

ORIGINAL PROPOSAL:

[AIP-459: The Apemobile - Guerrilla marketing meets a KOL partnership](#)^[Rejected AIPs]

](/c/final-aips/rejected-aips/25)

The Apemobile - Guerrilla marketing meets a KOL partnership 中文翻译在这里 - Chinese Translation Here

团队介绍：kodama.eth - 连续创业者，自2016年以来一直活跃于Web3领域，欧洲首个多链托管NFT平台的联合创始人，与顶级品牌合作，组织了2019/20年欧洲最大的加密货币活动之一，国际演讲者、建设者、天使投资人、关键意见领袖（KOL）。megakodas.eth的创始人 - ApeCoin DAO最大的社区代表团 APE, BAYC/MAYC, (Mega) Koda持有者 热情的社区成员。 ...

RESUBMISSION UPDATES:

My initial AIP was a thriller and approved until 1 minute before the voting deadline.

Due to unforeseen circumstances, however, it did not pass.

I have since collected feedback and updated my resubmission.

The Apemobile will now be a BMW instead of a Porsche.

The ask is updated and now also shown in USD.

I wish to forgo the 7-day AIP Idea phase and would like to enter directly into AIP Draft phase.

The Apemobile - Guerrilla marketing meets a KOL partnership

中文翻译在这里 - Chinese Translation Here

CHINESE TRANSLATION

重新提交更新：

我最初的 AIP 非常精彩，并在投票截止前1分钟获得了批准。然而，由于不可预见的情况，它没有通过。

自那以后，我收集了反馈并更新了我的重新提交内容。

Apemobile 现在将是一辆宝马，而不是保时捷。

请求已更新，现在也显示为美元。

我希望跳过 7 天的 AIP 想法阶段，直接进入 AIP 草案阶段。

Apemobile - 游击营销与KOL合作

团队介绍：

- kodama.eth - 连续创业者，自2016年以来从事web3领域，欧洲首个多链托管NFT平台的联合创始人，与顶级品牌合作，曾在2019/20年组织了欧洲最大规模的加密活动之一，国际演讲者、建设者、天使投资人、KOL。
- megakodas.eth创始人 - ApeCoin DAO最大社区代表团的创始人。
- APE, BAYC/MAYC, (Mega) Koda持有者。
- 热情的社区成员。

提案描述：

ApeCoin 需要更多的营销。毫无疑问。

如今，想要脱颖而出并吸引人们的注意力并不容易.....因此，我们需要游击营销。

游击营销是一种非常有效的策略，因为它能够以低成本产生高影响力。通过利用非常规手段的心理影响力和病毒式传播特性，它能够产生显著的关注和参与度。

KOL 合作和品牌大使是 web3 领域中经过验证的模式，并且被该领域的顶级项目广泛采用。目前为止，ApeCoin 还没有这种类型的合作伙伴关系。

这个 AIP 提供了上述内容的大胆组合

由 kodama.eth 提供的教育内容和营销——通过 Apemobile 来放大！

一辆带有 ApeCoin 品牌的宝马（M3、4 或 8 竞赛版）。

定制车牌。

ApeCoin 品牌标识，例如油箱盖上的 ApeCoin 标志和“Powered by ApeCoin”字样。

这辆车将被称为 Apemobile，并将在整个 web3 领域中成为成功的象征。通过与 web3 KOL kodama.eth 的多年合作伙伴关系以及有针对性的游击营销策略，来放大围绕 DAO、ApeCoin 和 ApeChain 的教育内容。

这辆车将成为一个引起极大关注的工具。

在无尽的 X 动态中，你需要脱颖而出。你需要抓住注意力，一旦抓住了，你就可以用它来教育他们，让他们成为我们的一员

注意：Apemobile 可以被整个社区使用，不仅仅是 kodama。所有人都可以使用这些图片。

AIP 作者将与营销和传播工作组密切合作，后者可以选择参与，以最大化这一倡议的益处。

ApeCoin生态系统的收益：

与web3 KOL kodama.eth的多年合作伙伴关系

Kodama在web3社区中拥有大量活跃的追随者。与他的合作将显著增加品牌的曝光度，并持续接触加密货币原生受众。他将致力于创建内容、参与讨论、参加活动，专注于传播DAO、ApeCoin和ApeChain的信息。教育！

以下是一些主要的收益：

- 目标营销：

在web3领域进行营销对项目的成功至关重要。通过与Kodama的合作，ApeCoin将在几年内接触到相关且感兴趣的受众。

- 扩大覆盖范围和可见度：

Apemobile将引起极大关注并确保人们的注意力。Kodama每周至少会发布一个内容，主要通过Twitter/X账户@kodama_eth，预计会产生数百万次曝光。他会每天驾驶这辆车，并参加欧洲各地的相关加密货币活动/聚会。这将为与活跃的社区成员创建额外的内容提供机会。

