

# Brands in Web3

Q3 - 2022

## Why we created this report

This report tracks major brands' web3 moves in Q3 2022. It's the first of many reports Matt Wurst will share to track brands as they move into web3, and we aspire to establish industry standards and benchmarks for assessing brands' web3 implementations.

I hope that developing a consistent standard will enable an understanding of who the challengers and leaders are in the space, and where lessons can be learned. Our inaugural report represents a first step towards achieving this goal. It is informed by ongoing extensive market research and tangible experience delivering web3 strategies for top-tier brands, and it introduces a foundation upon which we'll continue to build upon, develop, refine and improve in real-time. This will ensure that as the space evolves, these reports will accurately and objectively record and benchmark this rapidly developing and exciting industry.

By the end of this report, you'll find actionable insights on brands entering Web3, and learn from the successes and failures of early movers in the space.

1,200

Hours of research

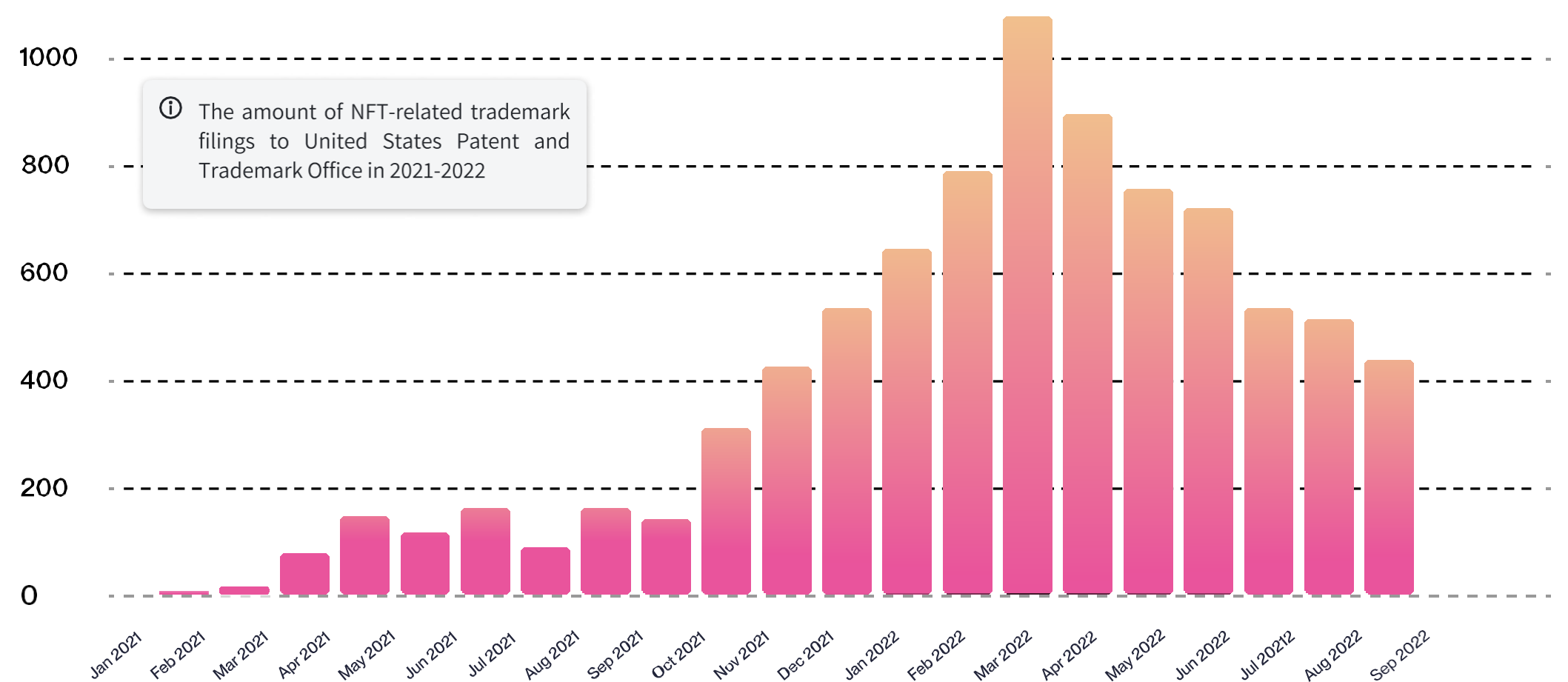
60+

Projects researched

25

Projects shortlisted

### Web3 is here



# What is Web3? And Why Should You Care?

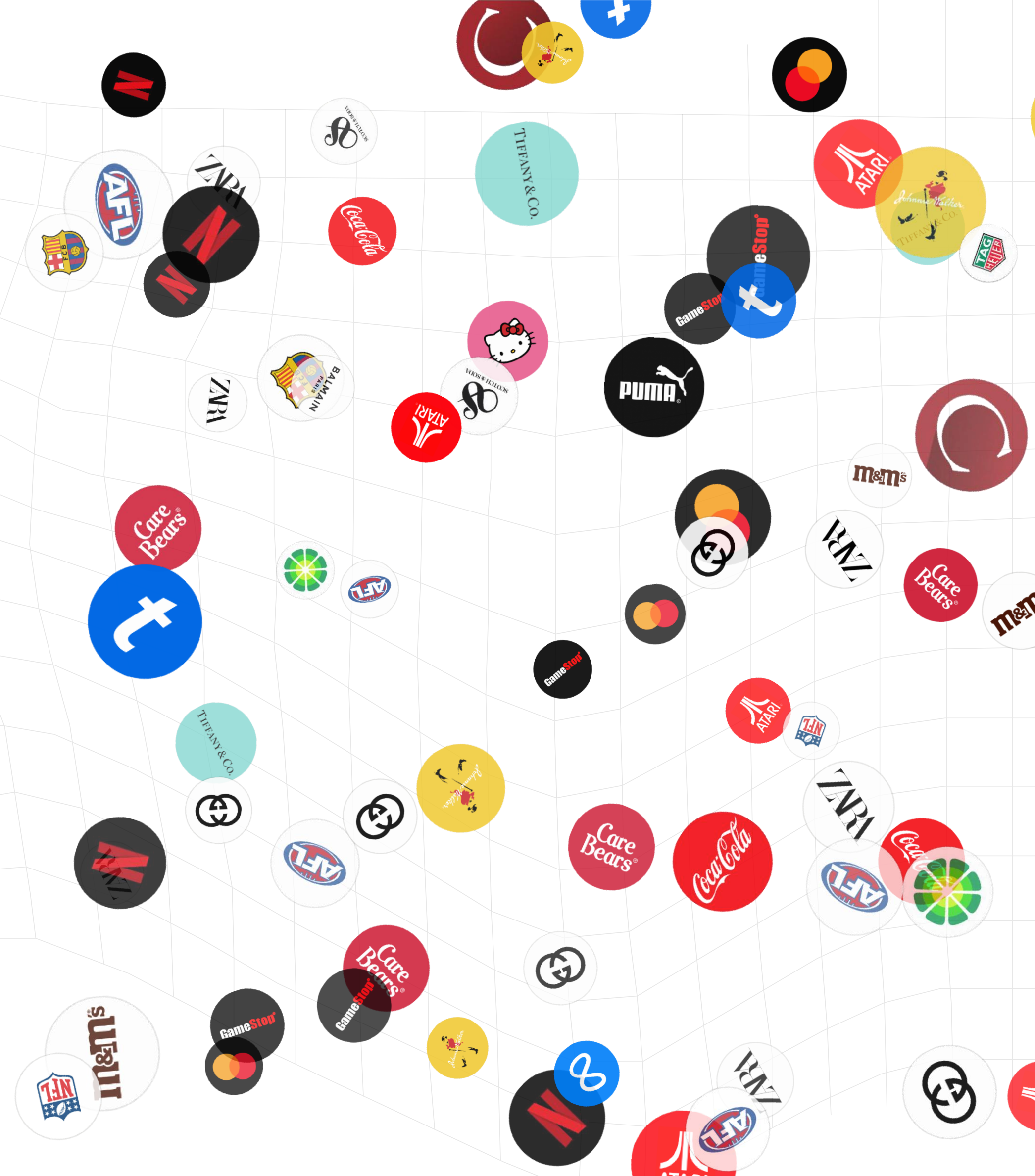
It's no surprise that I'm a big fan of NFTs. I see them as transformational tools that are more than just a medium for asserting ownership over digital collectibles – they're a foundational pillar for manifesting the next evolution of the digital economy.

## And that next evolution? It's called web3.

I see its potential to transform not only finance and art, but also the way all digital assets are stored, verified, and traded. While mainstream media coverage of NFTs and web3 has tended to center on the folly and speculative investing that has characterized digital asset markets through the recent bull run, global brands aren't put off.

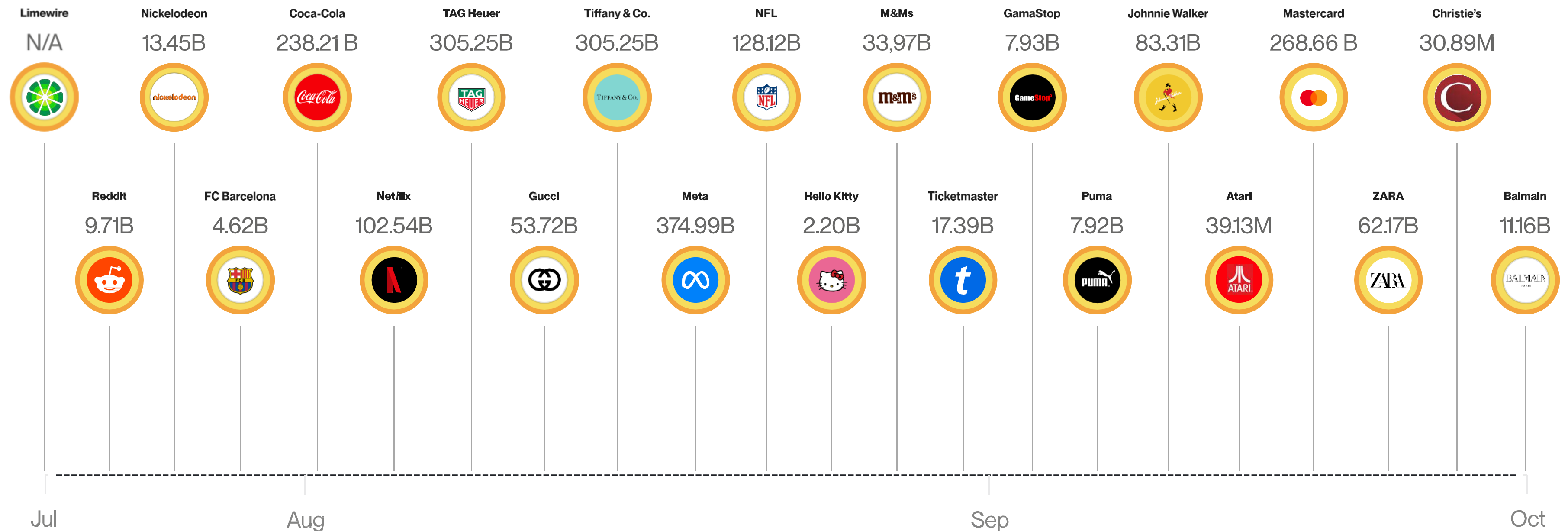
In fact, they're already leveraging NFTs to monetize their IP in web3, and I'm betting that mainstream acceptance of NFTs as a practical solution to the growing problem of digital ownership is imminent. I predict that this trend of adoption will mirror that of the internet, with the entrance of blue-chip incumbents and the birth of crypto-native behemoths being followed by wider acceptance.

Read on to find out how some major brands entered the web3 space in Q3 2022.



