

AIP Name:

[AIP-246: Working Group Charter - Marketing & Communications](#)

Implementation Status:

Complete

Author:

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Abstract Summary:

ApeCoin DAO needs professional Marketing, PR & Communications. This charter details what an initial infrastructure could/should entail, provides foundational branding support & IP usage guidelines, and creates an environment for the majority of initiatives to spring forth from the community.

The goal of this proposal is to help establish the ApeCoin DAO Marketing and Communications Working Group. The Marketing and Communications Working Group's mandate is to:

"Propose a consistent and compelling brand strategy and identity for the ApeCoin DAO, propose and implement comprehensive marketing and communications strategies, and help establish a strong presence through effective global communication efforts in order to onboard more users into the DAO."

Working Groups enable a sustainable community-led infrastructure that further decentralizes the DAO, creates operational efficiency, and is flexible enough to adapt to any opportunities that may arise. The guidelines for how this Working Group will function are proposed in AIP-239.

Overall Cost:

There is no cost associated with this AIP.

Related AIPs:

[AIP-126: Provide ApeCoin Brand Assets for AIP-96](#), [AIP-196: BORED AIP: Bringing Order and Reliability via Ecosystem Decentralization](#), [AIP-239: Working Group Guidelines & The Governance Working Group Charter](#), [AIP-251: ApeCoin DAO 101: The Ultimate Guide For ApeCoin DAO Newcomers](#), [AIP-259: Language and Market Focus for ApeCoin DAO in 2024-2025](#), [AIP-274: "ApeCoin Powered" & "Powered by ApeCoin" Logo implementation](#), [AIP-289: Designing a Mascot for Apecoin](#), [AIP-291: Approve and Publish ApeCoin DAO Brand Guidelines v1.1 on apecoin.com](#), [AIP-315: Formation of the Steering Committee and Publish Language and Market Focus Strategy for 2024-2025](#) & [AIP-348: ApeComms Collaboration for Education and Community Building](#)

Timeline Updates:

Interview Q&A: