AIP Name:

Implementation Status:

Pending

Implementation Date:

N/A

Author:

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Abstract Summary:

ApeCoin is a promising concept with significant potential, but for ApeCoin to truly flourish, its utility needs to expand. Increasing ApeCoin adoption as a payment option for brands is essential for enhancing its utility. Brands that integrate ApeCoin as a payment option should be rewarded, and those that haven't yet should be encouraged to do so. This proposal not only rewards current brands accepting ApeCoin but also motivates other brands to follow suit. Currently, over 400 Made By Apes (MBA) brands exist, but not many accept ApeCoin—this needs to change.

With a proven track record of crafting high-quality content and showcasing the work of builders within the space, our objective is to leverage our skills to elevate all brands operating within Web3.

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JoshLouis

1841×966 137 KB

](https://global.discourse-cdn.com/apecoin/original/2X/5/521b37426fa20c919d3d739c3e6d7cf713978f62.jpeg)

To achieve this, we will categorize our approach into several key areas:

- Editing & Production

- Time Compensation

- Product Acquisition

Our mission begins with establishing a content calendar that spotlights individual brands that accept ApeCoin, with a priority for Made By Apes brands. This involves setting transparent guidelines, managing brand expectations, fostering meaningful partnerships, and generating content for the ApeCoin ecosystem.

The Unboxing Web3 team has already featured numerous brands within the ApeCoin ecosystem. This is achieved by collaborating with brands that accept ApeCoin as currency, showcasing the physical products they offer as digital-native brands.

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Previous Videos

1285×797 157 KB

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The desired outcomes include:

- Creating content for brands that may lack resources.

- Producing high-quality content for increased exposure.

- Developing a transparent content calendar with deadlines for deliverables.

- Producing a series of videos that spotlight builders that are utilizing ApeCoin as an option to purchase.

- Apecoin logo in all videos produced for this series, to represent sponsorship "powered by Apecoin"

- Supporting builders within the Apecoin ecosystem by purchasing and showcasing their products.

- Giveaways of selected brands to increase exposure.

We propose to continue creating Unboxing videos for as many brands that accept ApeCoin as possible, without cost to the brands themselves. Each Unboxing episode will educate viewers on the project and its products, providing guidance on how to follow and purchase these products, with an emphasis on using ApeCoin as the chosen currency.

Overall Cost:

The total amount requested from the ApeCoin Ecosystem Fund = $97,400 USD.

Related AIPs:

Timeline Updates:

Interview Q&A: