

Hey all, [I'm Popil](#), ApeCoin MarComms Steward. I'm excited to share with you today the progress and updates for Q1 and Q2 of 2024 from the ApeCoin MarComms Working Group.

Over the past six months, ApeCoin MarComms has achieved significant milestones in refining and advancing our marketing and branding strategies. These enhancements have led to a substantial increase in audience engagement and a notable expansion of our global presence. Building on these successes, our latest budget proposal aims to further elevate ApeCoin's brand communication and broaden its international reach. This strategy will help ensure that ApeCoin remains a leading force in the industry, driving sustained growth and maintaining a competitive edge.

Additionally, we wish to maintain transparency with the public about one key issue. From January to June 2024, due to unavoidable delays in the LLC establishment process, our working group operated with no budget. Despite this challenging situation, we successfully adapted our strategies under high pressure and ensured the complete implementation of KPIs. Furthermore, we extended our efforts beyond the initial scope to assist ApeCoin DAO in enhancing its marketing content.

We hope this update provides a comprehensive view of our marketing department's scope and achievements. While we are still a relatively new department, we are confident in our ability to face broader challenges and continue driving success.

As we prepare to enter the next phase of our MarComms development, it is important to reflect on our recent accomplishments. We are providing a thorough update on our previous proposal, "AIP-403: ApeCoin DAO Marketing & Communications (MarComms) Working Group Budget." This proposal has been crucial in guiding our strategic direction and shaping our initiatives. For a detailed overview of the progress and outcomes related to AIP-403, we invite you to review the full details available [here](#):

["AIP-403: ApeCoin DAO Marketing & Communications \(MarComms\) Working Group Budget"](#)

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

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APECOIN MARCOMMS FULL UPDATE re AIP-403

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[\]\(https://us1.discourse-cdn.com/apecoin/original/2X/4/4126b20b4f82251581d3078a4a03033635f6911c.jpeg\)](https://us1.discourse-cdn.com/apecoin/original/2X/4/4126b20b4f82251581d3078a4a03033635f6911c.jpeg)

Alpine F1 and ApeCoin announcement video

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[\]\(https://www.youtube.com/watch?v=Nszvb4ULHlo\)](https://www.youtube.com/watch?v=Nszvb4ULHlo)

NFTFest x ApeCoin MarComms announcement video - By Popil

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

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

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

This video showcases our 8-month progress as ApeCoin MarComms, refining the DAO's marketing and branding strategies. Within a limited budget, we've executed collaborations, events, and designs that boosted engagement and expanded global reach. Despite budget limits, we focused on community support, bringing ApeCoin to 7 cities, including Unconference Bali 2024 and NFTNYC BoredBrunch. We're excited to continue building ApeCoin culture together.

ApeCoin MarComms Work Highlights

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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 - Designed by ApeCoin MarComms Popil

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ApeCoin X BWT ALPINE F1 VIDEO edit by ApeCoin MarComms production team

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Eth Denver APeCoin creativity Kick off ApeCoin MarComms x The Public Bored

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ApeCoin X UltraSA content & Screen video design

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ApeCoin HOLIDAYS and 2nd anniversary of ApeCoin! and lunar new year content & Dress up & Poster

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NFTNYC BoredBrunch Event x Thank Ape Powered by ApeCoin MarComms

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ApeCoin Marcomms x Unconbali 2024 Powered by 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 Powered by ApeCoin - Philadelphia Apes Meetup

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ApeCoin x Wallet Guard Protect your crypto!

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Stay updated on the latest from ApeCoin MarComms by following [@ApeCoinNow](#) on Twitter.

Additionally, we at ApeCoin MarComms are excited about the arrival of the 2024 budget for the second round. We have introduced a new budget plan and more strategic upgrades. We look forward to building together with everyone! Thank you for being so supportive!

Learn more: " [**ApeCoin DAO Marketing & Communications \(MarComms\) Working Group Budget-Brand Integration and Global Influence Enhancement**](#) "

Special thanks to BAYC, Mocaverse, JRNY, the ApeCoin community, the MBAs community, and all the countless partners who have collaborated with us. We sincerely appreciate every opportunity for cooperation and exchange.

Let's Build together! Our DM is always Open!