Forever Apes // Drop #2

// First Trip, LEGO Edition

Category: Core: Brand Decision

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ABSTRACT

This proposal presents the idea that we should expand our community with a social campaign that allows all those who participate to be eligible for a free-to-claim LEGO BrickHeadz instructions produced by the Forever Apes team.

Via our retweet claim portal, anyone who retweets our curated @ApeCoin tweet is eligible to claim digital instructions and part list for a custom designed BrickHeadz. LEGO bricks will be available for purchase online. Completion of these unique ApeCoin instructions will unlock a series of future drops and the community will be rewarded for their participation… WTF IS A KODA?

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(EXAMPLE - NOT USING CURTIS)

MOTIVATION

We all know it's a bear market, but we've been building, and feel like you should too!

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(EXAMPLE - NOT FINAL DESIGN)

RATIONALE

As community members ourselves, we strive to create shared experiences, products, and moments that bring the community closer together. Aside from both encouraging and rewarding holders of $APE, we want to continue to grow the community and social influence through a series of adventures.

SPECIFICATIONS

Although we have a series of products planned, this AIP outlines one of our many products, the LEGO BrickHeadz.

1. BrickHeadz -

2. Roughly 150 LEGO bricks (sold separately)

3. Professionally designed LEGO replica

4. Custom illustrated and designed instructions

5. Part list included

6. Additional digital experiences included -

7. AR filter of the BrickHeadz

STEPS TO IMPLEMENT

Create a retweet claim portal - We want to expand our community, we will amplify ApeCoin's presence on twitter by social gating these instructions and making them accessible to anyone who retweets "Im building with @ApeCoin, and you can too! - (link to claim portal)"

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Obtain IP rights - We will reach out to appropriate parties to obtain permission for usage.

Finalize Design - We have made significant headway, however final designs have not yet begun.

Pre release - Leading up to the release, we would like to communicate with the community via a series of 3 tweets from the ApeCoin Twitter account.

- [Teaser] During our creative process, show a sneak peak of the designs

- [Claim Update] 1 Week prior to claim to let community know of upcoming claim date

- [Claim Live] Day of claim, let community know claim is live

- Creative graphics and copy will be supplied for each tweet.

- Steps To Completion

- Retweet / claim portal [NOT STARTED]

- Obtain IP rights [NOT STARTED]

- Finalize design [IN PROGRESS]

- Pre release Twitter content [NOT STARTED]

TIMELINE

Once the DAO approves this grant, Forever Apes is positioned to implement these steps at once. Design will continue immediately.

The estimated timeline for the above steps is as following -

1. Retweet / claim portal [2 Weeks]

2. Obtain IP rights [2 Weeks]

3. Finalize design [4 Weeks]

4. Claim launch [4 Weeks]

OVERALL COST

This section highlights the rough cost structure for the LEGO BrickHeadz instructions which includes all sectors of the project including creative, design, print, web, materials, and fulfillment.

Please see the attached document for the cost breakdown.

- [AIP Budget](#)

Total Estimate: $0