

RFP | 2026 XRP Awareness Campaign

Background and Business Challenge

Since its inception, crypto has held the promise of rewiring the world's financial infrastructure by reducing friction, speeding up financial transactions, and enabling value to move like information - instant, reliable and at low cost- to the benefit of consumers and businesses alike.

XRP sits at the center of this shift. Since its creation in 2012, XRP has been a top-5 digital asset, supported by the largest and most active global community in crypto and supercharged by Ripple's institutional credibility. Now, with long-awaited [regulatory clarity](#) in the U.S., XRP's shackles have been removed, and the asset is poised to take center stage in realizing crypto's potential.

To date, XRP's growth has been organic, with only grass-roots, community-led efforts put behind growing awareness for the token. This was a deliberate choice on Ripple's part particularly during the lawsuit with the SEC, and efforts were instead focused on telling the XRP story through the lens of developers, which emphasized the technology, ecosystem, and developer community.

This left the door open for other leading tokens (ex. BTC, ETH) to absorb mindshare and for new coins to scale (ex. SOL).

There is an opportunity to grow awareness for XRP by capitalizing on its already strong foundation and amplifying it through targeted marketing efforts, including collaborations with respected and notable influencers (both existing voices in the community and identifying and activating new ones), community engagement, strategic partnerships, campaigns, events, activations, and more.

Primary Audiences

- Retail speculators
- Crypto influencers
- Crypto curious newcomers

Key Objective

We are seeking an advertising and/or experiential agency partner to develop and execute a brand awareness effort that:

- Positions XRP as a top digital asset with a very compelling future
- Differentiates XRP from competing tokens
- Increases awareness and understanding among both institutional and retail audiences
- Drives cultural relevance through compelling narratives, activations, and content
- Increases conversation about XRP's institutional utility and momentum

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The partnership may include, but is not limited to, brand campaign development, production, experiential activations, social/influencer programs, and thought leadership amplification.

Challenge

Growth in the digital asset market has been substantial since XRP's inception, and competitors have been able to absorb significant mindshare, especially while XRP's fate was in question throughout Ripple's lawsuit with the SEC.

Key competitors:

- Bitcoin, Ethereum, Solana, Base, Canton
- Private enterprise chains
 - Stripe (embedding blockchain rails into mainstream payments)
 - JPMorgan (regulated enterprise blockchain infrastructure)
 - Circle (institutional settlement via USDC and Arc L1)

What they're doing well:

- [Solana](#): simple narrative, community-driven culture, high-velocity developer ecosystem
- [Base/Coinbase](#): owned distribution, strong executive narrative, practical build kits, ecosystem campaigns
- TradFi: institutional blockchain adoption and narrative leadership

XRP must convey a message that is both simple and widely resonant.

Background

XRP has been running securely for over 10 years — earning trust through consistent performance and uptime.

Unlike most tokens built primarily for internal network use, XRP functions as an external bridge asset connecting institutions, payment systems, and blockchains. It is fast, efficient, and proven — with over 4B transactions processed, 3–5 second settlement speed, and more than 6.4M wallets created globally.

Reasons to believe

1. XRP is a functional asset — not just a network token

- Utility extends beyond chain operations into real-world settlement, liquidity, cross-border payments, and cross-chain finance via wXRP, institutional products, and forthcoming ETFs & DATs
- XRP acts as a global bridge asset — connecting institutions, payment networks, and blockchains

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- High liquidity makes XRP fast, predictable, and institution-grade for large-scale movement of money
2. XRP has more than a decade of trust and security
- 10+ years of uptime
 - Proven reliability that institutions and developers depend on
3. Ripple + global community strength
- Ripple continues to secure major partnerships and technological advancements
 - XRP community is one of the largest and most engaged globally
 - Highly respected public voices: Chris Larsen, Brad Garlinghouse, David Schwartz

Differentiators

1. Regulatory clarity + institutional credibility
 - One of two digital assets with clear U.S. regulatory standing
 - Ripple's global licensing and compliance give institutions confidence
2. Built for real financial use, not retail speculation
 - Purpose-built for payments, liquidity, and institutional tokenization
 - Focus on the \$130T global credit and capital markets (vs. retail DeFi)
 - Attracts financial institutions with features like compliance, programmability, interoperability, and (soon) privacy
 - Institutional usage increases XRP liquidity, stability, and long-term utility
3. First public institutional XRP treasury (Evernorth)
 - Over \$1B in commitments
 - Shifts XRP from a traded asset to a balance-sheet asset
 - Connects treasuries, capital markets, and the XRP blockchain

Budget

50M USD, inclusive of media spend (we have a media partner if not done in-house)

Timeline

- Dec - Issue RFP
- Jan - Agency onboarding, campaign kickoff
- ASAP - Campaign Launch

Pitch Ask

Utilizing the existing XRP brand design system, develop a bold campaign platform and activation plan to showcase how you'd make XRP unavoidable - making it the most talked about digital asset from crypto chat forums on Reddit to institutional finance boardrooms.

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1. Provide a clear creative strategy to show why your campaign platform is right for our audience
2. Show us how you'd bring the campaign to life across social, OOH, digital, events, influencer engagements, etc.
3. Include at least one experiential activation (stunt, pop-up, sport or entertainment partnership, etc.)
4. Describe how you would measure success
5. Sketch an activation plan, including a budget breakdown and a proposed timeline
6. Identify the team leads (account, strategy, creative, media) who will work day-to-day on our business, with some background on each, along with any key leaders from the agency providing oversight/guidance - this team should be creating and then presenting the work to us (also the team we'd expect to work on our business)

What we'll be evaluating:

- Your team's ability to be strategic and creative thought partners.
- Understanding of crypto culture and how to harness it to scale awareness.
- Ability to utilize a blend of traditional and guerrilla marketing tactics to drive paid and organic buzz.