for ApeCoin's educational contributions.

For instance, our collaboration with Wallet Guard enhanced the protection of ApeCoin assets, and our repeated partnerships with ThankApe offered event sponsorship and media support. We also co-organized multiple events with BoredIn and BoredIP, hosted the ApeCoin Creator showcase at NFTFEST, collaborated with BWT Alpine F1 Team to produce promotional videos, and designed ticket content for F1 global races.We have also frequently collaborated with the Movers and BendDAO and JRNY community to organize Spaces and joint activities.

Looking ahead to the second half of 2024, our focus will be on bringing ApeCoin's culture to a global audience, reaching more communities and countries. We will concentrate on major Web3 events such as Token 2049, ApeFest, and Art Basel, delivering professional, high-quality brand content to expand ApeCoin's global impact.

2.3 Powered by ApeCoin: MarComms Support for BBAC, ApeChain, and MBAs!

The mission of ApeCoin MarComms is to anticipate and leverage emerging market trends to drive the growth of the ApeCoin ecosystem. With MBAs integrating into ApeChain, we anticipate a transformative influx of new onboard members, setting the stage for ApeCoin to seamlessly enter the e-commerce space. The success of the Thank Ape BBAC program has shown how ApeCoin can generate unprecedented traffic and attract new users, fostering a strong belief in the potential of this evolving business landscape. We believe this is a pivotal moment to unlock ApeCoin's full potential in the real-world market. To achieve this, we will prioritize support for ApeChain, the Thank Ape BBAC program, and other key initiatives, working together to accelerate the expansion of ApeCoin's e-commerce ecosystem.

We will also craft targeted campaigns that highlight the innovative spirit and community-driven initiatives of MBAs. Through strategic cross-platform promotions and collaborations with other MBA brands, our goal is to enhance exposure and build brand loyalty. By partnering with MBAs media brand BoredIn, along with Thank Ape and ApeChain, we will seamlessly integrate ApeCoin's brand culture and values into our initiatives. As a groundbreaking endeavor, we will debut the Non-Boring Powered By ApeCoin Creators House at ApeFest, showcasing the creativity and collaborative spirit within our community.

[3] Dynamic Content Strategy and Design

To establish ApeCoin as a leading brand in the Web3 space by creating visually compelling, impactful content that resonates with global audiences and enhances engagement across events, digital platforms, and media channels.

3.1 Event-Centric Content Creation:

- Immersive Visual Experiences:

Design visually captivating environments for all ApeCoin-sponsored events, such as ApeFest. This would be includes booth and stage designs, interactive displays, and branded installations that reflect the innovation and creativity at the core of ApeCoin. Each event should offer attendees a unique and memorable visual experience that strengthens their connection to the brand.

- Live Content Production:

Produce real-time content during events, including live streaming, social media updates, and instant highlights. This approach ensures that both attendees and remote participants are engaged, creating a broader impact and increasing brand visibility across digital platforms.

- Branded Merchandise and Collateral: Design exclusive ApeCoin-branded merchandise and event collateral, such as banners, posters, and giveaways. These items should be not only visually appealing but also reflective of ApeCoin's values and culture, serving as tangible reminders of the brand.

3.2 Dynamic Content Strategy:

- Storytelling through Multimedia:

Develop a series of multimedia content pieces—such as documentaries, explainer videos, and infographics—that tell the story of ApeCoin's journey, values, and community impact. This content should be crafted to appeal to a broad audience, from seasoned crypto enthusiasts to newcomers in the Web3 space.

- Content Calendar for Consistency:

Implement a well-structured content calendar that aligns with major events, product launches, and community milestones. Regular, consistent content drops will keep the audience engaged and informed, ensuring that ApeCoin remains top-of-mind within the industry.

Community-Driven Content:

Implement a well-structured content calendar that aligns with major events, product launches, and community milestones. Regular, consistent content drops will keep the audience engaged and informed, ensuring that ApeCoin remains top-of-mind within the industry.

3.3 Strategic Media Engagement:

- Cross-Platform Media Strategy:

Develop and execute a comprehensive media strategy that leverages multiple platforms—social media, blogs, podcasts, and video channels. Each platform should have content tailored to its unique audience, ensuring a broad reach and consistent messaging across all channels.

- Influencer and Partner Collaborations- Apecoin Content Creator Program:

Collaborate with influencers, thought leaders, and strategic partners to extend ApeCoin's reach through co-branded content, guest appearances, and joint campaigns. By aligning with key content creators, we aim to enhance visibility, boost engagement, and keep the public informed about the latest developments in the ApeCoin Foundation and ApeChain, driving increased interest and active participation.

- Analytics-Driven Optimization:

Utilize advanced analytics tools to track the performance of content across all media platforms. Regularly review these insights to optimize content strategies, improve engagement rates, and ensure that the messaging resonates with target audiences.

[4] Management (Personnel)

The ApeCoin DAO MarComms team is led by seasoned professionals Linstro, Popil, and Yumi, who bring a diverse range of expertise in media, branding, and community building. Together, we form a powerhouse team within ApeCoin DAO, driving growth and engagement across communities like BAYC, MBAs, CoolCats, World of Women, JRNY, and Moca.

[5]. Administrative

5.1 ApeCoin MarComms DAO LLC:

We are pleased to announce that in the first half of the year, the MarComms Working Group successfully established a legal entity—MarComms WG Non-Profit DAO LLC. We are committed to strict legal compliance and maintaining clear and transparent financial reporting.

5.2 Legal

Budget for professional legal service providers to cover regulatory needs, consultation, litigation, and compliance.

5.3 Bookkeeping & Accounting

Expenses for all financial, accounting, and statement requirements.

BENEFIT TO APECOIN ECOSYSTEM:

The recent initiatives by the ApeCoin MarComms team significantly benefit the ApeCoin ecosystem by refining the brand and enhancing communication. Through consistent branding and proactive engagement, they ensure that ApeCoin remains recognizable and trusted across platforms. Their focus on global connectivity and cultural inclusion broadens the ecosystem's reach, making it more accessible and attractive to diverse audiences. Additionally, by supporting key projects like MBAs' integration into ApeChain and the Thank Ape BBAC program, the MarComms team accelerates innovation and adoption within the ecosystem. These efforts collectively foster a more connected, creative, and sustainable ApeCoin community.

KEY TERMS:

AIP: Ape Improvement Proposal

IP: Intellectual Property

PR: Public Relations

MarComms: Marketing & Communications

WG: Working Group

MBAs: Made by Apes

PBA: Powered by ApeCoin

PLATFORMS & TECHNOLOGIES

Slack - Dayliy Work tools

Notion- Content tools

Twitter/X - Spaces, Video Content

StreamLive -Twitter/ X live Space and Youtube, Video Live

Youtube - Podcast/ Live / Video / Tutorial

TikTok - Short video/ Tutorial

Discord - Communication

Spotify - Podcast Host

Design tools- Photoshop, Figma, Adobe Illustrator, Procreate

Video tools- Adobe After Effects,

Google Tools- Google Email, Google doc, Google PPT, Google Form, Google Drive, Google Meet

STEPS TO IMPLEMENT:

For milestones and KPIs, see the "OBJECTIVES & KEY RESULTS" section. Costs and personnel details are in the "OVERALL COST" section. We provide a detailed timeline and participant introductions. We aim to meet DAO needs and welcome feedback, ready to make necessary adjustments.

1. Major Update to Brand Guide

In the first phase of 2024, we successfully completed the initial brand guide. Upon receiving the budget for the second half of 2024, we will immediately work on refining and integrating ApeChain content, aligning it with the ApeCoin DAO's guidelines. This will ensure full participation, refinement, and implementation by all stakeholders.

Implementation steps & costs

1. Brand Guidelines Upgrade

= $5,000

- Update brand guidelines.

- Update brand guidelines.

- Unified Messaging Across Ecosystems

= $2,000

- Coordinate and edit content for social media, Discord, and IRL events.

- Coordinate and edit content for social media, Discord, and IRL events.

- Synergistic Content Creation and Distribution

= $3,000

- Develop a multi-platform marketing system and incentivize community creators.

- Develop a multi-platform marketing system and incentivize community creators.

- Global Content and Narrative Strategy

= $17,500

- Create global narratives with a professional team and integrate into real-world events.

- Create global narratives with a professional team and integrate into real-world events.

- Additional Content Needs

= $2,500

- Collaborate with top creative talent to enhance global impact.

- Collaborate with top creative talent to enhance global impact.

- Timeline

: Start within one month of AIP approval, Every two months—updates on Twitter, Forum, and official social media.

1. Event-Series and Global Community Collaboration

Through careful and efficient management of the AIP-403: ApeCoin DAO Marketing & Communications budget, we were able to conserve a portion of the allocated funds. These savings will be directed towards supporting ApeFest and the production of ApeCoin merchandise.

As we enter the next funding phase, we plan to work closely with global event planning experts to design and execute community-driven events that align with key global cryptocurrency and NFT gatherings. These events will be strategically linked with our broader marketing efforts, including social media, public relations, and content creation, ensuring a cohesive and impactful presence across all channels.

Implementation steps & costs

2.1 Creating Flagship Events for the ApeCoin Community = $17,500

- Organize impactful flagship events to boost community engagement and visibility. We're leveraging the saved budget from previous events for the BBAC Flagship Event with BoredIn x ThankApe, spanning 4 days.

2.2 Expanding Partnership Support & Preparing for ApeChain Growth = $17,500

- Strengthen partnerships and support ApeChain's growth. We hosted five events and onboarded 20+ MBA brands in the past six months. Next, we'll focus on major Web3 events like Art Basel, Token 2049, and ApeFest…

2.3 Powered by ApeCoin: MarComms Support for BBAC, ApeChain, and MBAs = $10,000

- Provide MarComms support to enhance BBAC, ApeChain & MBA initiatives.

Timeline:

Expand partnership plans within 2 months post-AIP approval. With quarterly reports in Q3 & Q4. Updates will be posted on Twitter, Forum & ApeCoin's social media. More details will be announced on the ApeCoin MarComms Twitter ([@ApeCoinNow](https://twitter.com/ApeCoinNow)). Stay tuned for updates! Let's build together!

1. Public Relations & Extended Media

Over the past six months, MarComms has played a crucial role in coordinating connections, resources, and community communication. We will allocate the budget to expand our global reach and usage. The timeline will be determined by a seasonal and event-driven calendar.

Implementation steps & costs

3.1 Event-Centric Content Creation = $5,000

- Create immersive visual experiences, live content production, and branded merchandise. We're benefiting from cost savings from the first round of 2024, allowing us to allocate the remaining budget effectively.

3.2 Dynamic Content Strategy = $2,499

- Support storytelling through multimedia and maintain a content calendar for consistency.

3.3 Strategic Media Engagement= $3,000

- Support a cross-platform media strategy, influencer and partner collaborations, and analytics-driven optimization through the ApeCoin Content Creator Program.

- Timeline:

Implement within 3 months of AIP approval; results shared on Twitter. Updates will be posted on Twitter, Forum, and ApeCoin's official social media.

4.Content Ecosystem / Mini-Series

With the expertise of MarComms' production and design teams, ApeCoin's content has become more dynamic and narrative-driven.

We have officially taken over the management of ApeCoin's official YouTube channel and are collaborating with global experts in video production to develop and deliver a mini-series. We also provide audiences with trailers, teasers, and other marketing materials according to the premiere schedule.

More exciting ApeCoin stories will be released soon. Stay tuned!

Implementation Steps & Costs

- Detailed cost information, including update timelines, is covered under Section "3. Public Relations & Extended Media."

- Other Content Needs

Will be persistent and evolving to the brand + community needs. Coordination has been ongoing.

Implementation Steps & Costs

= $0.**

The costs are covered by the remaining " AIP-403: ApeCoin DAO Marketing & Communications budge", so no additional costs are needed. Updates will be provided monthly on Twitter, the Forum, and ApeCoin's official social media channels.

1. Social Media

MarComms has also taken on the official management and support of ApeCoin's social media channels, including but not limited to YouTube, Twitter, and Spaces. Additionally, we have established an AIP Support team to further strengthen community engagement. Marketing coordination is already underway and will continue to be structured in an adaptive and consistent manner across all teams, initiatives, and partners.

Implementation Steps & Costs

Additional Content Needs

= $0

Timeline:

ApeCoin MarComms has consistently supported the DAO & community with innovative content. Over the next 6 months, we'll maintain regular updates on Twitter to keep the community engaged.

1. Partnership Support Deployment

We will focus on supporting BBAC, ApeChain, MBAs & community collaborations, ensuring ongoing assistance for all brands, creators, and partners within the ApeCoin DAO.

Implementation Steps & Costs

- The costs for this section are included in "2.2 Expanding Partnership Support and Preparing for ApeChain Growth" and "2.3 Powered by ApeCoin: MarComms Support for BBAC, ApeChain, and MBAs."

Timeline:

Reports will be provided in Q3 and Q4 of 2024. Updates will be posted on Twitter, Forum, and ApeCoin's official social media.

1. Management (personnel) & Administrative

All administrative actions are now in effect: ApeCoin MarComms DAO LLC has established all legal, accounting, bookkeeping, and organizational structures.

Implementation Steps & Costs:

- Personnel Costs= $162,000

The ApeCoin DAO MarComms Stewards, led by Linstro, Popil, and Yumi, drive growth and engagement across ApeCoin communities and ApeChain.

- ApeCoin MarComms DAO LLC= $0

MarComms has successfully established ApeCoin MarComms DAO LLC in Q2.

- Legal: $0

Budget savings have been allocated to cover the legal support needed for ApeCoin MarComms DAO LLC.

- Bookkeeping & Accounting= $500/month

*

Timeline:

Coverage for Q3 and Q4. Updates will be posted every 2 months on Twitter, Forum, and ApeCoin's official social media.

REPORTING EXPECTATIONS:

This AIP is in progress and will continue until the end of 2024. We are upgrading brand guidelines and planning the ApeCoin cultural exhibition at ApeFest. Updates will be made based on AIP circumstances.These measures ensure timely and transparent information sharing, active community engagement, and the continued advancement of ApeCoin.

Once approved, we will regularly update our strategies, KPIs, milestones, and progress through:

1. ApeCoin MarComm Twitter ([@ApeCoinNow](#)):

Monthly updates on ongoing projects and details.

1. Forum:

Quarterly updates and a detailed summary report within one month after the AIP ends.

1. Twitter Spaces:

At least two spaces per month to share implementation experiences and insights…

OVERALL COST:

Total amount requested from the ApeCoin Ecosystem Fund = $249,999 USD

Note:

In H1 2024, ApeCoin MarComms met all KPIs and managed the budget frugally, securing funds for H2 2024. We will keep

the community updated and draft additional AIPs as needed to support ApeCoin DAO and MarComms operations.

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