



Tokenization and Brand Marketing:

The Next Phase of Consumer Engagement

Matt Wurst
@mwurst @PTsymmetry

POINTS YMMETRY
POINTS YMMETRY

Matt Wurst: A Brief History



A rounded rectangular box with a red border containing logos for NBA.com, Panasonic, Mets, Coca-Cola, and OLYMPUS.

WEB 1.0

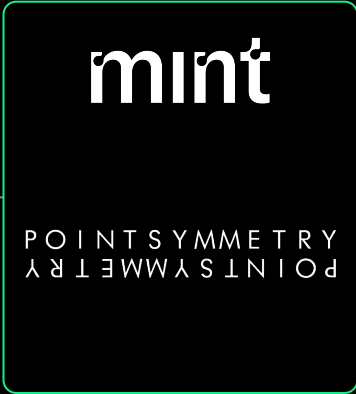


A rounded rectangular box with a red border containing logos for 360i and DC DENTSU CREATIVE.

WEB 2.0



A rounded rectangular box with a red border containing logos for revelation and jellyfish.



A rounded rectangular box with a red border containing logos for mint and POINTSYMMETRY.

WEB 3.0

Web3 & Brand Tokenization

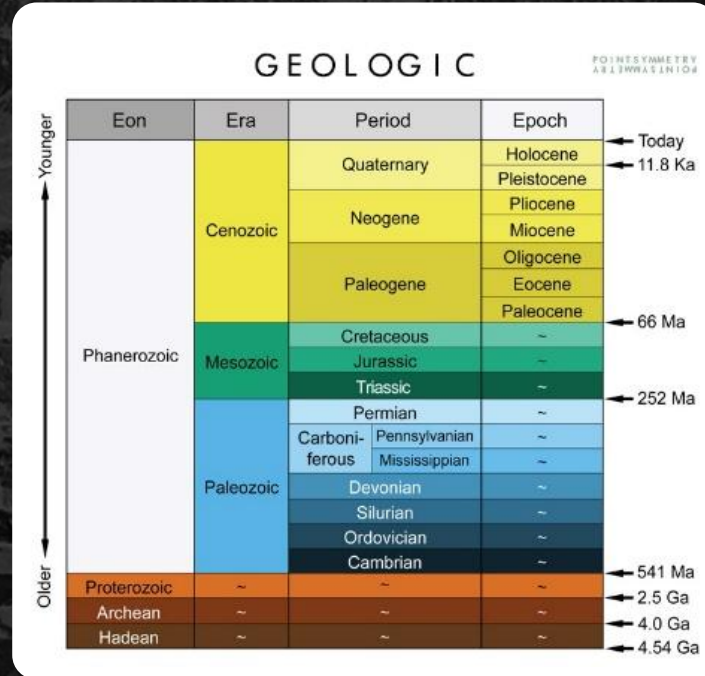
1. The Building Blocks of Web3
2. Introducing: “NFT 2.0”
3. Tokenization & Consumer Loyalty
4. Keys for Brand Success

Sprinkling in...Real Use Cases (!!)

The Building Blocks: Web3

POINTS YMMETRY
POINTS YMMETRY

A Brief History of Time



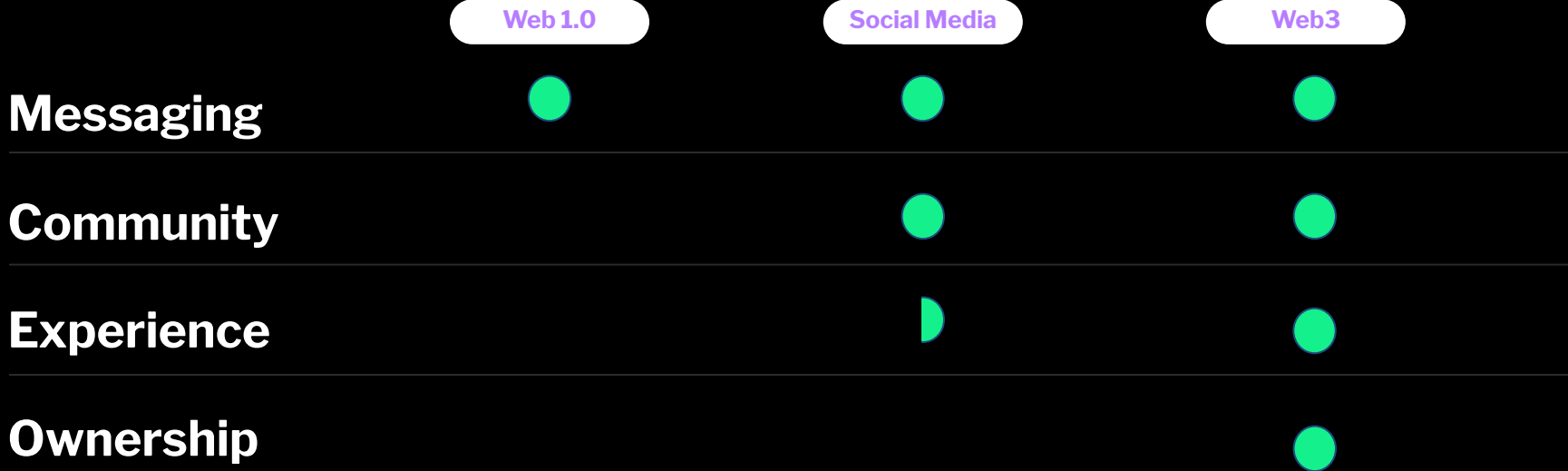
COMMER C I A L

POINTSYMMETRY
POINTSYMMETRY

Eon	Era	Period	Epoch	
Marketing	Digital	Web3	Metaverse, NFT 2.0	← Today
			Blockchain, Crypto 1.0, NFTs	← 2018-2022
			TikTok	
		Web2	CTV, Streaming	
			Instagram, Snapchat	
			Twitter, YouTube	
	Web 1	MySpace, Facebook	← 2006	
		Blogs		
		Google, Amazon		
	Dial-Up	Banner ads		
		Dot.Com	← 1998	
		Email	~	
Netscape		~		
Advertising	Visual	AOL	~	
		CompuServe	← 1993	
	Audio	Cable TV	← 1970s	
		Television	← 1955	
	Local	Radio	← 1920	
		Out of Home	← 1900	
	Print	Magazines	← 1800s	
		Newspaper	← 1700s	
Pamphlets		← 1600		
Books		← 1500s		
Scribing	Pre-Ink	Scrolls	~	← 0
Marking	Stone	Cave Walls	~	← -40,000
Grunting	~	~	~	← -100,000

A Brief History of Marketing

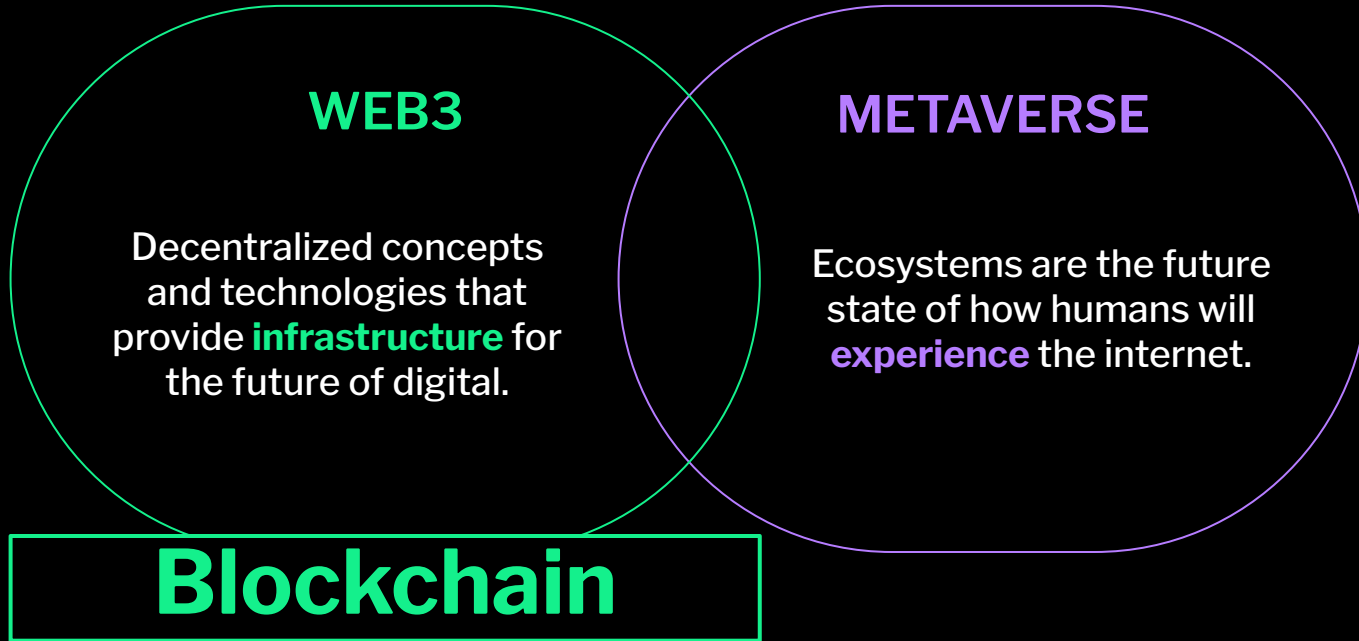
WEB3: Driving the next phase of engagement.



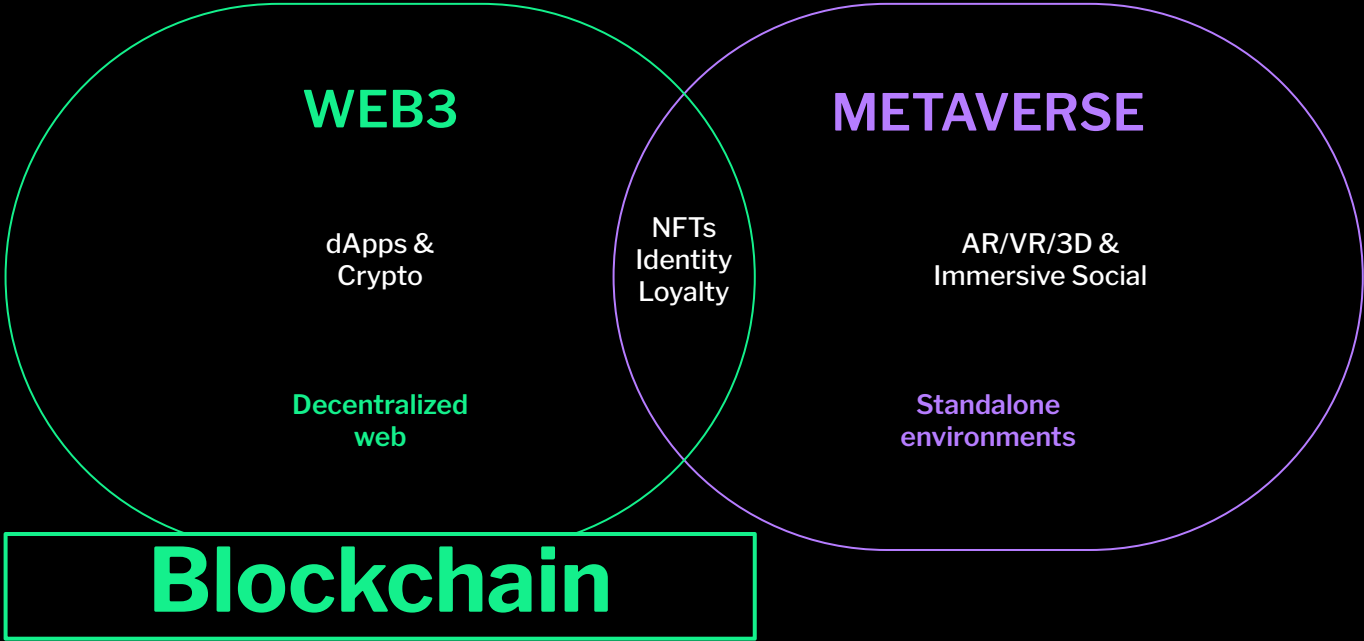
challenge:

Web3 remains **complicated**
& **confusing** for brands.

Opportunity: Let's clear up the confusion.



Opportunity: Let's clear up the confusion.



WTF... is a “Blockchain?”



wallet

community

Blockchain

proof of work
vs
proof of stake



WTF... is "Crypto?"



Crypto

NFTs

Metaverse(s)

wallet

community

Blockchain

WTF... is an “NFT?”



Crypto

NFTs

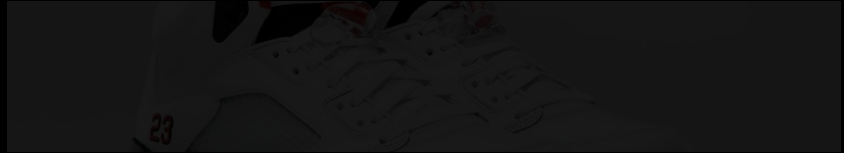
Metaverse(s)

wallet

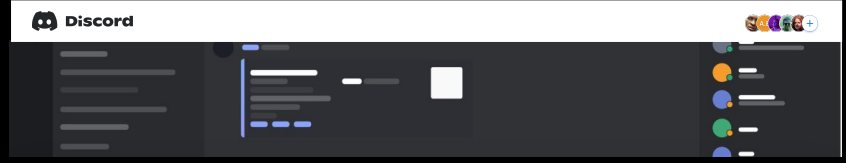
community

Blockchain

NFT 1.0 was Affinity: Art, Collectibles, Exclusivity



NFT 2.0 is Utility: Community, Loyalty, Identity



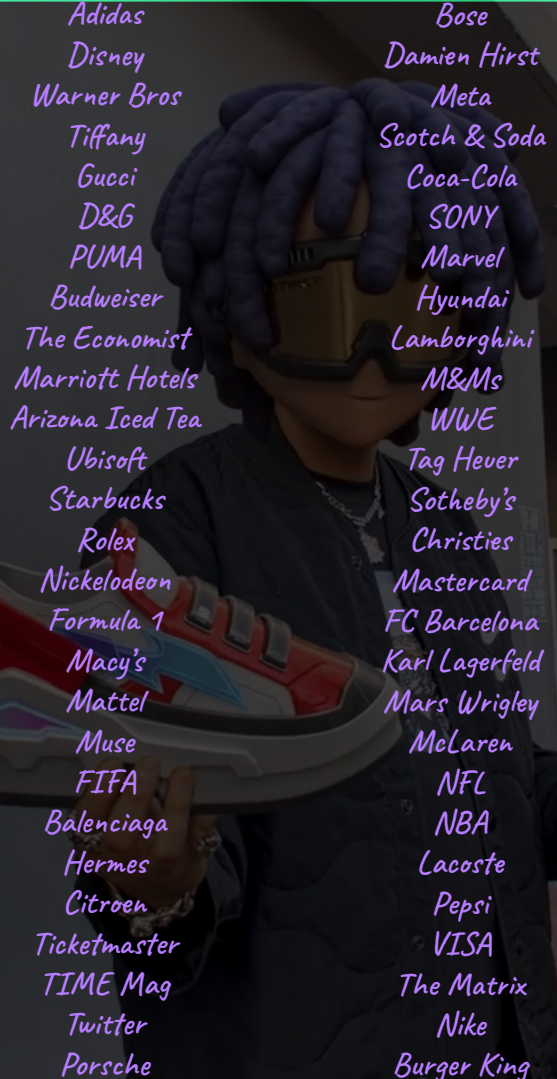
You **don't** have to
call them "NFTs."

Welcome to NFT 2.0: “Tokenization”

POINTS YMMETRY
POINTS YMMETRY

tokens are

becoming part of
mainstream marketing
and brand strategy.



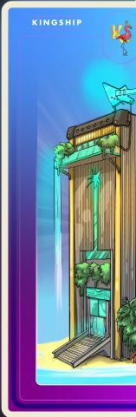
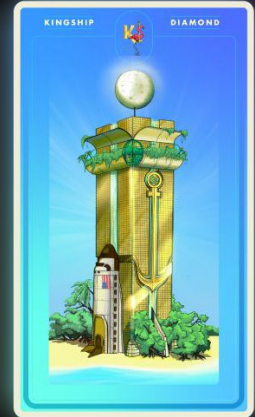
Adidas
Disney
Warner Bros
Tiffany
Gucci
D&G
PUMA
Budweiser
The Economist
Marriott Hotels
Arizona Iced Tea
Ubisoft
Starbucks
Rolex
Nickelodeon
Formula 1
Macy's
Mattel
Muse
FIFA
Balenciaga
Hermes
Citroen
Ticketmaster
TIME Mag
Twitter
Porsche
Bose
Damien Hirst
Meta
Scotch & Soda
Coca-Cola
SONY
Marvel
Hyundai
Lamborghini
M&Ms
WWE
Tag Heuer
Sotheby's
Christies
Mastercard
FC Barcelona
Karl Lagerfeld
Mars Wrigley
McLaren
NFL
NBA
Lacoste
Pepsi
VISA
The Matrix
Nike
Burger King

fact:

The barriers to entry
are disappearing.

tokens are

the **future of community** in
an connected world.



fact:

Utility is the future,
and tokens are keys to unlocking it.

tokens are

expanding the use cases of
IP and ownership.

Art

Music

Tickets

Fashion

Rewards

Real estate

Game assets

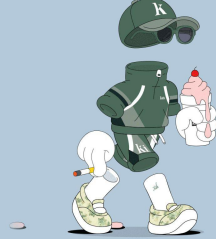
Certifications

Subscriptions

Bank accounts

Club memberships

Identity (MWurst.eth)



fact:

Tokens are **safe**.

They're **not scams**.

(Nor bad for the environment.)

tokens are

not just for flipping.

“**Soulbound**” NFTs are tied to their owners for a lifetime.



Academics



Identity
Verification



Criminal
History



Credit
Verification



Awards



Medical
History



Memberships

fact:

"Our brand isn't yet ready for
a truly decentralized web3."

Web 2.5

Evolution.

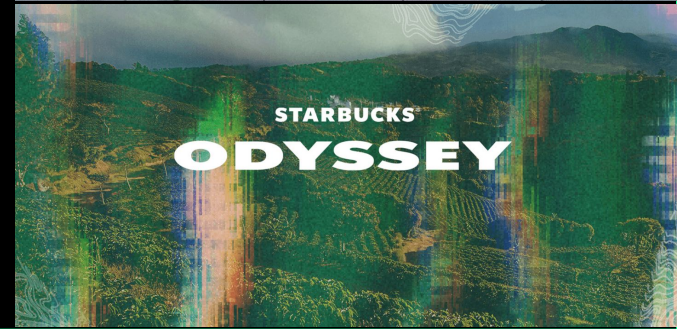
Not Revolution.



tokens are

brand's tool for **loyalty and
rewards programs.**

[LEDGER] 0P3N



Tokens and Consumer Loyalty

POINTS YMMETRY
POINTS YMMETRY

Loyalty is not new...

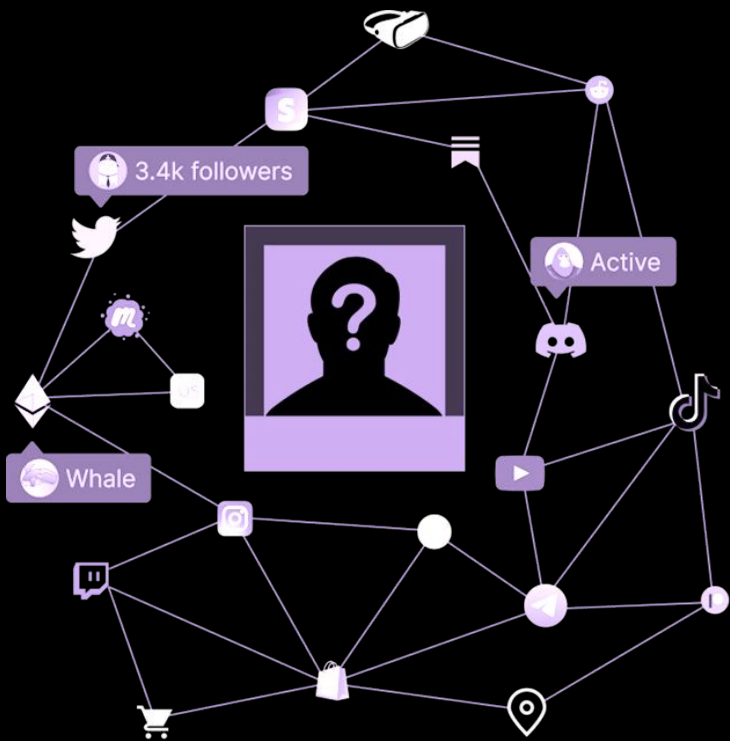


50%

**U.S. consumers report
spending more if they're a
member of a loyalty program.**

Loyalty & Membership programs are outdated.