- 信誉和信任：

Kodama在他的追随者中建立了信任，并成为YugaLabs和ApeCoin生态系统中的重要KOL。拥有他作为ApeCoin的长期合作伙伴可以增强品牌的信誉和可靠性。

- 内容创作：

Kodama每周至少发布一条内容。无论是教育类、生活方式类还是参与讨论空间的内容——他都会提供广泛的内容类型来吸引不同的受众。目标始终不变——提高对ApeCoin的认识和教育。

- 高性价比营销：

与传统广告和常规的web3 KOL合作相比，这种方式的成本非常低。它与DAO最近的F1合作完美互补（这也为进一步的内容创作打开了许多可能性）。

- 互动和参与：

Apemobile将引起极大的关注！Kodama将利用这一点，促进他与追随者以及更广泛的web3社区的积极互动。这将为活动带来更高的互动率，并增加品牌的可见度。

- 真实性：

Kodama将分享个人故事和经历，使他的代言相比传统广告更显真实和贴近。

- 快速提升知名度和传播性：

Apemobile有可能迅速传播开来，围绕ApeCoin和ApeChain制造热议。

- 多样化的营销策略：

与Kodama的合作为ApeCoin的营销策略增加了一个层次，丰富了当前的方式，帮助ApeCoin接触潜在的新用户和购买者。

- 长期合作关系：

与Kodama建立长期合作关系，将为ApeCoin品牌带来持续的曝光。

为什么选择ApeCoin的游击营销？

- 已验证的概念
- 成本效益
- 品牌差异化
- 心理影响
- 高参与度
- 传播潜力

游击营销对于每个想要最大化营销影响力同时最小化成本的企业来说都是必须的。它能够创造难忘的体验，建立强大的客户联系，并在竞争激烈的市场中使品牌脱颖而出，是现代营销策略中不可或缺的组成部分。通过利用非常规策略的心理影响力和病毒传播特性，游击营销可以产生显著的关注和参与度。

Apemobile将使ApeCoin成为成功的象征。

跑车在社会中，尤其是在加密货币领域，一直享有特殊地位。它们与成功紧密相连。

正因如此，它非常适合这个营销活动。

此外，这也与DAO当前的F1营销活动完美契合。

AIP作者将与市场营销和传播工作组密切合作，以最大化这一倡议的效益。

实施步骤：

- 开始日期： 批准后立即开始。
- 结束日期： 自开始日期起3年后。

步骤1： 购买汽车。

步骤2： 汽车贴膜和定制车牌将需要大约30天时间。

Apemobile将在批准后1个月内准备就绪，最早在2024年10月完成。

内容创作将立即开始。

谁想在里斯本的ApeFest看到Apemobile？

关键绩效指标（KPI）： 各社交媒体渠道的参与度和覆盖范围；创作内容的数量。

费用： 210,000美元（汽车 + 品牌推广 + 保险 + 维护）

注意： 3年后汽车将被转售，所有收益将返还给DAO。

报告预期：

Kodama将通过他的X账号持续向社区更新进展。

总费用：

“从ApeCoin生态系统基金请求的总金额 = 210,000美元。”

- 170,000美元用于汽车、定制车牌和贴膜
- 0美元用于3年的KOL合作和内容创作
- 20,000美元用于3年的保险
- 20,000美元用于维护

注意： 未使用的资金将立即返还给DAO。汽车将在3年后转售，所有收益将返还给DAO。

如果这在法律上不可行，将考虑其他选项，例如慈善捐赠。

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Apemobile (1)

1920x1080 227 KB

](https://global.discourse-cdn.com/apecoin/original/2X/c/cdcd7369435092efa433d3c3a156707368c977fe.png)

TEAM DESCRIPTION:

[kodama.eth](#) - serial entrepreneur, web3 since 2016, Co-Founder of Europes first multichain custodial NFT platform, worked with top tier brands, organized one of the largest crypto event in Europe back in 2019/20, international speaker, builder, angel investor, KOL

Founder of megakodas.eth - the largest community delegation of the ApeCoin DAO

APE, BAYC/MAYC, (Mega) Koda holder

Passionate community member

PROPOSAL DESCRIPTION:

ApeCoin needs more marketing. Period.

It's not easy to stand out and get the attention of people nowadays... so, we need guerrilla marketing.

Guerrilla marketing

is a highly effective strategy due to its ability to deliver high impact at a low cost. By leveraging the psychological impact and viral nature of unconventional tactics, it has the ability to generate significant buzz and engagement.

KOL partnerships and brand ambassadorships

are a proven model in web3 and are widely adopted by top-tier projects in this space. To date, ApeCoin does not have a single partnership of this kind.

This AIP offers a bold mix of the above mentioned

Educational content and marketing by kodama.eth - amplified by the Apemobile!

An ApeCoin branded BMW (an M3, 4, or 8 Competition).

Custom license plate.

ApeCoin branding such as but not limited to the ApeCoin logo on the tank cap and "Powered by ApeCoin" writing.

The car will be called Apemobile and will be established as status symbol of success within the whole web3 space. Leveraged by a multi-year partnership with web3 KOL kodama.eth and the targeted use of guerilla marketing tactics in order to amplify educational content around the DAO, ApeCoin & ApeChain.

The car will be a tool to polarize and get attention.

In an endless X feed you need to stand out.

You need to grab the attention and once you have it, you use it to educate and make them one of us

NOTE: The Apemobile can be leveraged by the whole community. Not just kodama.

The pictures can be used by everyone.

The AIP author will work closely with the Marketing and Communications working group, who have the option to opt-in to participate, to maximize the benefits of this initiative.

BENEFIT TO APECOIN ECOSYSTEM:

A multi-year partnership with kodama.eth, web3 KOL

Kodama has a large, engaged following within the web3 community. Partnering with him will significantly increase the brand's exposure and reach the crypto native audience on an ongoing base. He will commit to creating content, joining spaces, visiting events with the sole purpose of spreading the message of the DAO, ApeCoin & ApeChain. EDUCATION!

Below you will find a list of several benefits

:

Targeted Marketing

:

- Marketing within the web3 space is crucial for a projects success. With Kodama, Apecoin will reach a relevant and interested audience over the course of several years.

Increased Reach and Visibility

:

- The Apemobile will polarize and guarantee people's attention. Kodama will post at least one content piece per week, mainly from Twitter/X account @kodama_eth

, and will generate millions of impressions.

He will drive the car daily and will visit relevant crypto events/meetups all over Europe.

This will create additional opportunities for content creation with engaged community members.

Credibility and Trust

:

- Kodama has established trust with his followers and has become a relevant KOL within the broader YugaLabs and ApeCoin ecosystem. Having him as a permanent partner endorsing ApeCoin can enhance the brand's credibility and trustworthiness.

Content Creation

:

- Kodama will post at least one content piece per week. Educational, lifestyle or joining spaces - a broad mix that appeals to different audiences. The goal remains the same - to spread awareness and to educate about ApeCoin.

Cost-Effective Marketing

:

- Compared to traditional advertising and regular web3 KOL partnerships this comes at a very low cost. It perfectly complements the recent F1 partnership of the DAO (which btw opens up many possibilities for further content creation).

Engagement and Interaction

:

- The Apemobile will polarize! Kodama will leverage this and foster active engagement with his followers and the broader web3 community. This will lead to higher interaction rates for the campaign and increased brand visibility.

Authenticity

:

- Kodama will share personal stories and experiences, which will make his endorsements feel more genuine and relatable compared to traditional ads.

Rapid Awareness and Virality

:

- The Apemobile has the potential to go viral quickly. It can create a buzz around ApeCoin and ApeChain.

Diversified Marketing Strategy

:

- Working with kodama adds another layer to ApeCoins marketing strategy, diversifying the current approach and helping Ape reach potential new users/buyers.

Long-Term Partnership

:

- Building a long-term relationships with kodama will result in continuous exposure for the ApeCoin brand.

Why Guerilla Marketing for ApeCoin?

- Proven Concept
- Cost Efficiency
- Brand Differentiation
- Psychological Impact
- High Engagement
- Viral Potential

Guerrilla marketing is a must-do for every businesses aiming to maximize their marketing impact while minimizing costs. Its ability to create memorable experiences, foster strong customer connections, and differentiate your brand in a crowded market makes it an essential component of a modern marketing strategy. By leveraging the psychological impact and viral nature of unconventional tactics, it has the ability to generate significant buzz and engagement.

The Apemobile will make ApeCoin a status symbol of success

.

Sports cars have always had a special status in society and especially in crypto.

They are associated with success.

This is precisely why it is the perfect fit for this marketing initiative.

On top of that it fits perfectly into the DAO's current marketing efforts with the F1.

The AIP author will work closely with the Marketing and Communications working group to maximize the benefits of this initiative.

STEPS TO IMPLEMENT:

Start date:

Upon approval.

End date:

3 Years from the start date.

Step 1:

Buy the car.

Step 2:

Foiling of the car and special licence plate will take around 30 days.

The Apemobile will be ready 1 month after approval, or October 2024 at the earliest.

Content creation will start immediately.

Who wants to see the Apemobile at ApeFest in Lisbon?

KPIs:

Engagement and reach on various social media channels.

Number of content pieces created.

Costs:

210,000 USD (car + branding + insurance + maintenance)

NOTE: The car will be resold after 3 years and all proceeds will go back to the DAO.

REPORTING EXPECTATIONS:

Kodama will update the community on an ongoing base via his X account.

OVERALL COST:

“Total amount requested from the ApeCoin Ecosystem Fund =USD 210,000.”

170,000 USD for the car, custom license plate, and foiling

0 USD for 3 year KOL partnership & content creation

20,000 USD for insurance for 3 years

20,000 USD for maintenance

NOTE: Unused funds are immediately returned to the DAO.

The car will be resold after 3 years and all proceeds will go back to the DAO.

*

*If this is not legally feasible, then alternatives such as a charitable donation will be considered.