# Some of the world's largest and most recognized brands launched their web3 projects in Q3 2022

Time of launch and brand market capitalization\*



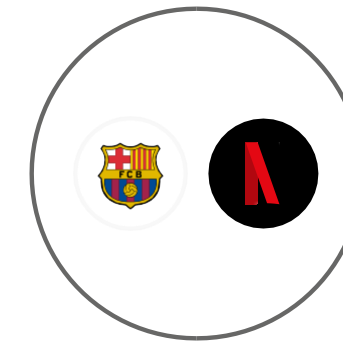


# 7 reasons why brands made web3 moves this quarter<sup>+</sup>

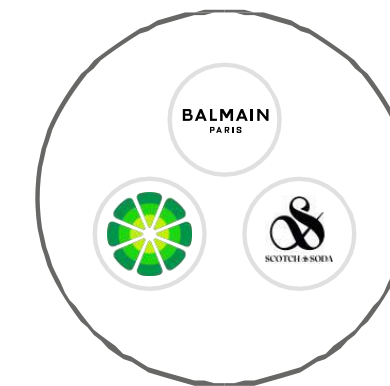
To deliver a unique user experience



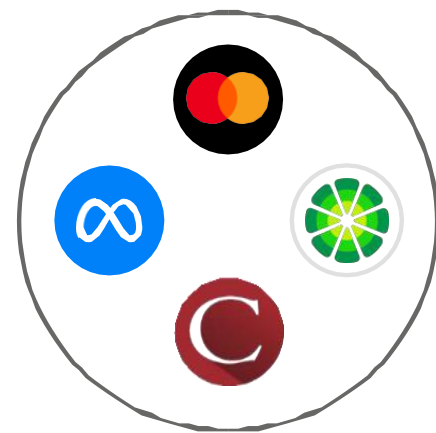
To explore blockchain technology



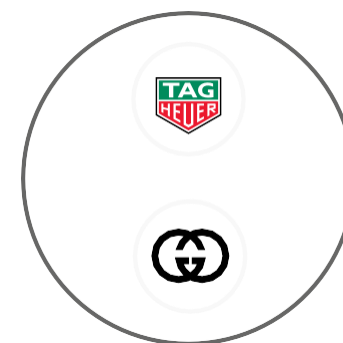
To enable membership



To improve blockchain accessibility



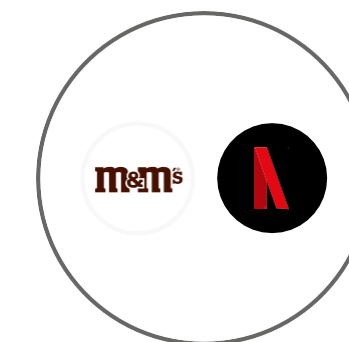
To enable crypto payments



To find innovative ways to monetize their IP



For marketing purposes



# Everything old is new again: brands monetizing legacy IP

Brands have the opportunity to monetise legacy IP by combining it with web3 technology to create differentiated experiences that appeal to new and existing audiences.

## Selected highlights

Finding innovative ways  
to monetize IP



Nickelodeon used NFTs to leverage 28-year-old IP, tapping into an established fanbase to offer a nostalgic experience and unique digital collectibles. As of July 15th, Nickelodeon fans could purchase NFTs of their favourite Hey Arnold! & Rugrats characters. The collection generated \$714,000 in revenue and \$2.14M in trading volume.



Over the course of nearly half a century Hello Kitty's iconic Bobtail Cat has made its way onto every conceivable consumer good. Today, Hello Kitty's NFTs of Characters, Stamps, and Suitcases can be minted and traded on Hello Kitty's own marketplace. Fans can collect Characters and Stamps and compete in challenges to earn Snapshots. The project generated \$1m in revenue and \$1.74m in trading volume.

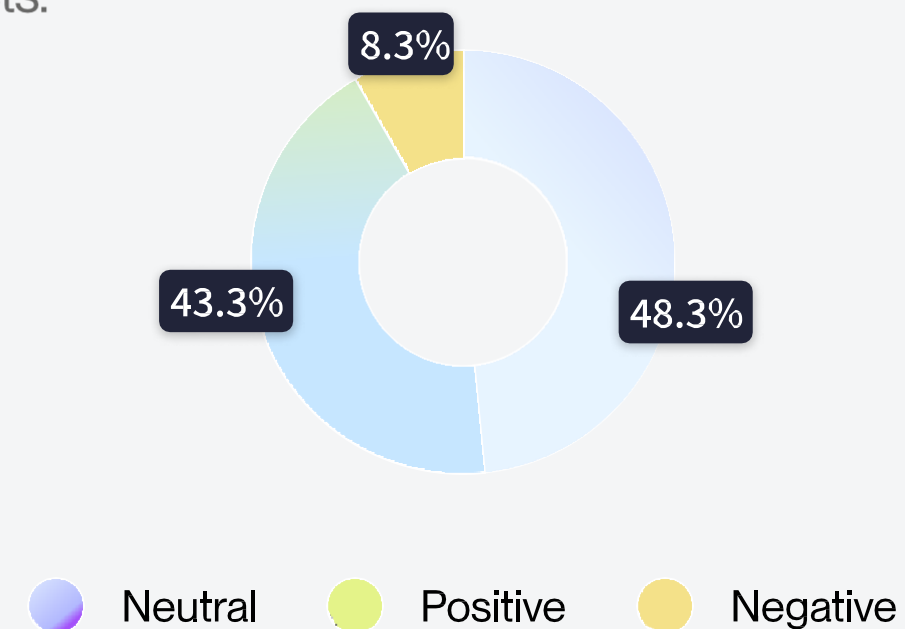


The Catalanian football club immortalized the moment Johan Cruyff scored against Atlético Madrid in 1973 by recreating a 40-second animated video as an NFT, which is one of ten. Sotheby's auctioned the NFT, which gave the owner access to exclusive opportunities. It sold for \$693,000 and attracted over 30 investors.

# Were audiences impressed by the web3 projects?

## AI-enabled sentiment analysis says... *maybe*

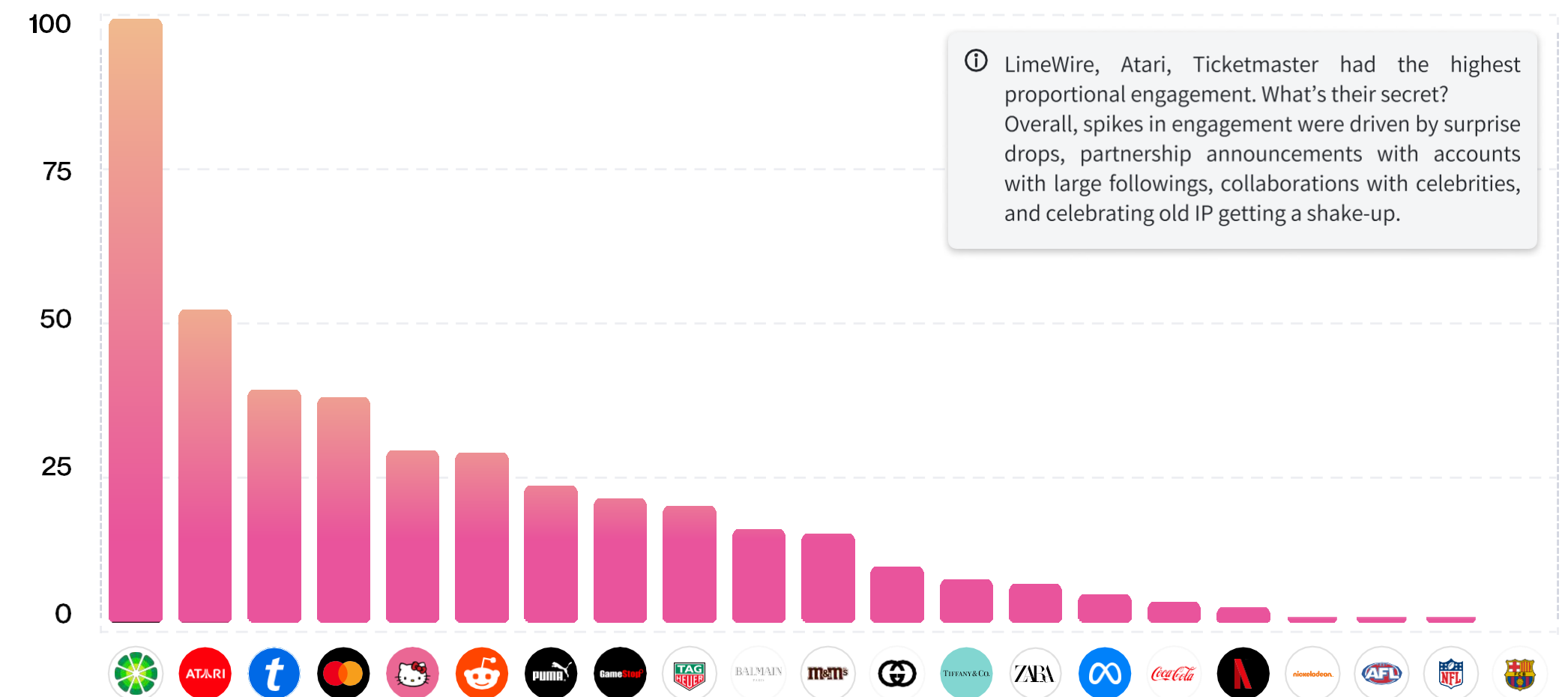
While most tweets about brand web3 activity was neutral, the data suggests that 43.3% of the Twitter users felt positively about the brands launching web3 projects.




























Data provided by mnpass

We compared the number of Twitter users that talked about brand activity in web3 in Q3 with each brands' following. The results indicate that some brands have been more successful than others at driving web3 conversations.

Engagement score



# How did the brands score overall?

Brand	Scale	Longevity	Performance	Creativity	Complexity	Weighted Score	Rank
 Reddit	67	25	62	72	43	269	1
 Puma	62	20	38	79	63	262	2
 Limewire	80	25	41	62	45	253	3
 Ticketmaster	85	25	35	59	36	240	4
 Christie's	72	23	25	72	39	231	5
 Mastercard	55	17	35	62	40	209	6
 Atari	65	23	23	59	23	193	7
 Gamestop	71	24	15	49	34	193	7
 NFL	61	21	21	41	42	186	8
 Meta	67	25	18	43	29	182	9
 AFL	47	20	12	37	41	157	10
 Scotch & Soda	34	20	10	67	10	141	11
 Netflix	17	6	20	76	19	138	12
 Gucci	36	20	25	32	14	127	13
 Tag Heuer	36	20	25	32	14	127	13
 Nickelodeon	23	7	15	56	26	127	13
 Zara	21	6	15	68	17	127	13
 FC Barcelona	19	5	5	53	42	124	14
 Balmain	20	18	5	51	18	112	15
 Tiffany & Co.	18	5	19	45	16	103	16
 Care Bears	19	7	14	44	13	97	17
 Hello Kitty	19	7	12	44	13	95	18
 Coca-Cola	7	3	7	50	17	84	19
 Jonnie Walker	10	5	12	43	10	80	20
 M&Ms	12	1	18	42	1	74	21

