PROPOSAL NAME:

Enhancing Exposure of Brands that accept ApeCoin as payment: Unboxing Web3 Partnership Proposal

TEAM DESCRIPTION:

We are Tony Casoria (Guccheetah) and Dylan Brodigan (Cryptodilly) from MBA Brand Unboxing Web3 (MBA #00462

). Both Guccheetah and Cryptodilly have been active content creators in the Web3 space for years. They are original members of Yugalabs' Project 10KTF (OG) and serve as official members of 10KTF local media. Additionally, they are active members of BAYC. Prior to joining forces on Unboxing Web3, Cryptodilly ran the popular weekly YouTube series "Speculation Alley" (111 videos/1000 subscribers) as part of 10KTF local media, while Guccheetah contributed under the project name "Fake News Tokyo". Guccheetah also founded MBA Brand House OG (MBA #10000

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Unboxing Web3

is a series on YouTube and X that debuted in November 2023, dedicated to educating, showcasing, and reviewing various products within the Web3 space. So far, Unboxing Web3 has released 44 videos reviewing products from esteemed companies such as **Gucci, Nike/RTFKT, PUMA, BAPE, BAYC, and various MBA brands, some of which accept ApeCoin as payment.

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Unboxing Thumbnails

1500×844 158 KB

](https://global.discourse-cdn.com/apecoin/original/2X/4/44068e2b64dde6c2f7c2d1d42776f0e1ec8a424a.jpeg)

In its six months since inception, Unboxing Web3 has garnered over 18,000 views and over 150 subscribers on YouTube.

The most impressive is our overall reach since we started posting to X, (Formerly twitter). Since then we have amassed over 50,000 views across all platforms.

PROPOSAL DESCRIPTION

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

](https://global.discourse-cdn.com/apecoin/original/2X/b/bffe23076241385d96493603843aff0a9944d603.jpeg)

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.

BENEFIT TO APECOIN ECOSYSTEM:

The ApeCoin focused Unboxing Web3 series aligns with the ApeCoin DAO's mission to foster community-led projects that inject culture into the metaverse. This series will bring exposure to brands that accept ApeCoin and ApeCoin-funded projects by narrating the stories of these brands, and showcasing their products or services.

By highlighting successful Apecoin accepting projects, this initiative will:

- Amplify the marketing efforts of these brands, raising awareness within the community and beyond about products and services that accept ApeCoin as payment.

- Drive adoption of all brands utilizing IP from brands accepting of apecoin by presenting real-world examples of its successful integration into business. i.e. Animoca Brands, Yuga Labs, etc.

- Generate revenue for brands through increased sales resulting from video content showcasing purchasing instructions and in-depth product/service reviews.

- Offer valuable exposure for featured projects and the individuals behind them, promoting their ventures and attracting new customers or potential investors.

- Attract new members to projects using their IP by showcasing diverse creative opportunities for IP use cases.

- Enhance internal and external communication with these brands and increase community engagement with them.

PLATFORMS & TECHNOLOGIES:

All episodes will be filmed, edited in HD, and distributed on X, YouTube, and Instagram. Each featured brand will receive one long-form unboxing video (approximately 10 minutes) and two short-form videos (1-2 minutes each).

STEPS TO IMPLEMENT:

First Weeks after approval:

1. Create a formal LLC for Unboxing Web3. Self funded

2. Open a bank account for Unboxing Web3, LLC, using our EIN for all expenses and reporting.

3. Sign a formal agreement with our selected creative agency. Required: $4,600/mo

4. Costs incurred for editing, graphic design, ad management, and content management.

5. Cost of paid advertising budget. Ads will be run using Google, and X.

6. Purchase additional equipment to improve video/audio quality for brands. Required: $5,000

7. Purchases for additional equipment will be made as soon as funding is released.

8. Research/identify and contact brands accepting of Apecoin. Encouraging them to apply as a featured brand.

9. We will feature a form created to allow brands an option to be featured. This will be on our X bio.

10. Each week, a product category will be selected, and an X poll will be conducted on @unboxingweb3

featuring the first four brands that have submitted for that category.

- The community will vote for the brand they want to see featured on Unboxing Web3.