They put consumers in a box.



Bad for Brands

- Limited visibility
- Shallow relationship

Bad for Consumers

- Fragmented experience
- Boring rewards

Web3: Perfect for brand and community-building

For Brands

- **Managed Memberships**
 - Tiers & points managed onchain
- **Audience Insights**
 - Cross-channels & unified consumer profiles



For Consumers

- **Meaningful Experiences**
 - Frictionless opt-in, no wallets
- **Loyalty & Rewards**
 - Rule-building
 - Gamified engagement

Loyalty

Consumer Benefits

Ownership for Consumers



Collectibles



Trading cards
Subscriber token/pass
POAPs
Content/item pairing

IP into
ownership

Community



Connection
Participation
Input & Feedback
Voting

Identify with like-minded
individuals

Content



Access and Rewards
Tiered and gated
Virtual, Physical Events
Prizes & Perks

Inform, engage to
build loyalty

Commerce



Token collaborations
Sponsor/partnerships
Merchandise & Discounts
Physical & Digital Assets

Integrate and
monetize

Brand / Marketer Benefits

Decentralization for Brands 

Create



- Design the assets
- Distribute creative
- Deploy the comms

Imagination

Connect



- Interoperable
- Composable
- Partner / Co-brand

Collaboration

Own



- Content
- Data
- Relationships w/ Consumers

Reclamation

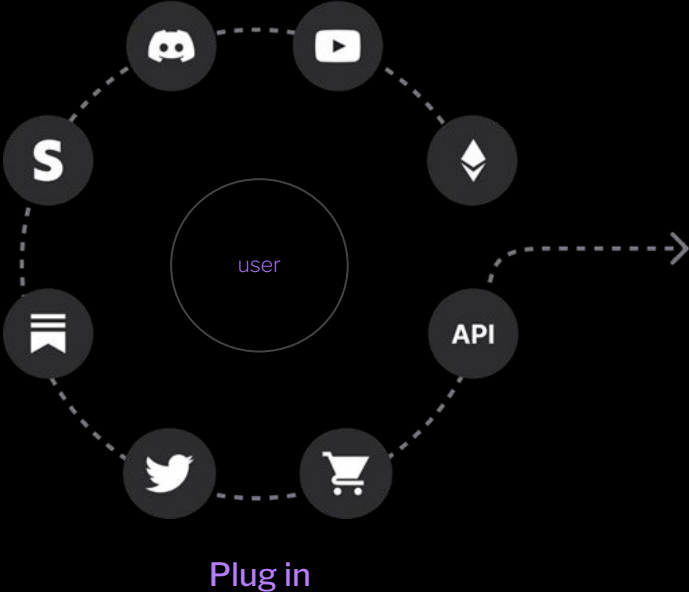
Secure



- Privacy
- Safety
- Transparency

Validation

Layering On: Build on top of existing programs.



Loyalty KPIs:

Web3 improves ownership of the consumer relationship.

CLV

**Customer
Lifetime Value**

Consumers unlock deeper layers of the ecosystem and get exclusive perks for an upfront "cost."

AOV

**Average
Order
Value**

Exclusive access and rare items increase what people are willing to buy and pay for.

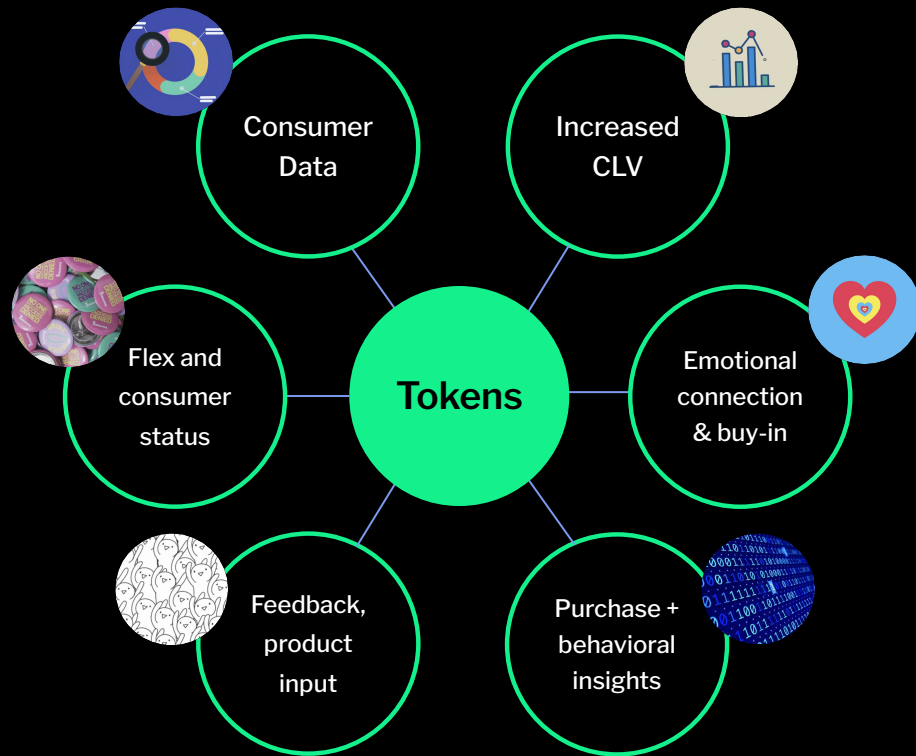
CR

**Conversion
Rates**

Branded roadmaps, exclusive items and token-gated experiences drive greater engagement.

It's no longer just about **share of voice** for brands.

It's about
share of wallet.



Starbucks' Odyssey

Traditional programs:

Transactional.

= \$ value, volume, frequency

Starbucks: experiences to drive engagement and retention

"There will be a lot of ways for people to earn rewards without having to spend a lot of money. We want to make this super easy and accessible.

There will be plenty of everyday experiences customers can earn like virtual classes or access to limited edition merchandise, for instance."

— Starbucks CMO Brady Brewer





The screenshot displays the Starbucks Odyssey app interface for a user named Matt. At the top, the header reads "STARBUCKS ODYSSEY". Below this, the user's name "Matt" is shown, along with "Odyssey Started Jan 2023" and "300 Points | Level 0 Benefits". A navigation bar contains three tabs: "Journeys" (selected), "Stamps", and "Market". The main content area features six experience cards, each worth 500 points:

- Coffee Heritage**: Discover the origins of our famous coffee. Complete by: 12/31/23.
- From Bean to Cup**: Learn how Starbucks coffee is produced from start to finish - from a seedling to your cup. Complete by: 12/31/23.
- Doing Good**: Catch up on our sustainability efforts and how you can help out too! Complete by: 12/31/23.
- Holiday Cheer**: Experience the spirit of the festive season. Expired on: 1/2/23.

At the bottom, two circular progress indicators show the user's current level and point range:

- LEVEL 2**: 3000 - 5999 PTS (indicated by a purple circle)
- LEVEL 3**: 6000 PTS (indicated by a gold circle)

Starbucks' Odyssey: How it works

 <p>546 ❤️</p>	 <p>277 ❤️</p>	 <p>84 ❤️</p>	 <p>149 ❤️</p>
<p>Coffee Heritage Journey Stamp</p> <p>5000 Editions</p> <p>Starbucks Corporation</p> <p>Starbucks Odyssey</p> <p>\$166.00 Floor price</p>	<p>Holiday Cheer Edition 1 Stamp</p> <p>5000 Editions</p> <p>Starbucks Corporation</p> <p>Starbucks Odyssey</p> <p>\$1,642.68 Floor price</p>	<p>Doing Good Journey Stamp</p> <p>30000 Editions</p> <p>Starbucks Corporation</p> <p>Starbucks Odyssey</p> <p>\$54.35 Floor price</p>	<p>The Bean to Cup Journey Stamp</p> <p>5000 Editions</p> <p>Starbucks Corporation</p> <p>Starbucks Odyssey</p> <p>\$88.00 Floor price</p>



Journeys, Activities, and Stamps



Data + Insights



Points, Levels, and Benefits



Web2.5 Approach

Now is the time for brands to jump in.

Reimagine

Deepen the connection with consumers

Objectives

Redefine

Create a meaningful value exchange

Opportunity

Revisit

Create content and experiences

Output

Reorganize

Understand the key players in the ecosystem

Operations

Represent

Bring brand into Web3 with style & substance

Outcomes

Keys to Brand Success

POINTS YMMETRY
POINTS YMMETRY

1. Reimagine Objectives

Branding



Reinforce
brand values
and messaging

Segmentation



From inclusive
to exclusive
targets

Engagement



Connection,
gamification,
content

Retention



Give/gift to
acknowledge
tokenholders

Revenue

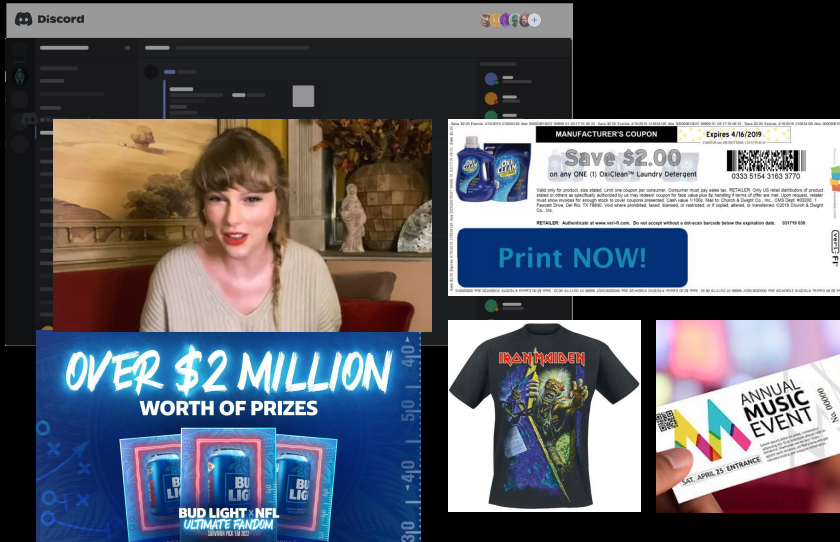








Turn marketing
investment
into a profit
center

→ New frameworks help brands achieve KPIs

	Collectible Token	Access Token	Reward Token	Ownership Token
Objective	Awareness	Consideration	Retention	Conversion
Audience	Broad	Broad	Limited	Limited
Distribution	Primary NFT sale	Sales or giveaway	Free giveaway	Bundled w Physical
Incentive	Collect, Gamification	Access, Content	Utility, Membership	Status, Flex, Metaverse

2. Redefine Value Exchange



-  Livestream Q&A with brand ambassadors
-  Access to community chat (ie: Discord)
- Participation in feedback & polls
-  Exclusive or "Gated" Merchandise
-  Collecting Challenges with Rewards
-  Tickets for games or IRL offline events
-  Additional free tokens via airdrop

Consumer benefits & expectations



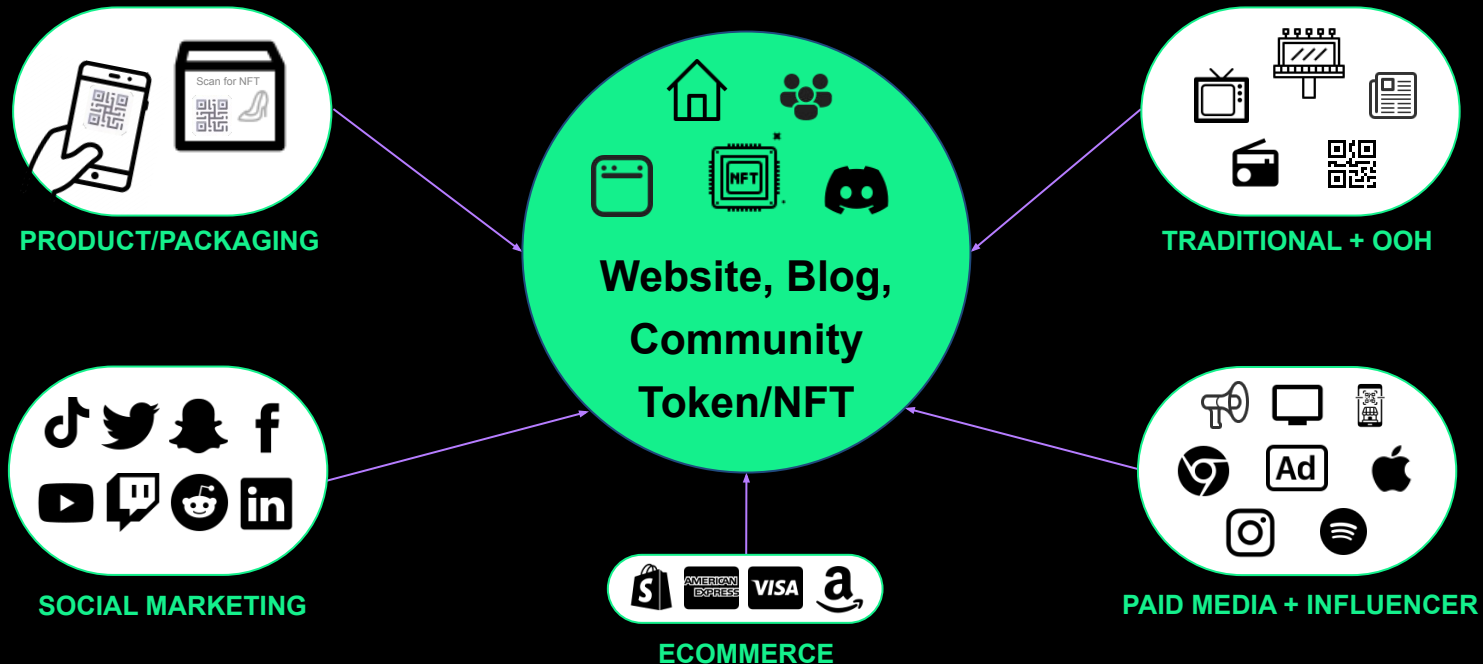
Benefits for brands / marketers



3. Revisit the Marketing Playbook

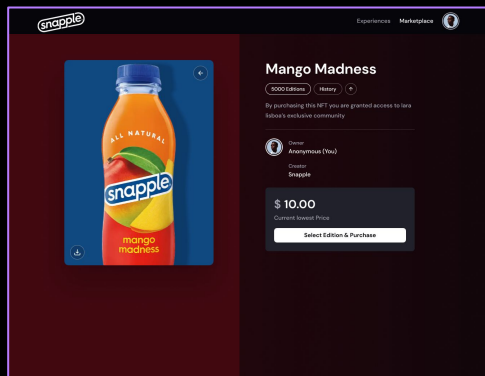


→ Put your assets center of the digital architecture



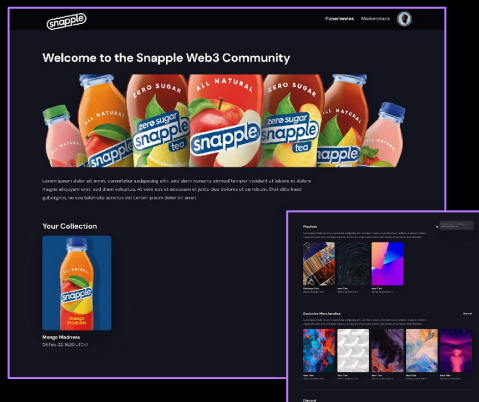
→ Integrate into the existing ecosystem

Collectible



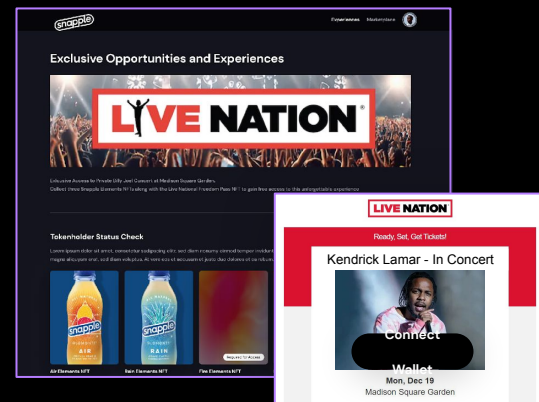
Sell / give tokens for engagement to grow community.

Rewards



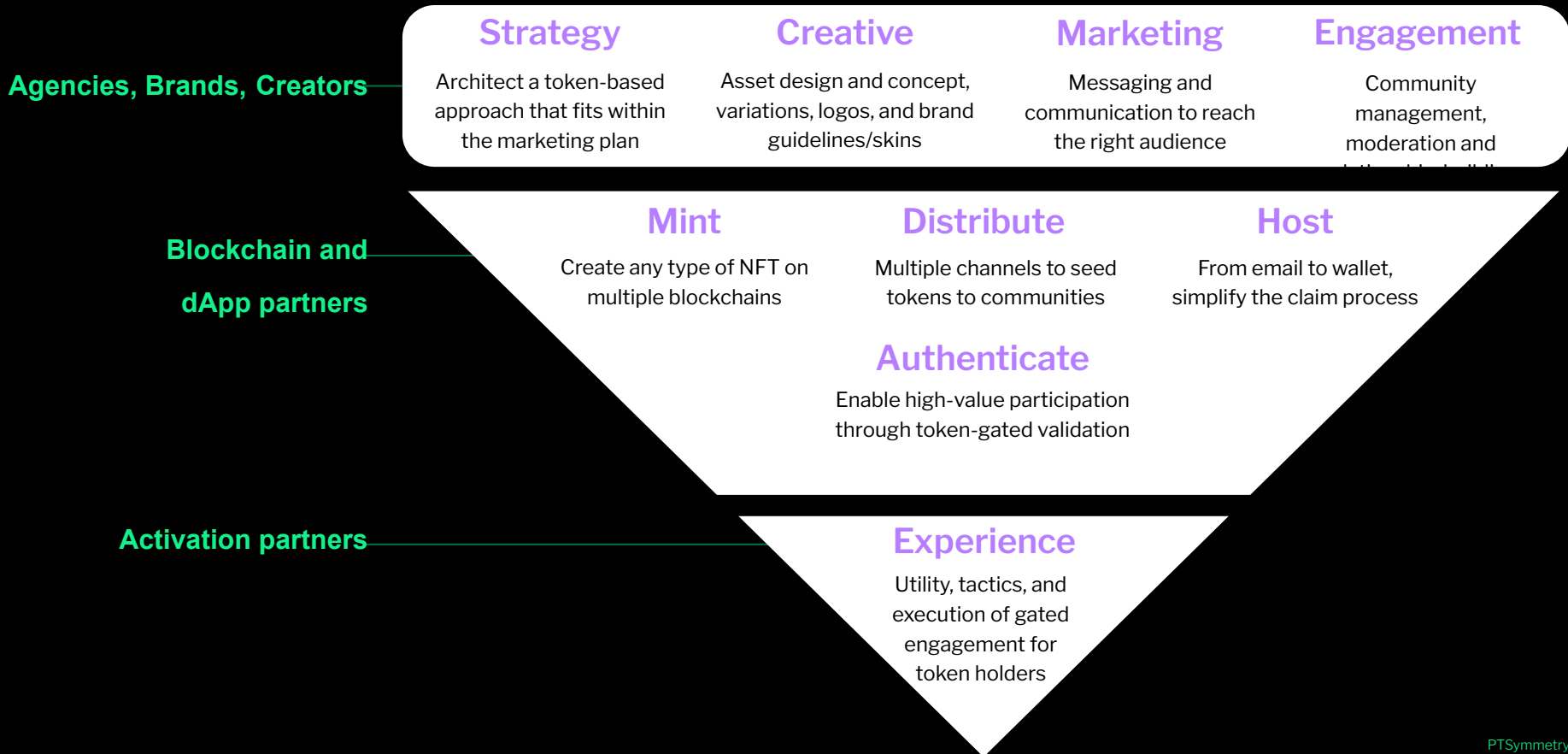
Token-enabled platforms, content, experiences, prizes, feedback.

Partnerships



Collaborations with other brands through validation of token ownership.

4. Reorganize Roles and Responsibilities



→ The marketing ecosystem is growing massively

IP Owners

- Artists
- Publishers
- Digital Media Groups
- IP rights holders
- Music Rights
- Film
- Photography
- Gaming
- Influencers

Agencies

- Holding Co
- Tech/Production
- Media
- Data/Analytics
- Talent Management
- Events
- Experiential
- Consultancies

Brands

- Fashion/Apparel
- Enterprise CPG
- Sports
- Entertainment
- Travel/Tourism
- QSR/Dining
- Beauty
- Retail (B&M)
- Real Estate

Partners

- Social Platforms
- Content Platforms
- Ecommerce Platforms
- CRM/Data Platforms
- Marketplaces
- Web 2.0 Loyalty
- Membership Platforms

→ The technology ecosystem is growing even faster

Blockchains (L1, L2)
 Algorand, Avalanche, Binance, Bitcoin, Cardana, eos, ethereum, Flow, Hedera, Polygon, Polkadot, Solana, Tezos, Tron, Wax, XRPL

Community
 Safary, JUMP, Myosin

Community Automation
 2.5, Comsor, W3W, Mysterious, Shield, Zilly, Unjumble, ZooTools, Webmint, Firebond, Orbit, Starseed, Link3, Mava, Beyond, GM, Communi3, TokenTag, Chatsight, DaoLens, Circus, Guild, DAOEx, Tribally, Common Room, Dots, Premint, Community Gaming

Wallet Relationship Managers
 Kazm, Absolute, Sesame, Holder, MintParty, Vantient, Plex Labs, Frens, Metacommerce, 3rm, Spear AI, Fundle3, Blaze, Superdao, Blocksee, Wherever, Barracuda

Loyalty
 Dappback, Cub3, Passage, Tacit, Glow Labs, Hang, UP TOP, Thresher, Unblocked, PERK, Tropee, Flatlay, Utility, Continuum, AirBro, BULLZ, Token Proof, TOKI, Rodeo, BrandConnector, ClaimID, TYB, Campaign, Vault

Marketplaces and Exchanges
 Blur, Coinbase, Foundation, Gala, HicETNunc, Immutable, LooksRare, Magic Eden, MakerPlace, Mintable, NiftyGateway, OpenSea, Rarible, Sorare, Sincere, Sweet

Messaging
 Notifi, Dispatch, Pearl, Dialect, Push, SIGNAL, XMTP, Console, Comm, HNT, Mailchain, EtherMail, Hashmall, Status, Tribes, DMTP, Pravica, DM3

Growth Analytics
 Uptic, Third Society, Merlin, Definitive, Apelytics, Carma, SuperSpaces, Cookie3, Garden, Crux Labs, Conductive, Lidar, UserGeek, Web3Analytic, Radiant, Comoon, Arena, Njram, Intract, Oasis, Raleon, Signal, Spock, Nami, ZeroDrop, Persona, Belle, onProfiler

Ad Networks
 HypeLab, Oddin, Coinzilla, Ambire, Blockchain Ads, Beam, Slise, Metronomo, Bitmedia, Adshares, Permission, DOT

Minting
 arianes, Crossmint, Giz Labs, Imtable, mint, mintable, Mynt, novel, Molito, Mvnt, Novel, OpenSea, Rarible, Venly

Wallets
 Argent, Bitski, Blocto, Coinbase, Dapper, Exodus, Glow, Ledger, MetaMask, Phantom, Rainbow, Trezor, Trust, Venly, Zerion, ZenGo

Discovery
 Smoothie, Truts, Thirdwave, Pyme, The Dapp List, Playgrid

Quests
 Quest3, Layer3, ACQR, Galke, Part3, QU3ST, Crew3, Rabbithole, DeWork, Wonder, WALL, Wubits

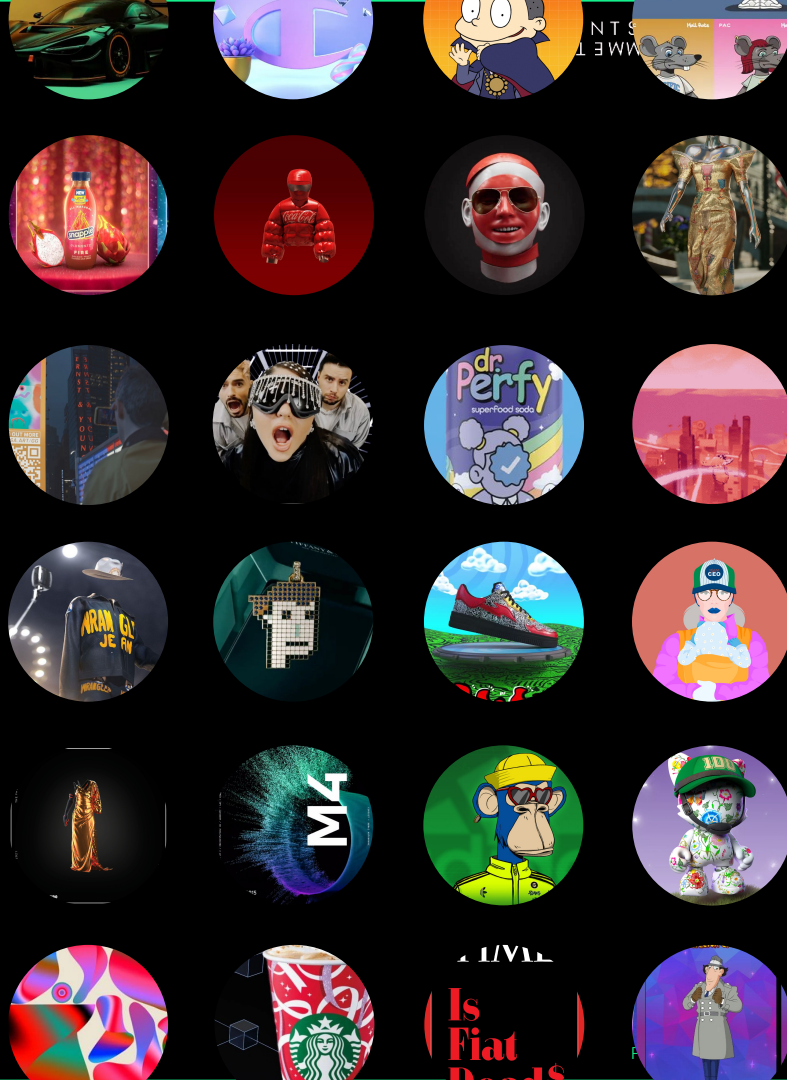
Attribution/AdTech
 Safary, Addressable, Superfine, Spindl, Cros Network, Meta Ads

Affiliate / Referrals
 Fuul, Qwestive, Chainvine, WOM, AffiliateDAO, Sharemint

5. Represent Your Brand

The Collectible

- Tokens are a visual representation of your brand
- No creative limitations
- NFTs can be made from a variety of file types & formats:
Art, videos, images, animations, 3-D models, and more...



Getting Started: 5 Specific Questions to Answer

Who is your target audience?

What IP do you have the rights to?

What level of benefit and utility can you deliver?

How would you like to distribute the tokens?

Who are the key decision-makers and stakeholders?

Build, Borrow, or Buy?






**Use Cases:
Your Favorite Brands**

POINTS YMMETRY
POINTS YMMETRY

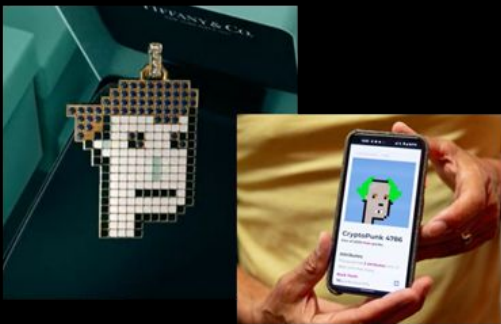
Partnerships: Web2 + Web3

Good for brands: relevance when audiences align

Good for Web3: Legitimizes the industry

INVISIBLE FRIENDS	KITH	VeeFriends	Reebok		atmos HYPEBEAST
BA  YC	TIMEX	DOGAMI	GAP	inBetweeners	DOJCE & GABBANA
DEADFELLAZ	Wrangler	CryptoPunks	TIFFANY & Co.	BLANKOS BLOCK · PARTY	BURBERRY LONDON ENGLAND
IMAGINARY ONES Boss Beauties	BOSS	 RTFKT <small>(Acquisition, not partnership)</small>		 WFP	CLINIQUE Champion
10KTF	GUCCI	FWB	Hennessy	10KTF GUTTER CAT GANG GATEBLOX	PUMA
Web3	Web2	Web3	Web2	Web3	Web2

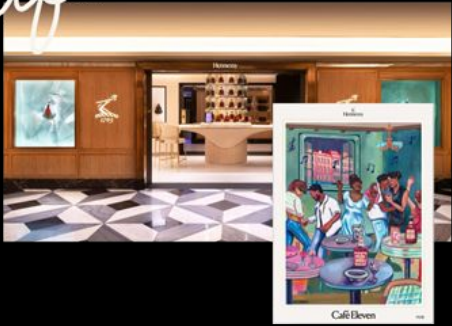
Partnerships: Integration-free member verification



TIFFANY & CO. × Cryptopunks

Limited-edition partnerships

Café 11



Hennessy × FWB

Exclusive cultural experiences



TIMEX × BAYC

Authentic phygital goods



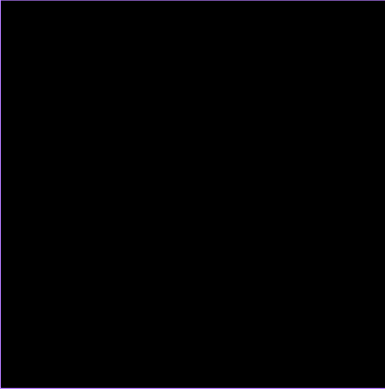
You're not just buying products - you're buying into an ecosystem, where different products combine together to create new rewards, increasing CLV and AOV.



Over time, new rewards for new products get rolled out, giving you an incentive to continue participating.

Key objective: Extending CLV and AOV

Consumers who purchase from Alo's new premium collection receive an authenticated NFT, which unlocks exclusive benefits such as personalized shopping experiences and access to Alo Wellness Clubs.



RETAIL DIVE
Alo Yoga releases first ready-to-wear collection, NFT at New York Fashion Week

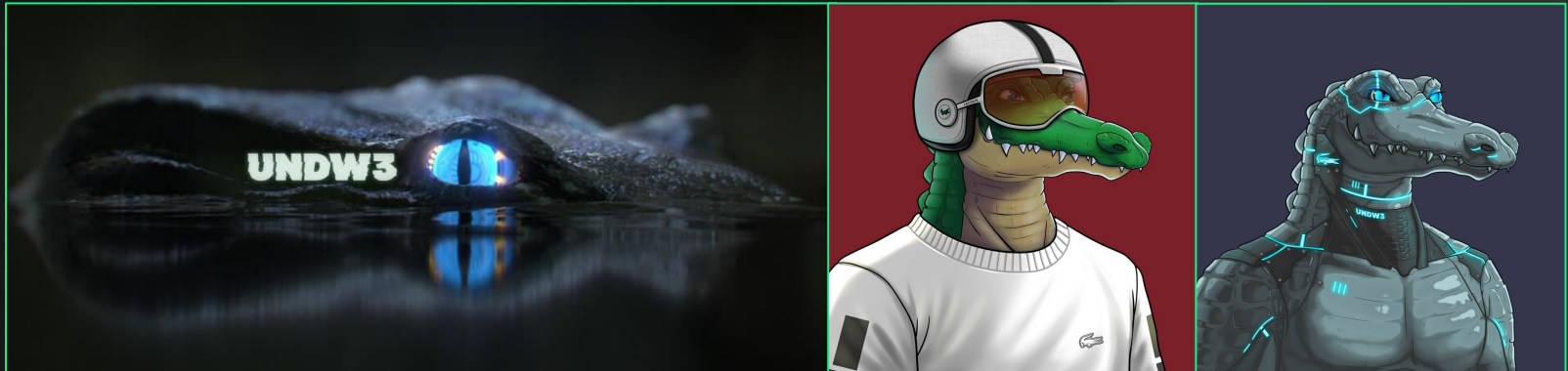
VOGUE BUSINESS TECHNOLOGY
Alo Yoga rolls out digital twins to accompany its premium ski collection



“All of this is exclusive, invite-only to our community. We’re not using [NFT] language. We’re using ‘digital certificate of authenticity’ so it feels natural to our community.”

— Alo Yoga CMO Angelic Vendette

Lacoste has officially launched its first NFT project: “UNDW3.” The collection, pronounced “underwater”, plays to the brand’s crocodile motif as it brings its heritage label to Web3. Holders get exclusive early access to digital collaborative fashion, increasing CLV.



Owning one of the brand’s NFTs gives people access to Lacoste’s Web3 universe, something the brand called “a long-term collaborative community.”



Tokenization and Brand Marketing:

The Next Phase of Consumer Engagement

POINTS YMMETRY
POINTS YMMETRY

PTSymmetry.com

matt@ptsymmetry.com