Penisland Marketing Strategy

《Penisland》營銷策略

Project Overview

The Penisland Saga is not just a sci-fi series—it’s a revolution in storytelling and fan engagement.

《Penisland 系列》不僅是一部科幻小說系列——它是一場在敘事和粉絲參與上的革命。

Forget the outdated cycle of "write, edit, release, market, hope for an adaptation."

拋棄過時的“撰寫、編輯、發行、營銷、等待改編”的循環。

We’re tearing up that modus operandi and building a fandom-first ecosystem where creativity thrives before the story is fully revealed.

我們正在顛覆這種運作模式，構建一個以粉絲為中心的生態系統，讓創意在故事完全揭曉之前蓬勃發展。

This isn’t just a series; it’s a new way of thinking about how stories are shared, consumed, and owned.

這不僅僅是一個系列；它是一種關於故事如何分享、消費和擁有的新思維方式。

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Core Concept

We’re flipping the script.

我們正在顛覆傳統。

Instead of writing, editing, and releasing a book, waiting to see if it’s popular enough for a movie or TV adaptation, and then building a fanbase, we’re doing the opposite.

與其撰寫、編輯並發行書籍，等待其是否足夠受歡迎以改編為電影或電視劇，然後再建立粉絲群，我們選擇反其道而行之。

Penisland launches straight into fandom, using the “Shadow-Story-Telling” — gaps between the plot lines — to spark wild, collaborative creativity across a complex web of platforms.

《Penisland》直接面向粉絲，利用“影子敘事”——即情節線之間的空白——在多種平台上激發瘋狂且協作的創造力。

The original books will remain unpublished until the final stage, ensuring the story stays fresh and full of surprises.

原始書籍將保留至最終階段，確保故事保持新鮮並充滿驚喜。

Fans will shape the world, fill in the blanks, and bring their own interpretations to life.

粉絲將塑造這個世界，填補空白，並賦予自己的詮釋生命力。

This also allows the TV series production house to purchase the outline plot and embark on their own creative adventure as a purpose-built direction, dissolving the usual book author vs TV script writer egoistic dispute.

這還使電視劇製作公司能夠購買故事大綱，開啟自己的創意冒險，作為一種有目的的方向，解決通常存在於書籍作者與電視劇編劇之間的自我對抗問題。

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Fandom Explosion Strategy

Our goal is to create a living universe where fans become collaborators via fandom universe.

我們的目標是創造一個充滿活力的宇宙，讓粉絲通過粉絲社區成為合作者。

Through a deliberate mix of strategic ambiguity and world-building teasers, we’ll encourage fans to create art, stories, theories, and subplots, expanding the Penisland universe in unpredictable directions.

通過有意設計的策略性模糊和世界建構預告，我們將鼓勵粉絲創作藝術、故事、理論和支線劇情，將《Penisland》宇宙擴展到不可預測的方向。

This approach will harness the power of both Web2 and Web3 platforms:

這種方法將利用 Web2 和 Web3 平台的力量：

Web3 Integration: By leveraging Web3’s decentralized capabilities, we’ll share any benefits reaped through the process with fans who join the platforms.

Web3 整合：通過利用 Web3 的去中心化功能，我們將與加入平台的粉絲共享過程中獲得的任何收益。

From profit-sharing models to blockchain-based rewards and NFTs, fans will have a tangible stake in the success of Penisland.

從收益分享模式到基於區塊鏈的獎勵和 NFT，粉絲將能在《Penisland》的成功中獲得切實利益。

Web2 Publishing: Fan-generated content derived from Web3 will also be searchable across Web2 platforms like TikTok, Instagram, and YouTube via hashtags to maximize visibility and engagement, and yet avoid legal quagmire of copyrights.

Web2 發行：來自 Web3 的粉絲創作內容將可通過標籤在 TikTok、Instagram 和 YouTube 等 Web2 平台上搜索，以最大限度地提高可見性和參與度，同時避免版權的法律糾紛。