- Brands not selected will be prioritized for future episodes within their respective categories, ensuring fair opportunities for all brands.

- Create a preliminary content calendar of brands selected that are accepting of Apecoin to help us begin purchasing products needed for upcoming episodes selected by the community.

- For brands receiving the most votes via the X Poll, Unboxing Web3 will contact the brand to learn more about their offerings and make a purchase of the item or service (in $Ape) to be reviewed, along with additional product/service purchases to be included in a giveaway to further promote that respective brand. Required: $1,500/mo

- Finalize the content calendar based on scheduled arrival of products shipping timelines.

Upon arrival of first product: Required: $1,600/mo

1. Film content every week as product arrives.

2. Agency will take raw files and create video content, graphics, and schedule posts.

3. Upon completion, brands will be notified, and episodes will be scheduled for release.

4. As content is posted the (hosts) will then review giveaway entrants and select winners 24 hours after the giveaway post is made.

5. Once a winner is selected on twitter picker, the hosts will review to see if the winner holds $APE in the wallet posted on post.

6. Winner will be messaged on the X platform to get required information for shipping.

7. Hosts will then ship the winner's product at the end of each month and provide the winner with shipping information via DM on X.

8. We will request the recipient to post on X an image of their winnings along with tagging the APE foundation and Unboxing Web3 for further engagement.

Quarterly

1. Formal reports will be generated at the end of each quarter to evaluate key performance indicators for brand videos, promoted posts, giveaway winners and all analytics regarding engagement performance.

Key Performance Indicators will be the following:

- Engagement

- Video Views

- Follower count/subscribers

- Brand feedback/promo codes used from unboxing videos

- Total reach, impressions, and other analytics

- Sponsored post analytics

Personnel required to carry out the tasks above will be our creative agency, and the two hosts of the show. Any additional support by the APE foundation by reposting, or driving brands to us for selection is ideal but not a requirement for success of this AIP.

BRAND SELECTION:

- Brands that accept ApeCoin as payment will submit for a feature via a form on our website under one of the following categories: Food & Beverage; Fashion/Physicals; Entertainment/Gaming; Services.

- Each week, a product category will be selected, and an X poll will be conducted on @unboxingweb3

featuring the first four brands that have submitted for that category.

- The community will vote for the brand they want to see featured on Unboxing Web3.
- Brands not selected will be prioritized for future episodes within their respective categories, ensuring fair opportunities for all brands.

PRODUCTION:

- For brands receiving the most votes via the X Poll, Unboxing Web3 will contact the brand to learn more about their offerings and make a purchase of the item or service (in $Ape) to be reviewed, along with additional product/service purchases to be included in a giveaway to further promote that respective brand.
- Once the product or service is received, filming will commence.
- Following filming, episodes will be sent to a third-party for editing and production of one long-form and two short-form videos.
- Upon completion, brands will be notified, and episodes will be scheduled for release.

TIMELINE:

Two brand features per month (totaling six videos per month) for 12 months.

- Within 1 week of approval of the AIP, a form will go live on our website for brand submissions.
- Within the first two weeks of the AIP approval, the first X poll will go live in an brand category, with polls going live biweekly.
- Within three weeks of the AIP approval, the selected brand will be notified and episode filming will be scheduled.

TOTAL TIMELINE:

- 52 weeks, 26 brand features, 26 long form videos (appx: 10m mins) 52 short form videos (1-2 mins)

REPORTING EXPECTATIONS:

At the beginning of each quarter, a comprehensive outline will be disseminated to the ApeCoin DAO and across all social media platforms, detailing the following:

- Brands highlighted on Unboxing Web3 throughout the quarter.
- Links to the videos featuring each showcased brand.
- Aggregate metrics such as total views, likes, comments, and other engagement indicators stemming from the featured content.
- A calendar outlining all scheduled dbrand unboxings for the upcoming quarter.

OVERALL COST:

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

This budget proposal requests an allocation of $Ape Tokens equivalent to $97,400 USD to cover Unboxing Web3's operational needs, specifically for the production and marketing of the 78 videos over 12 months as detailed in this proposal.