## Q3 leaders

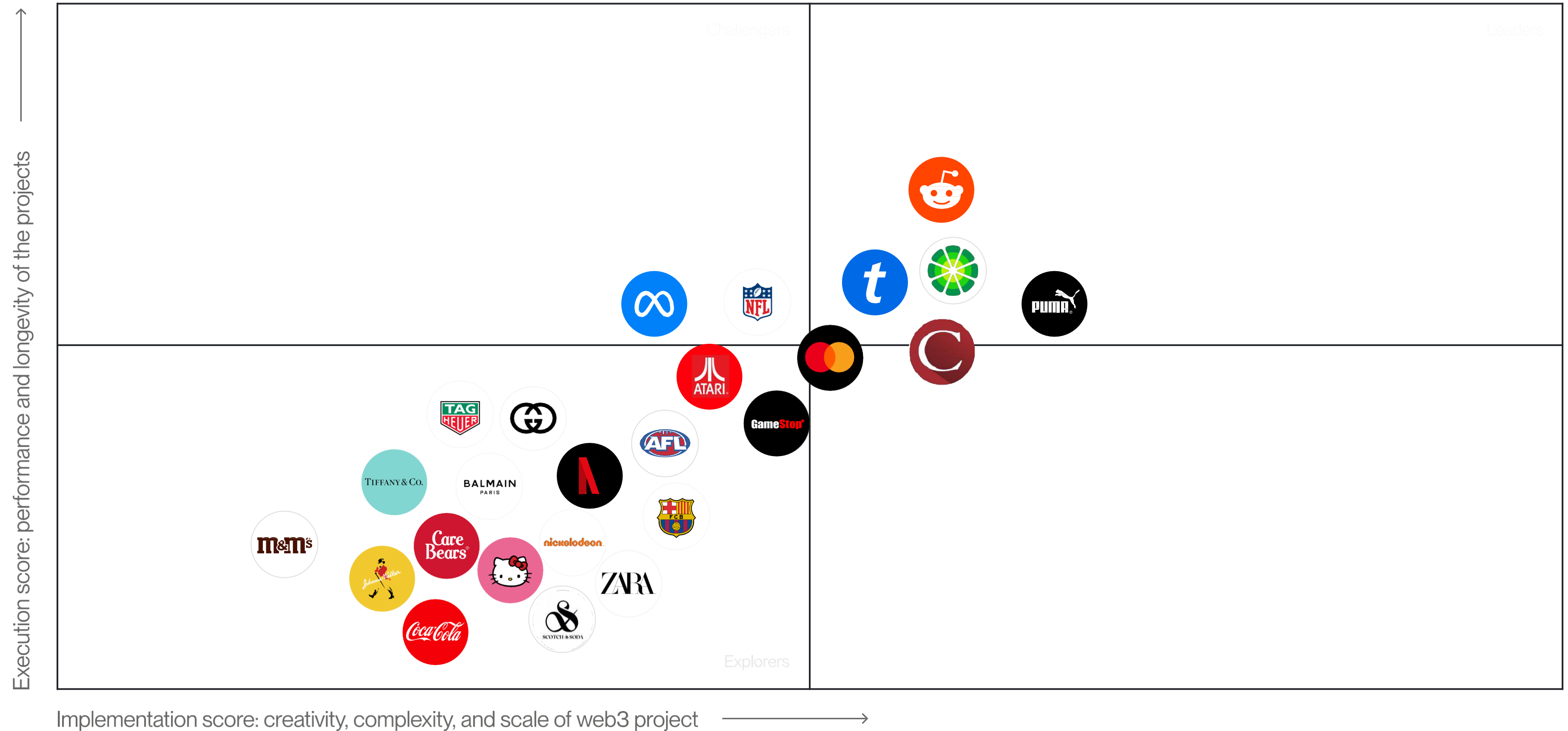


We scored how well the brands executed and implemented their web3 projects across five categories, both qualitative and quantitative.

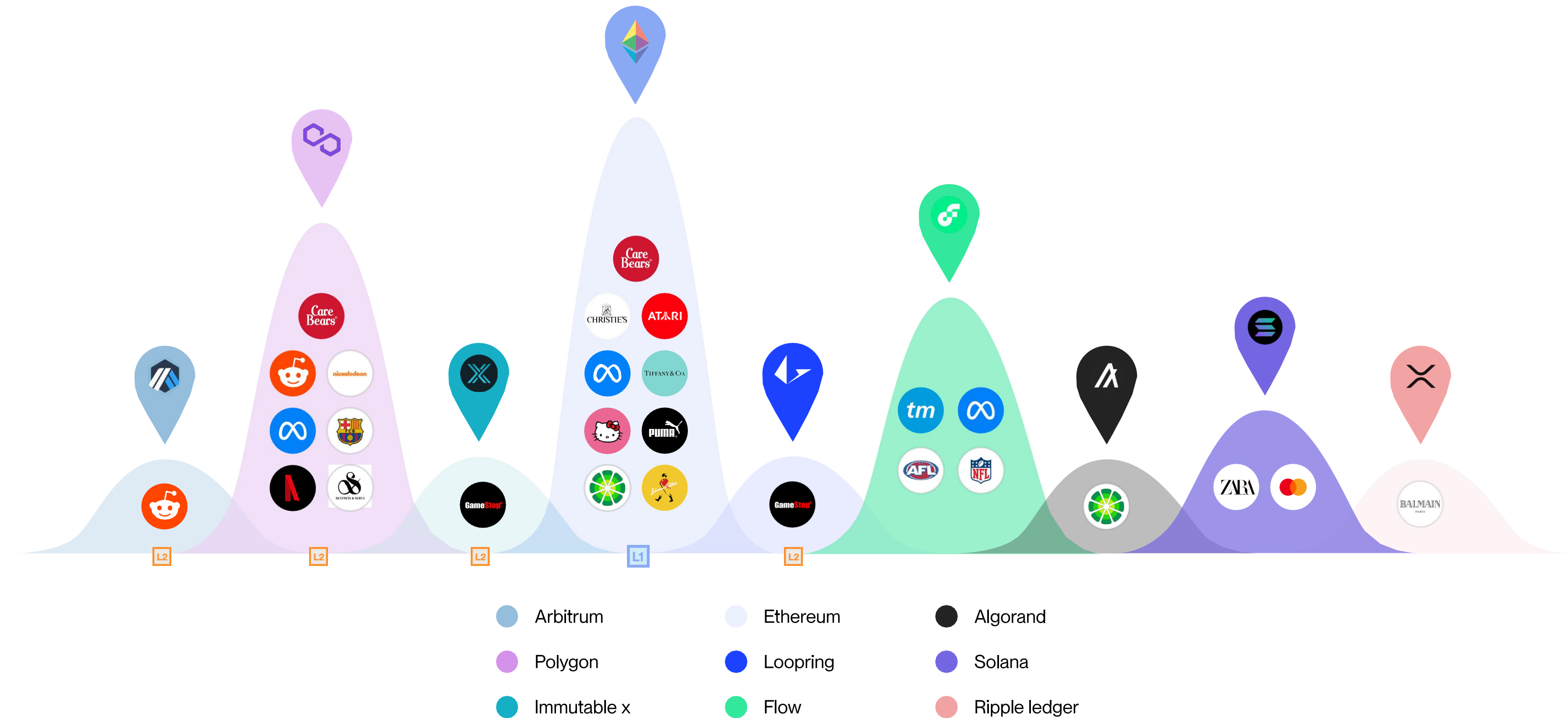
- **Scale** - the scale of the web3 rollout and execution and whether web3 was adopted as a material part of the brand's overall business.
- **Longevity** - the extent to which brands entered web3 as part of their long-term strategy.
- **Performance** - based on a combination of a number of quantitative factors about the web3 project's sale, unique holders, transaction volume, primary and secondary revenue distribution, as well as metaverse and other relevant performance.
- **Creativity** - the extent to which brands delivered on the storyline, artwork, creative and community collaborations and explored new angles of the blockchain technology.
- **Complexity** - the extent to which brands implemented complex rollout and execution strategies, developed innovative technological integrations, and adopted proprietary or open-source technology.



# Web3 adoption matrix



# Which blockchains are brands choosing?



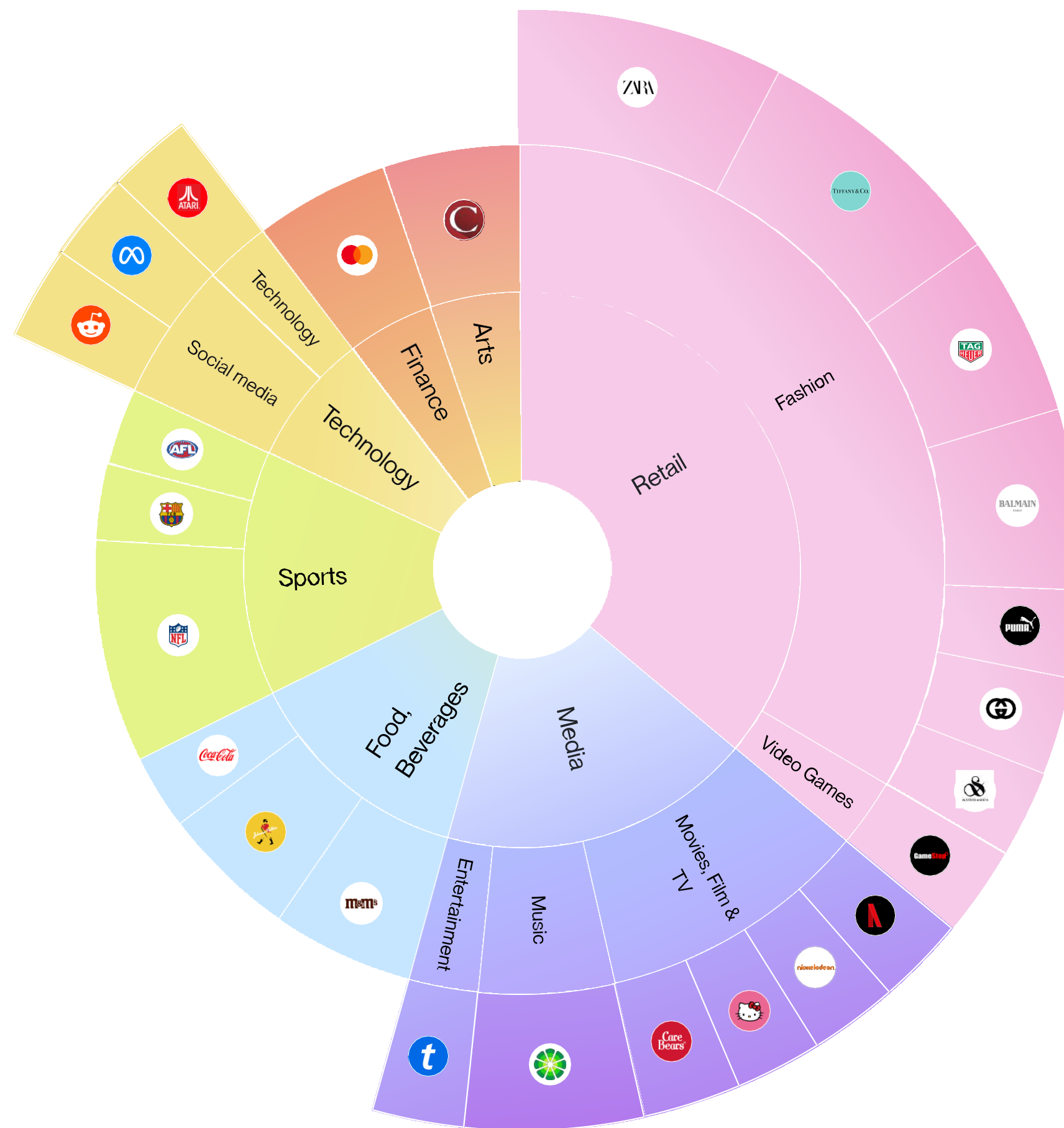
# Fashion and media brands lead the way in web3 adoption

Here are the brands that made significant web3 moves in Q3, 2022

The more moves they made, the bigger their proportional share of the graph.

Timeframe: Q3, 2022

Total moves: 33



# Retail Retail Retail

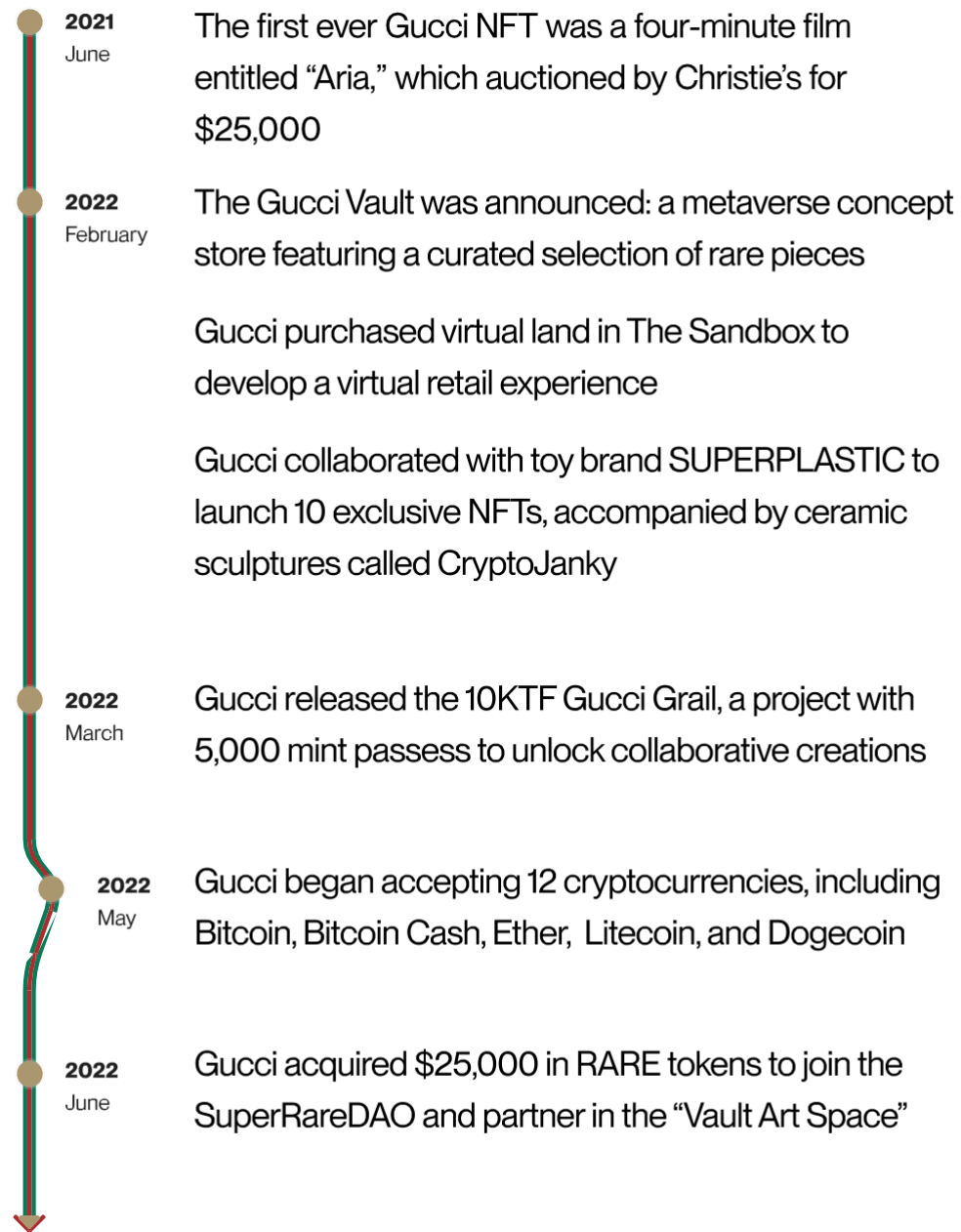




# Gucci & Apecoin collaborate to make high-end magic

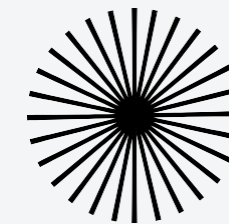
Industry: Fashion

## Web3 timeline



U.S. customers can now purchase Gucci products with Bored Ape Yacht Club-affiliated ApeCoin (APE).

This is just the latest in Gucci's foray into web3 – earlier in 2022 they launched the "SUPERGUCCI" and "Gucci Grail" NFT collections. They're attracting new clientele by accepting twelve different crypto assets at stores across North America.



Launched: August 2022

Status: **Live**



# Tiffany & Co. & CryptoPunks = real-life bling

What happens when a luxury web2 brand collaborates with a high-end NFT brand? You get a fascinating mashup of virtual and physical exclusivity.

LVMH's Tiffany & Co. turned CryptoPunk NFTs into real-life pendants. Coined "NFTiffs," these limited edition (there are only 250!) pendants were priced around \$50,000 each (30 ETH) and sold out in 22 minutes.

Industry: Fashion



**Brian** (❤️,❤️) @BrianBettor Aug 1  
Replying to @TiffanyAndCo  
best nft entrance from a corporate brand to date, usually it feels forced and grabby this feels natural and unique, well done!

**finn** @finn\_eth Aug 1  
Replying to @TiffanyAndCo  
oh that's pretty sick actually. If \$50k isn't a ton of money to you and you have a punk this is a must have

**Warfica** @ericaselga\_ Aug 1  
Replying to @TiffanyAndCo  
ok this is really dope

Launched: August 2022

Status: Completed

Chain:



# LVMH's Tag Heuer now supports ApeCoin payments

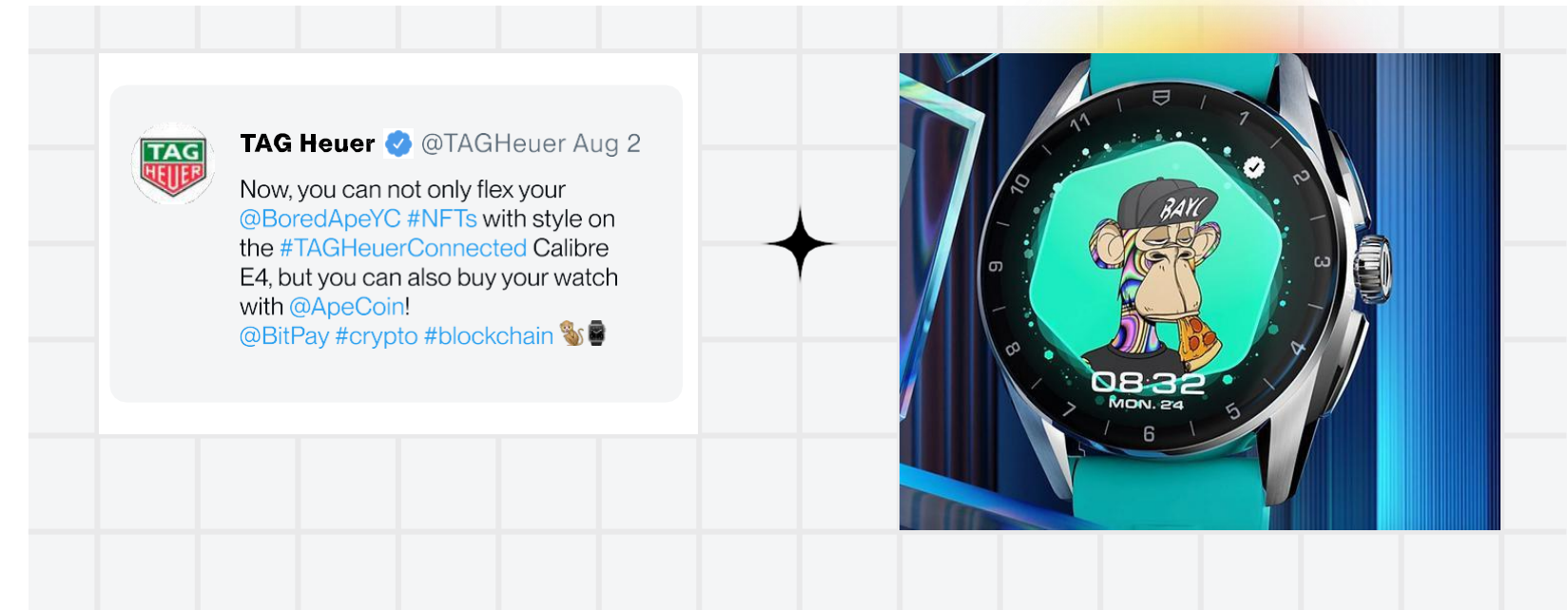
Industry: Fashion

This quarter, Tag Heuer added ApeCoin to its crypto roster, due to demand from premium merchant partners. This adds apecoin to the list of cryptos the company accepts as payment.

Tag Heuer partnered with the Bored Ape Yacht Club and Clone-X in Q2, 2022 to release a smartwatch that lets owners connect crypto wallets like MetaMask and Ledger Live.

Through Tag Heuer's partnership with Bitpay, customers are able to pay in cryptocurrencies, including \$BTC, \$ETH, \$DOGE, and others.

Is this a marketing stunt to match their Calibre E4 NFT-enabled watch, or is it something with long-term potential? We'll be keeping our eyes peeled.



**Aqueento** @ TLoftonJr Aug 2  
Replying to @TAGHeuer @GordonGoner and 3 others  
Been thinking of getting a watch, my old one broke years ago and miss having one. Perfect chance right here ❤️

**Rev** @\_BAK3 Jul 9  
Replying to @ZAGABOND and @f\_arnault  
Authentication of physical assets is one of the greatest potentials of NFTs. Love the innovation in the watch field!

**Crypto-Gucci.eth** gm @CryptoGucci Jun 28  
The TAG Heuer Connected Calibre E4 watch looks pretty sweet! It has OpenSea verification, automatic detection of FT colors for the background, MetaMask connectivity, + more

Launched: August 2022

Status: Completed





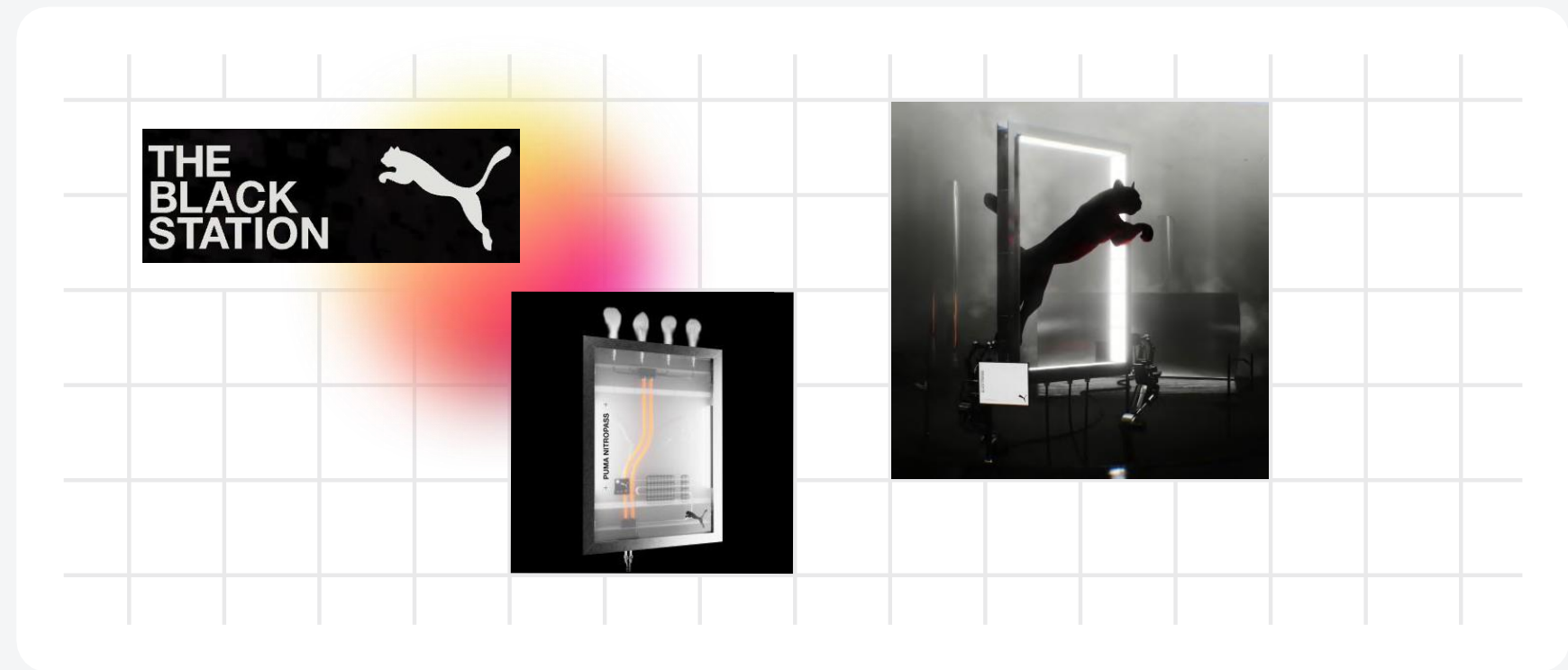
# Puma's next stop: Black Station

Industry: Fashion

Black Station, an epic 3D spatial playground, showcases the future of Puma.

This metaverse experience was launched as part of Puma's "Futrograde" show during New York Fashion Week, following trademark filing in January 2022, and includes web3 activations and NFT drops. Black Station is divided into three portals providing immersive metaverse experiences.

Around the same time, Puma released "Nitropass" NFTs which are redeemable for real Puma Fastroid or NFRNO shoes. Those lucky enough to mint a Nitropass were able to enter Black Station to burn their NFT for a separate "Materializer" NFT, which had their shoe size and style choice in its metadata. They also got a "Nitro Collection" NFT, which acted as an access ticket and utility for "Project Nitro."



**Digital Breakfast** @digitalbreakfas Sep 21  
Since it's my birthday month decided to go shoe shopping @PUMA



Launched: August 2022

Status: Ongoing

Chain:





# GameStop launches NFT marketplace

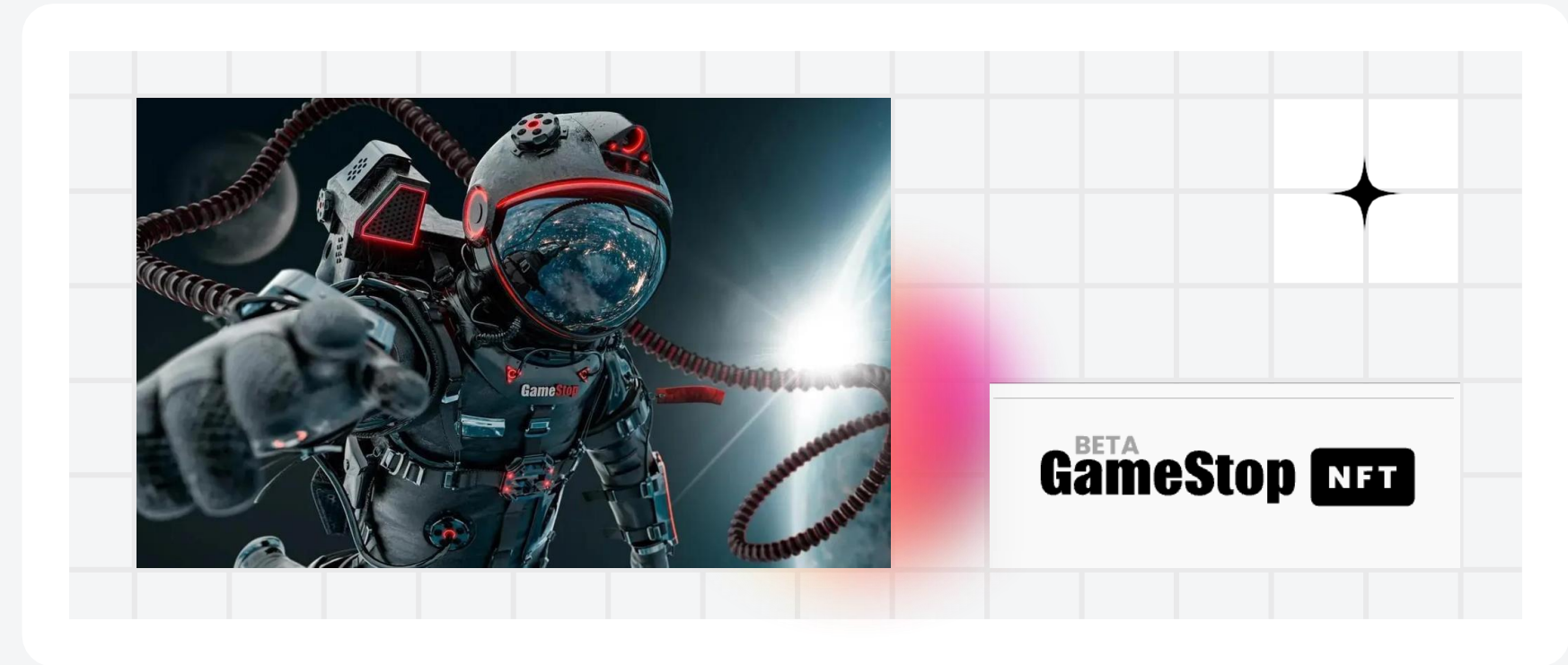
Industry: Video games

In July 2022, GameStop launched its NFT marketplace to allow gamers, creators, collectors, and other community members to buy and sell NFTs. The marketplace was launched in partnership with layer-2 scaling solution Immutable X.

The marketplace launched at a bad time for NFTs, with volumes and prices plummeting. The NFT marketplace space is also very competitive with many attempting to dethrone OpenSea. That's probably why it hasn't garnered as much traction as the brand desired. We'll be watching to see how things play out.

GameStop has also partnered with FTX. This partnership will introduce GameStop customers to FTX's community and digital asset marketplaces, and GameStop will be the preferred retail partner of FTX in the United States.

Previously, GameStop released its own wallet for crypto and NFTs.



**cloudversify** @camdenjamesw Sep 8  
FTX and Gamestop partner to introduce more customers to crypto and collaborate in marketing initiatives

This is adoption

Launched: July 2022

Status: Ongoing

Chain:

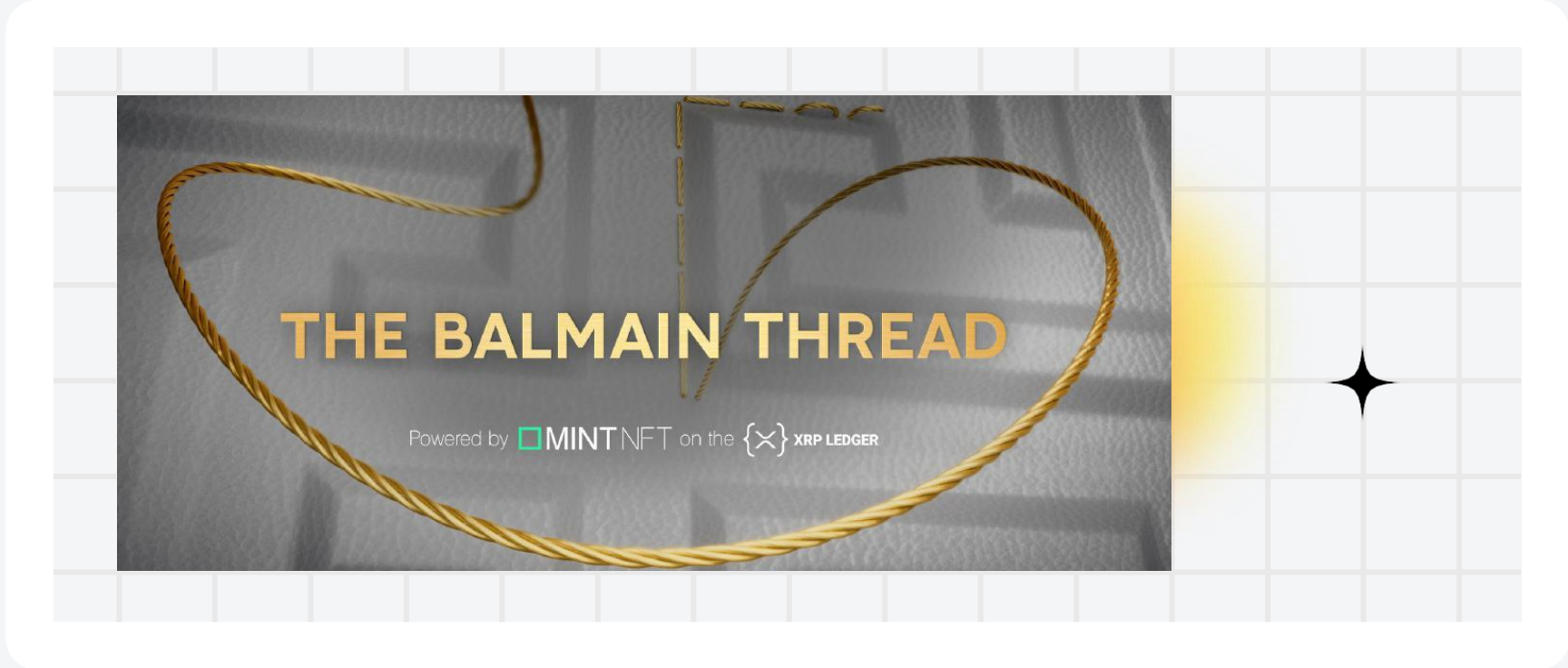


# Balmain unveils NFT membership program

Balmain, the French watch brand owned by Swatch, continued its partnership with MintNFT by announcing the luxury house’s official NFT-based membership program during Paris Fashion Week. The membership programme is expected later this year. NFT holders will get access to Balmain moments such as special events, house collections, surprise drops and digital experiences.

Attendees of the #BalmainFestival were invited to take part in “The Moment,” a mobile photo experience created by MintNFT that allowed festival goers to transform and mint their favorite Balmain Festival fashion moment into their own unique digital collectible. The program will eventually be home to 10,000 of the house’s customers and fans.

Industry: Fashion




I’ve never aimed to simply be cool. Instead, my goal has always been to ensure that this house’s designs are timeless and tied together by a unifying thread. And it’s important to never break that thread—because the moment that happens... well, that would mean that you’ve failed. That would mean that you haven’t been able to extend a clear vision or advance a distinct aesthetic.

 **Olivier Rousteing**  
Creative Director at Balmain

Launched: September 2022

Status: **Ongoing**

Chain: 





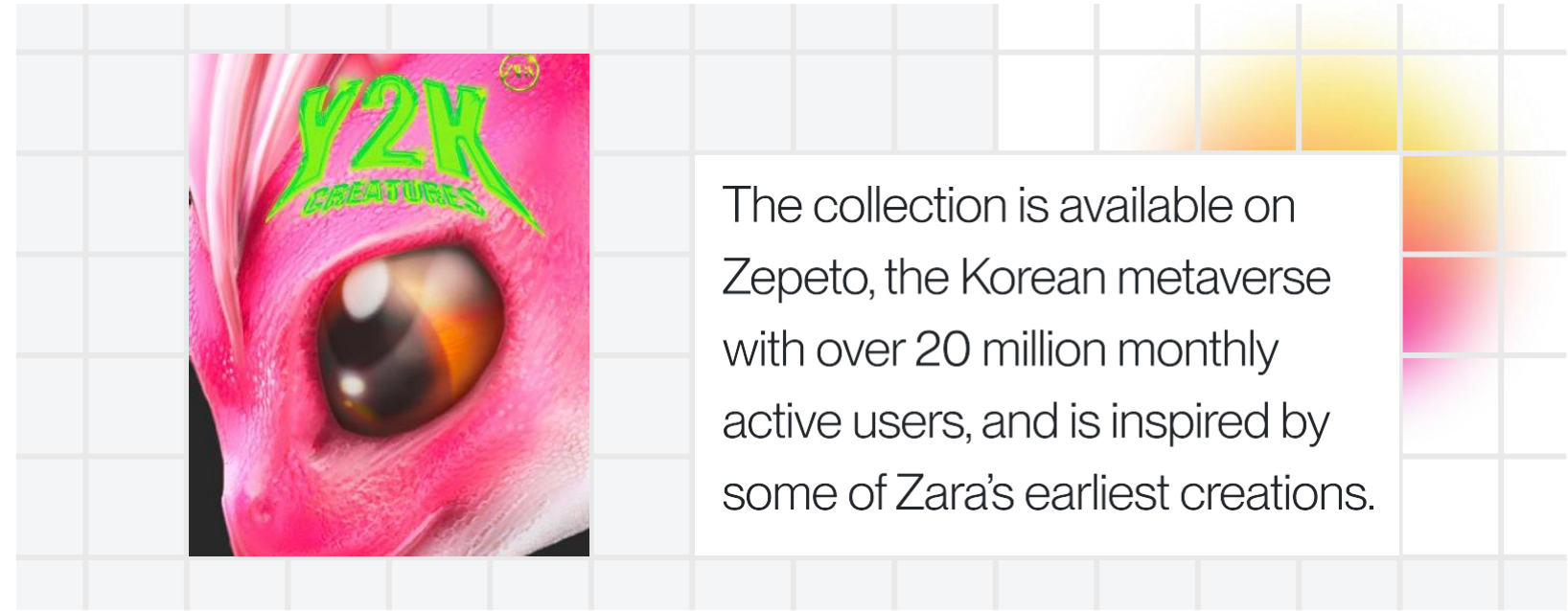
# Zara's metaverse collection inspires physical versions

Industry: Fashion

Clothing in the metaverse? It's a thing.  
Retail fashion giant Zara has unveiled their third metaverse-based project, Y2K Creatures, which offers both digital and physical products.



Fashion fans can create their own looks on the Zepeto app by wearing new pieces from the clothing and accessory line. When they share a screenshot on social media, they will be entered to win 20,000 coins, with a total of 50 winners.




The collection is available on Zepeto, the Korean metaverse with over 20 million monthly active users, and is inspired by some of Zara's earliest creations.



**astroporcelain.nft** @astroporcelain September 24  
The obsession with @zepeto\_official is real - I just had to tweet about the new featured @ZARA collection 🌟 Oversized jersies, crop tops, baggy jeans & shredded denim shorts, lovin' this #y2k line 📞 #NFT #NFTs #NFTCommunity #digitalfashion #nftart #nftartist

Launched: September 2022

Status: **Ongoing**

Chain: 



# Scotch & Soda launches web3 community: Club Soda 3.0

In the next iteration of their membership program, the Amsterdam-based fashion retailer Scotch & Soda is supplementing their “Club Soda” with “Club Soda 3.0,” which encompasses NFT membership. Each NFT acts like a membership card, and grants exclusive community benefits to events, collections and merchandise. Owners also have the opportunity to be more involved in Scotch & Soda’s creative process.

With an initial launch of 1003 Club Soda 3.0 Founder’s Passes, the NFTs are made up of five traits and are free to mint (excluding gas fees).

Industry: Fashion



**Peg Samuel** @socialdiva Sep 20

snagged a @scotch soda "Founder Pass" I really dig this brand. I am looking forward to seeing what they do in Web3. #nft #web3



**Jay** @TaoOfjay Sep 26


As a fan of the brand, seeing @scotch soda mint a "founders pass" nft is 🔥.

The #NFT launched on #Polygon in collab with @salesforce, with a stupidly low entry point. Likely following a similar strategy as the Starbucks' program, it feels long term bullish for #NFTs 🚀🚀

#web3

Launched: August 2022

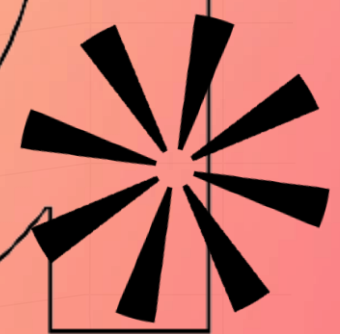
Status: Ongoing

Chain: 



# MEDIA DESIGN

**Media**





# Paramount's Nickelodeon bets on 90's nostalgia and wins


Thought the Rugrats and Hey Arnold! were dead? Think again. Nickelodeon has upcycled the two TV shows to create unique collectible NFTs that can be traded for "Slime." Once users collect 10 Slimes, they can swap them for a unique mashup NFT that combines the characters from the two shows into a single NFT.

What's even cooler is that the IP that Nickelodeon had sitting in a drawer has now been leveraged to create revenue for the brand, and the nineties live on. Win-win.

Industry: Movies, Film & TV





We love what Nickelodeon has done. They're building a revitalized community around nostalgia, just like the Elvis Estate has done. We encourage all of our partners to check out the gold mines they're sitting on and put them to good use!

 **Adam De Cata**  
CEO at NFT Tech

Launched: July 2022

Status: Ongoing

Chain:  





# LimeWire shakes up the music industry once again

## web3 timeline

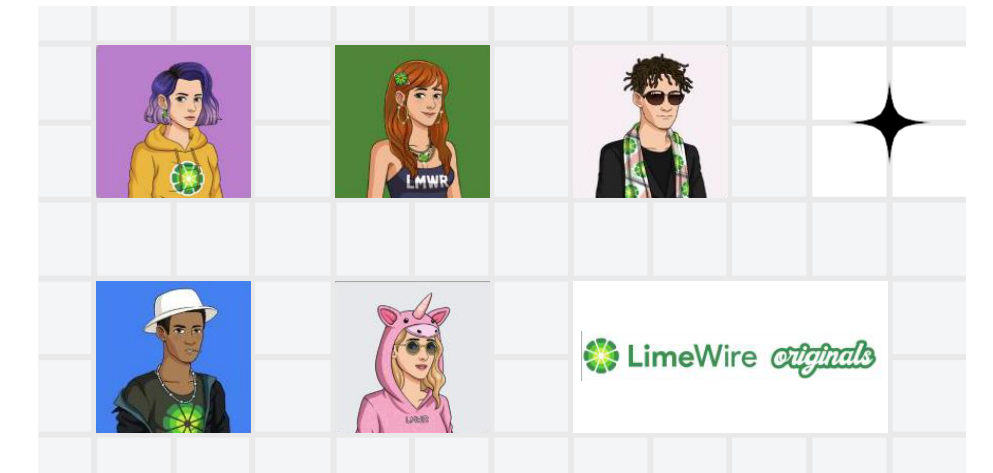
- Q3/2021 Establishment of the core team
- Q4/2021 Partnership with major blockchain
- Q3/2022 Launch of public waitlist
- Q3/2022 Token offering to strategic partners
- Q4/2022 Private token sale (invite-only)
- Q6/2022 Official launch campaign kick-off
- Q7/2022 Official launch of LimeWire Marketplace
- Q4/2022 Public token sale

LimeWire is set to offer musicians a bigger slice of the revenue pie – 90% of NFT sales revenue – and bring digital collectibles to music industry.

Their new Algorand-based marketplace offers artists like Travis Barker, Brandy, Aitch, Nicky Jam, Soulja Boy and many more lesser known musicians the opportunity to sell NFT collectibles with real life perks such as pre-released music, unreleased demos, VIP access to shows, digital merch, signed physical art, facetime calls with the artist, and backstage content.

LimeWire also launched Originals, a limited collection of 10,000 original NFTs on Ethereum that cost \$750 each, which act as membership to the LimeWire Originals Club – LimeWire’s most exclusive membership level. Originals NFTs are minting in stages, with 1,200 released so far.

Industry: Music





This is so exciting – NFTs let artists tap into the *quality* of their fans, whereas web2 streaming services only focus on the *quantity* of fans.



**Adam De Cata**  
CEO at NFT Tech

Launched: **July 2022**

Status: **Live**

Chain:  



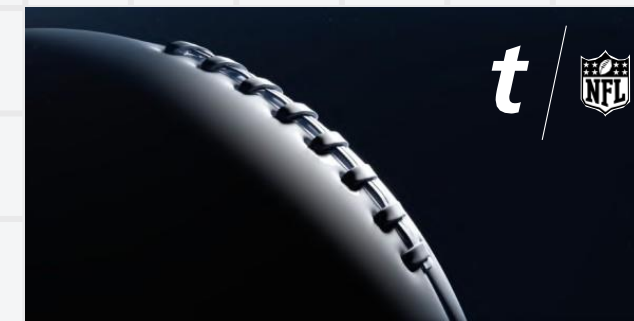
# Ticketmaster lets organizers issue NFTs with their tickets

NFTs and tickets are a match made in heaven. Smart contracts govern their transfer, and their irreproducibility means when you buy one ticket, that ticket is yours and yours alone. While Ticketmaster hasn't taken the full plunge to offer NFTs as actual tickets, they've already issued five million NFTs as collectible digital memorabilia.

They're also building their own marketplace and NFT platform wallet. As of this quarter, Ticketmaster even lets event organizers issue NFTs which can grant VIP passes, loyalty rewards, celebrity meet and greets and more.

This move follows a six-month NFL partnership where fans receive digital memorabilia in the form of NFTs.

Industry: Media & Entertainment



Fans scored a virtual commemorative ticket for attending the Super Bowl LVI in Los Angeles on February 13, 2022



NFTs and ticketing are a perfect combo. Imagine you hold a season ticket for football and can't go to some games. If you had an NFT ticket you could go to an NFTFi NFT renting site and rent your NFT for those games to make money, all handled automatically and trustlessly by smart contracts.



**Adam De Cata**  
CEO at NFT Tech

Launched: August 2022

Status: Ongoing

Chain:





# Netflix tells “The Gray Man” fans to get lost...

... in a maze, that is. Following their NFT experiments with the series Love, Death + Robots, Netflix rented space in Decentraland to bring fans into a maze as a promotion for the film “The Gray Man.”

Two thousand fans visited the metaverse maze in the first week, where they had to find a fountain and retrieve a USB stick with classified information. The fastest to complete the maze won a wearable for their Decentraland avatar, as inspired by the film’s characters: Sierra Six’s Jacket, Lloyd’s Trash Stache, or Miranda’s Bob.

This is just another example of Netflix’s dedication to fan engagement, no matter where. And by renting space in Dentrland rather than buying it, they’re grabbing the attention of viewers across platforms without a hefty price tag.

Industry: Movies, Film & TV



For a limited time, fans immersed themselves in the same iconic maze that hosted the final clash of The Gray Man between Six and Lloyd.




**jumpnspid3r** @ freethought3D Jul 23  
epic scene here at @netflix #grayman maze in @decentraland. Looking forward to getting the #wearable I won! Currently wearing my #doge head from @GamiMallMD #Decentraland

**iNeed\_Pesos** @@E\_TripplStaX Aug 6  
#Netflix is now on @decentraland showcasing #Grayman. Load those bags up, the #metaverse is the the future

Launched: August 2022

Status: **Completed**

Chain: 



# Sanrio's Hello Kitty and Friends travel the world

It's nostalgia and a legacy IP with a twist. Hello Kitty and Friends set off to see the world, collect stamps and create new memories. Fans are invited to take part in challenges, earning snapshots that will "last a lifetime."



Players can collect "Friends," send them to destinations and collect stamps to create unique profile pictures. Suitcases for the trip start at \$100, and contain one Hello Kitty and Friends character who's ready for adventure.

NFTs can be traded on their own marketplace and on OpenSea.

Industry: Movies, Film & TV





We're lucky to have some of the best fans in the world, and it's a privilege to design a new environment for them to experience their devotion like never before.



**Silvia Figini**  
Chief Operating Officer, Sanrio – EMEA, India and Oceania, Mr Men – Worldwide.

Launch Date: August 2022

Status: Ongoing

Chain:  





## Care Bears enter the metaverse

In another touching example of nostalgia and legacy IP put to good use, Care Bears launched an NFT collection. Care Bears are celebrating their 40th anniversary with the launch of an NFT-based "Care Bears Forever" experience, featuring 10,000 Care Bear NFTs. Each NFT comes with iconic Care Bears artwork and the chance to win a mystery prize. They can be traded on Ethereum or Polygon.

Care Bears also partnered with The Sandbox to roll out Care Bears Sport Jam, a Sandbox game featuring Care Bears.



The experience, which ran from September 5th - 25th, encouraged fans to create Care Bear themed games in the metaverse. The best games were rewarded with The Sandbox's SAND token.

Industry: Movies, Film & TV



Launched: August 2022

Status: Ongoing

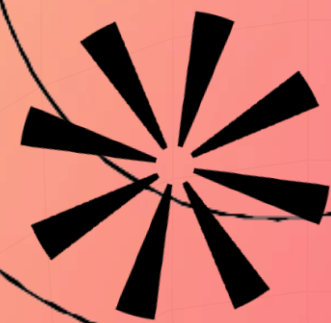
Chain:  





# FOOD

Food & Beverage





# M&M's, like Eminem, jump aboard the Bored Ape Yacht (Club)

The iconic candy brand M&M's partnered with the metaverse band KINGSHIP to create limited edition M&M's boxes. It's a riff off diva performers who request a certain constellation of M&M's colors in their show riders, and it follows upon the Bored Ape Yacht Club (BAYC)'s collaboration with Eminem and Snoop Dogg earlier this year.



This is M&M's first foray into web3, and it's the first successful mashup of art, music and FMCG – for the benefit of the brand, the BAYC NFT holders, and the original artists. Another web3 win-win-win.

Industry: Food & Beverage



**Ross Macdonald** @Rossmacdonald1 Aug 26  
A \$60 Box of #BAYC M&Ms.  
Dooooopeeee. Chocolate fans everywhere thinking...  
"What is an enneffteeeee?"  
[#NFT @BoredApeYC](#)

**Shaz** @Shazogakki Aug 25  
Replying to @WatcherGuru  
Its not BAYC edition its @therealkingship project, that has partnered with M&MS a awesome project!

Launched: August 2022

Status: Ongoing

Chain:





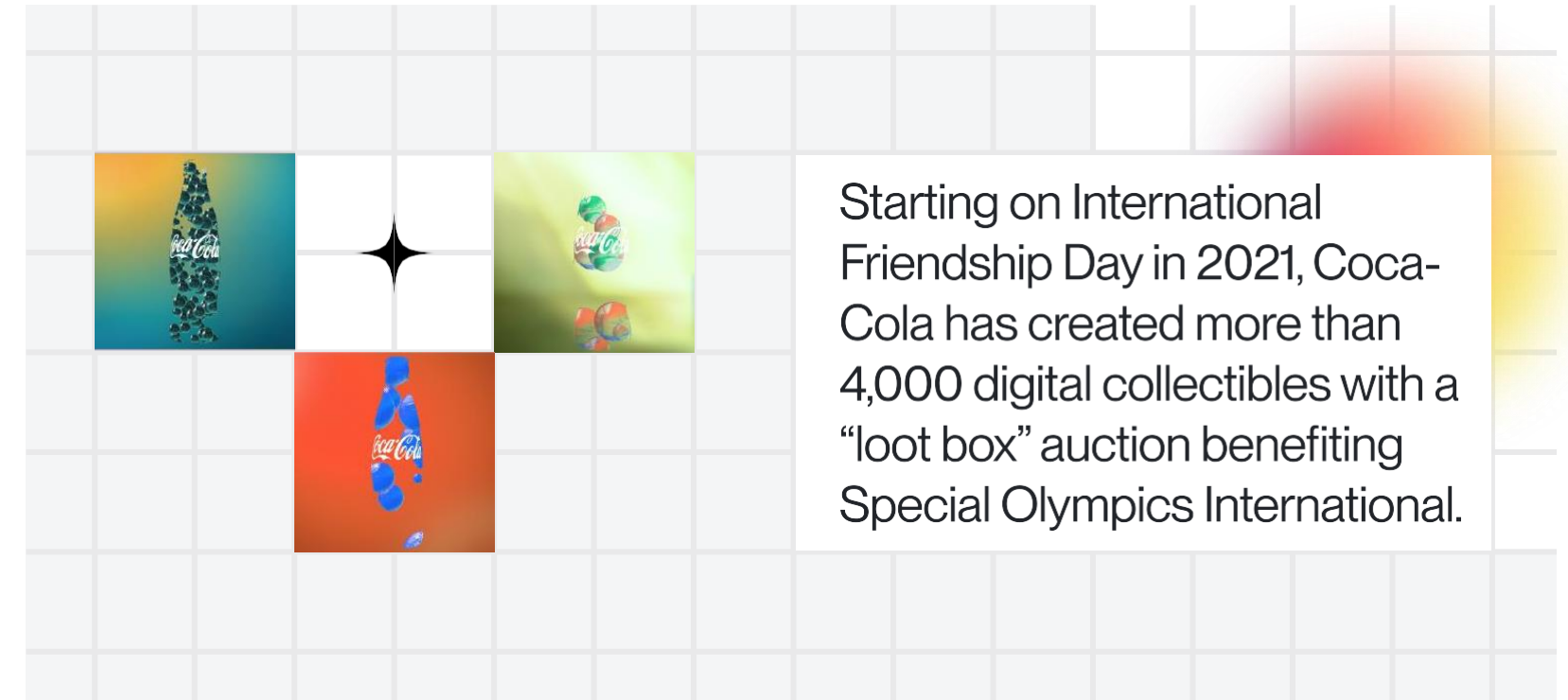
# Coca-Cola airdrops shareable NFTs

Industry: Food & Beverage

Coca-Cola is thanking fans who've been a part of the brand's journey into the metaverse over the last year with a special digital collectible drop for International Friendship Day 2022.

The new collectable features a design inspired by the bubbles inside a Coke bottle, as well as themes of connection and unity. NFTs were airdropped to digital wallets of existing Coca-Cola collectible owners. Once the bottle is shared with a friend, the artwork will be revealed and available to both. This is the web3 version of Coca-Cola's 2016 "share-a-coke" campaign.

Coca-Cola has activations planned for Halloween and International Singles Day in November. As the community grows, Coca-Cola will hand out exclusive offerings to holders.



Starting on International Friendship Day in 2021, Coca-Cola has created more than 4,000 digital collectibles with a "loot box" auction benefiting Special Olympics International.




**Pwetty !** @PwettyVOX Aug 8  
Coca-Cola + Friendship Day + @polygonstudios = (mix) = Juicy NFTs  
[@CocaCola](#) statement : [coca-colacompany.com/news/coca-cola-international-friendship-day](https://coca-colacompany.com/news/coca-cola-international-friendship-day)  
[#internationalfriendshipday](#) [#onpolygon](#) [#nftart](#)

**Ravikant Agrawal (Oxravi.lens)** @ravikantagrwal Aug 8  
Innovative way to celebrte International **Friendship Day**  
**The Coca-Cola** Company just launched first-of-a-kind, generative, and sharable collectibles [#onPolygon](#). The collectibles have a unique share-to-reveal functionality where ea... [lnkd.in/d/jCeKJ4r](https://lnkd.in/d/jCeKJ4r) [lnkd.in/d/u5nyuf](https://lnkd.in/d/u5nyuf)

Launched: July 2022

Status: Ongoing

Chain: 





# Johnnie Walker releases exclusive NFTs

To celebrate the fifth installment and first Johnnie Walker Blue Label Ghost and Rare release from master blender Emma Walker, Johnnie Walker is offering customers one of 75 limited edition master sets.

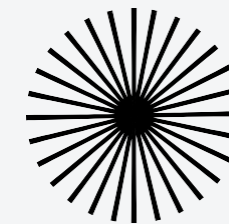
The sets feature a one litre physical bottle with Emma Walker's signature, the NFT bottle, digital art by award-winning generative AI artist and photographer, Ivona Tau, and access to an exclusive virtual storytelling experience with Emma Walker and Ivona Tau as they share their inspiration behind the masterpieces.

Industry: Food & Beverage




The exclusive set was priced at \$775 USD, and users could pay using ETH or credit card.

Bottoms up!



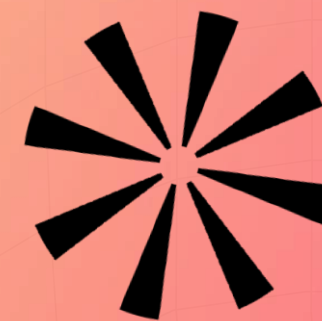
Launched: September 2022

Status: **Ongoing**

Chain: 

# TECHNOR

Technology







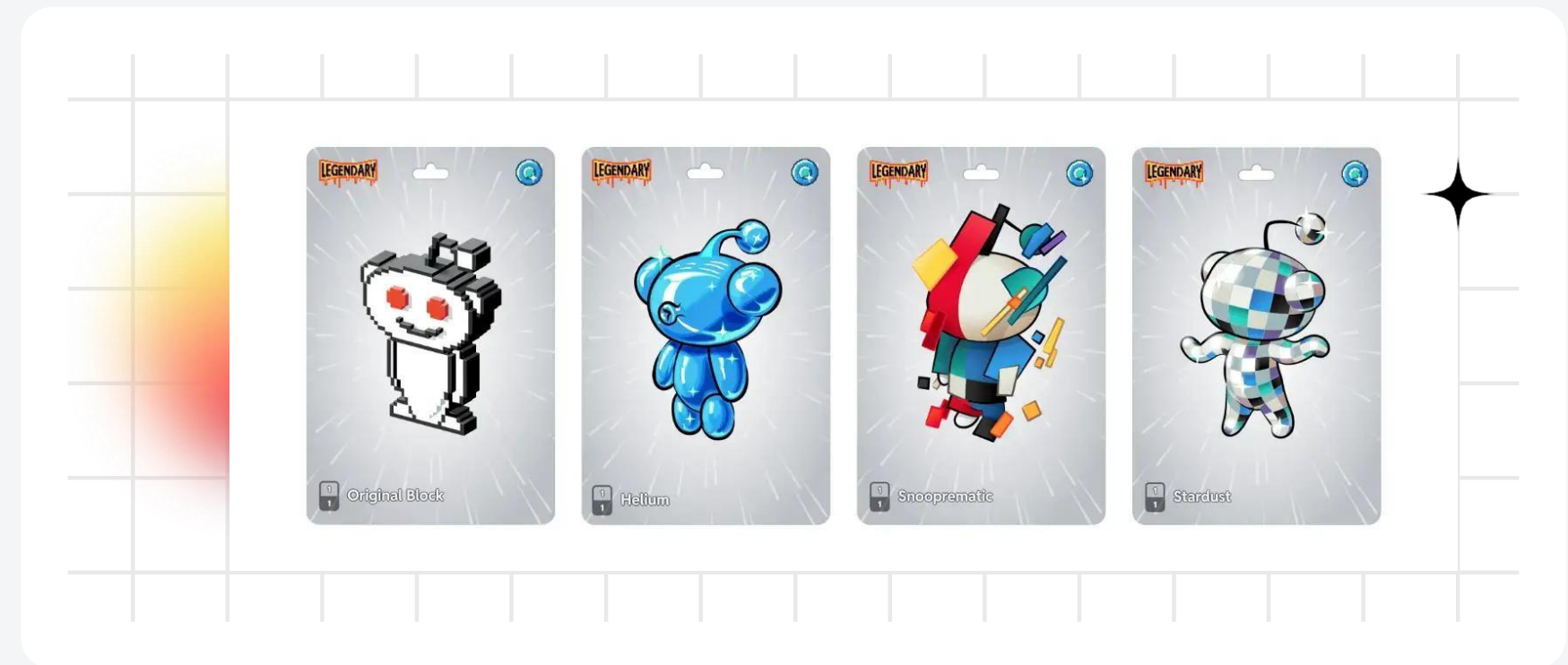
# Reddit gets 3M people to own NFTs without them knowing

With global markets plummeting, NFT trading volumes and crypto wallet activity are down across the board. Despite this, Reddit just onboarded more people into web3 over the past 3 months than OpenSea has in the past five years.

To be fair, Reddit's not entirely new to crypto. The platform has accepted cryptocurrency payments since 2013. They tokenized points on the layer 2 blockchain, Arbitrum, for select subreddits in 2020. They even launched a four-piece 1/1 NFT collection in June 2021. The collection was named "CryptoSnoos", based on their iconic 'Snoo' logo. The NFTs sold for 70–175 ETH.

However, Reddit's most recent crypto endeavor is what has caught everyone's attention. They solved the million-dollar question of how to onboard the masses to crypto. The simplicity is genius. Read our full report to learn what they did.

Industry: Social media




Read our full report on Reddit's success:  
[link.nfttech.com/reddit-q3](https://link.nfttech.com/reddit-q3)



Launched: July 2022

Status: Ongoing

Chain: 





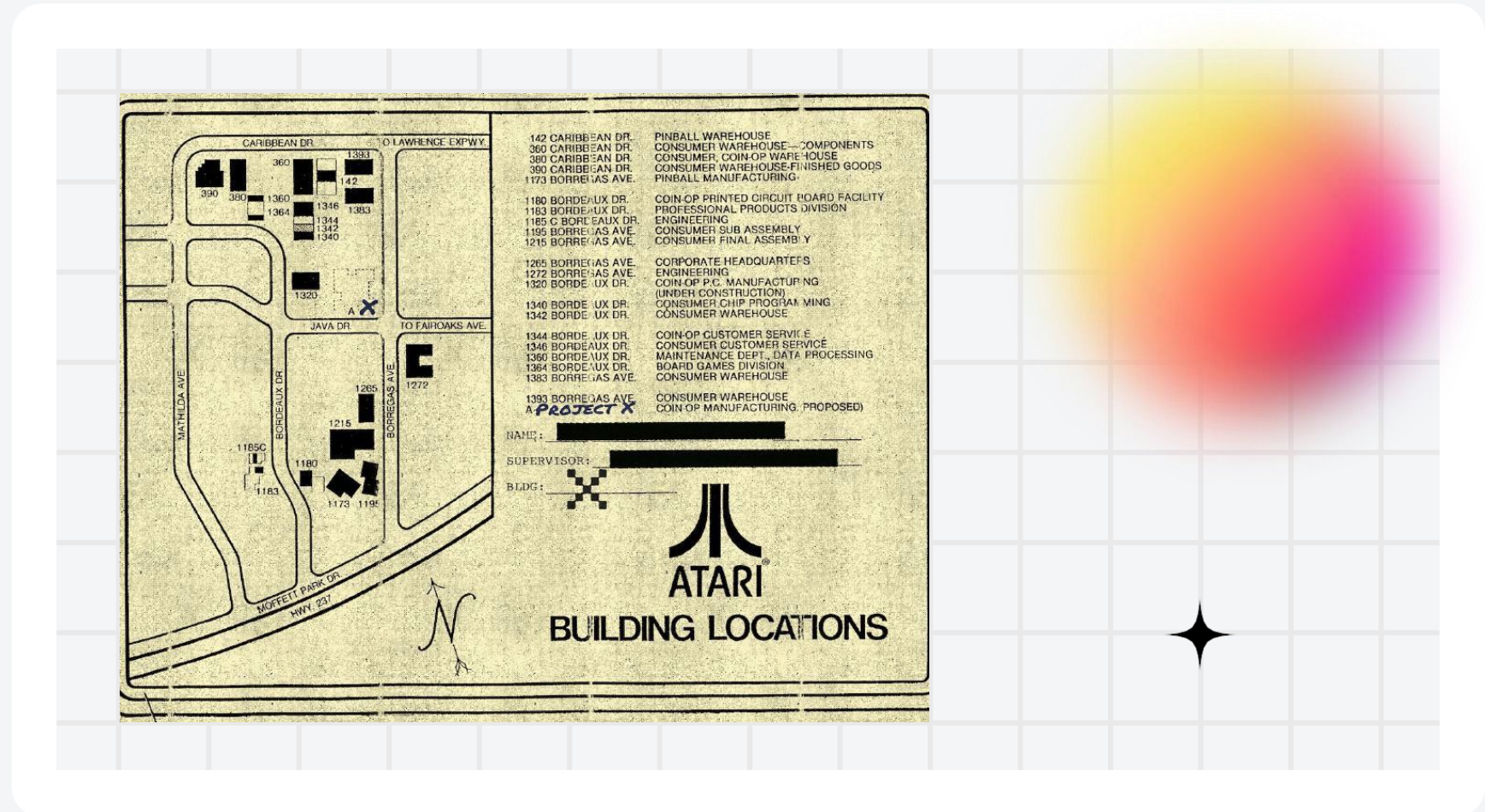
# Atari launches web3 arm, Atari X

The iconic entertainment brand has cemented itself in the business of blockchain in 2018 and has started launching web3 partnerships as early as 2019. In May 2022, the brand launched Atari X, an initiative that consolidates all of their blockchain interests into a unified operation.

In celebration of their 50th anniversary, they've also launched an NFT collection as well as a metaverse experience, Room 133. The project was inspired by a real old map from the Atari archives. This experience will continue, as Room 133 was just Chapter 1.

Atari has also committed to provide over half a million dollars in value back to NFT holders through activations and holder-only benefits.

Industry: Technology



“

**cloudversify** @cloudversify 15h  
Replying to @AtariX @atari and @billythebutcher  
We love these #50yearsofAtari NFTs!

**Gin Cat** @GinCatPsycho Sep 22  
I don't know if I will ever get over this art. Butcher Billy you truly knocked this one out of the metaverse. on #50YearsofAtari @AtariX @billythebutcher

And shout out to the best team that ever existed ❤️ @Carries33 @scxtxyz @recedingHare @bleezy\_eth @snakeynft @xiMortalTV

Launched: September 2022

Status: **Ongoing**

Chain:





# Meta goes even more meta, adding to its blockchain mosaic

## Web3 timeline

- 2017** Announced plans for own digital currency, Diem
- 2021** October Rebrands to Meta
- 2021** December Horizon Worlds metaverse platform released, to be used with Oculus
- 2022** January Diem abandoned, Meta sells assets to Silvergate Capital for \$200m
- 2022** March Announces NFTs on Instagram
- 2022** April Meta plans to take nearly 50% cut on virtual asset sales in its metaverse
- 2022** May Instagram to support NFTs from Ethereum, Polygon, Solana, Flow  
Meta trademark filing hints at plans for crypto payments platform
- 2022** June Meta partners with Balenciaga, Prada, and Thom Browne to launch digital fashion marketplace  
Meta and other tech giants form metaverse standards body without Apple  
Meta to begin testing NFTs on Instagram Stories with Spark AR
- 2022** September Meta enables cross-posting of NFTs on Facebook and Instagram

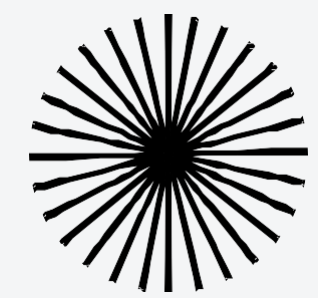
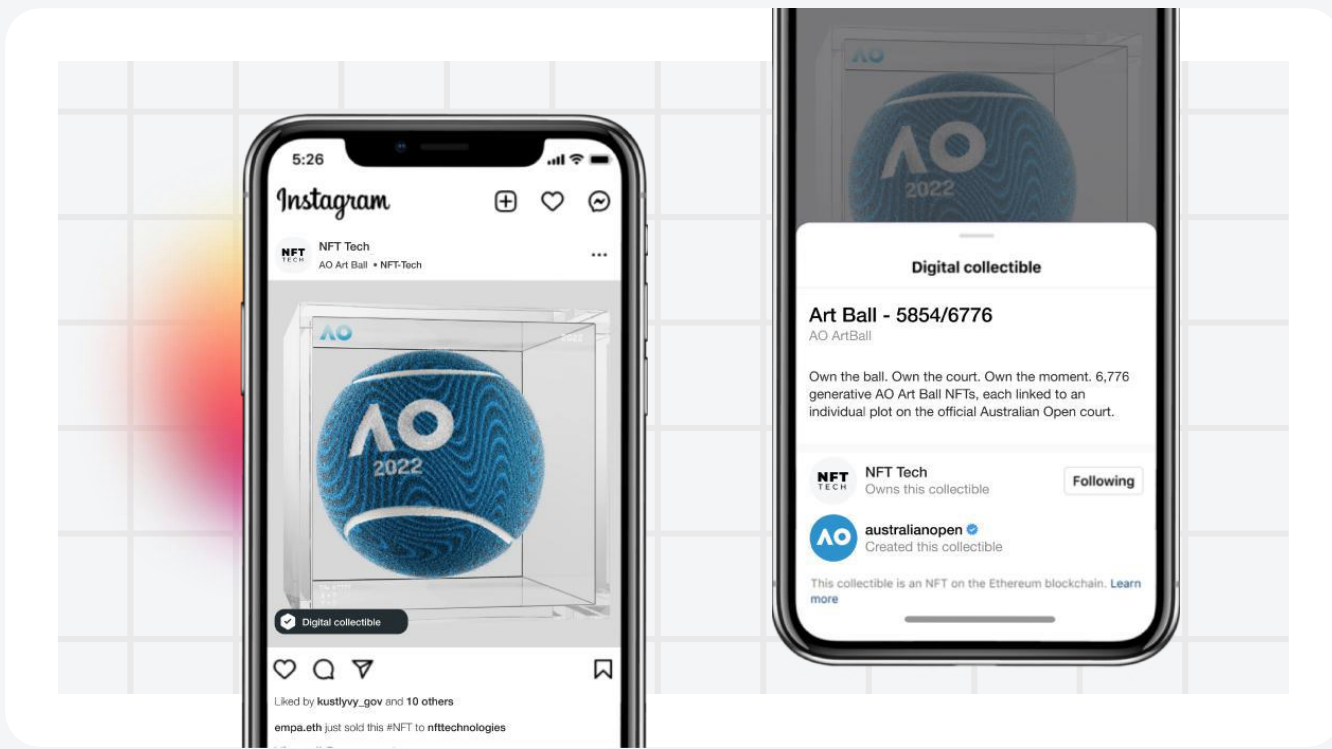
Meta, the parent company of Facebook, WhatsApp and Instagram (aka the company with the most users in the world!) now lets users show off their NFTs on Instagram and Facebook.

The technology giant is also allowing select US users to cross-post their NFTs between Instagram and Facebook by simply connecting their wallet to one platform.

**“**

**Luke Martin** @VentureCoinist Aug 30  
Most bullish news for NFTs in a while: Facebook & Instagram NFT integration.  
Now you can flex on furries, bears, and normies across all platforms.

Industry: Social media






Launched August 2022

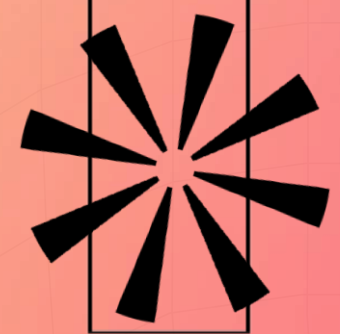
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Status: **Completed**

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Chain:   

# Sports PROOF







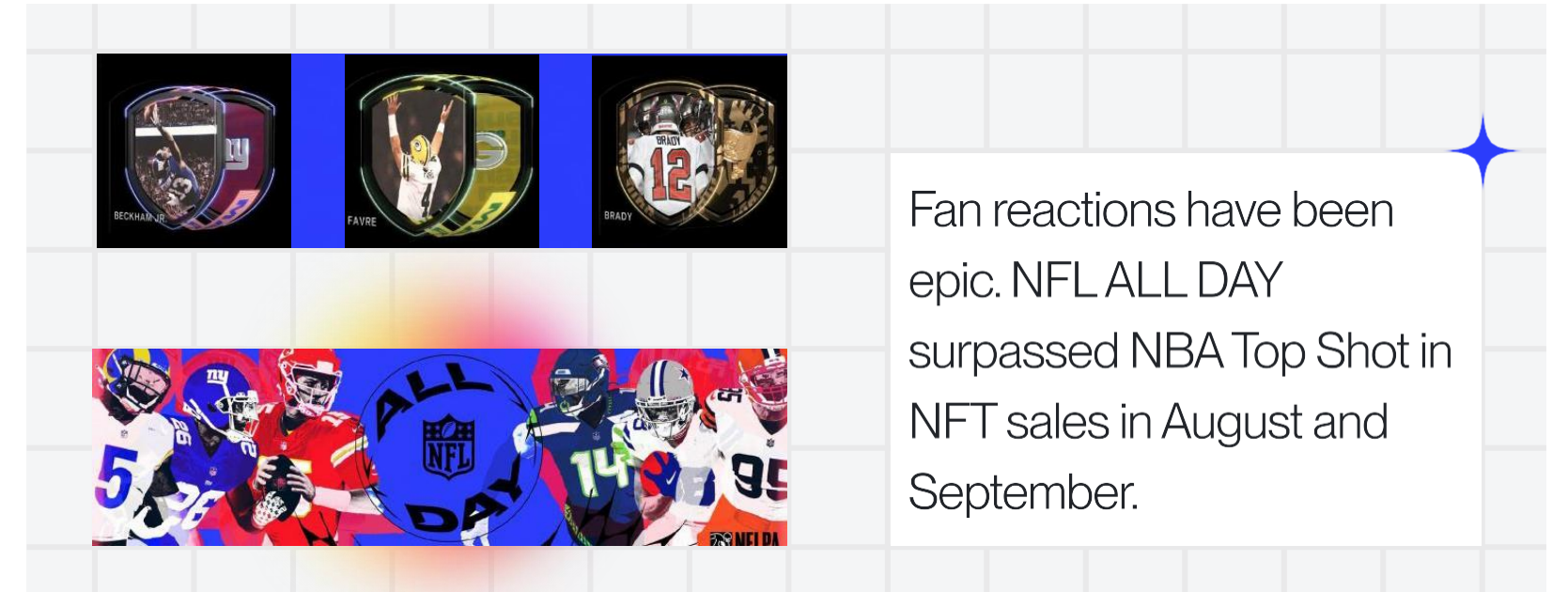
# NFL now lets fans enjoy NFL all day with NFL ALL DAY

Industry: Sports

Like NBA Top Shot, NFL ALL DAY immortalizes player action in a collectible moment that fans can own. These moments are limited edition highlights with an officially licenced video. Each moment has a different rarity. NFL ALL DAY has its own secure marketplace, created by the Dapper Labs team.

NFL ALL DAY soft launched in 2021, and the first public NFL ALL DAY series 1 pack drop featured Derrick Henry (Legendary Moment) and plays from Jalen Ramsey, Trevor Lawrence, Zach Wilson, Derek Carr and Jonathan Taylor.

During September, NFL ALL DAY had the 8th highest trading volume of all NFT collections. Blue-chip NFTs, such as Moonbirds, Doodles, Clonex, Azuki, all had lower volume. This made NFL ALL DAY the only brand NFT collection in the top 20 in terms of volume.



Fan reactions have been epic. NFL ALL DAY surpassed NBA Top Shot in NFT sales in August and September.



**Archduke Miz of Beanland** @ArchdukeMiz Aug 19  
LFG! Wanted this moment when I saw the list, so hype. #GoPackGO @NFLALLDAY



**Roszko** @Roszko72 Sep 22  
Let's Go!!! We are watching #ThursdayNightFootball with the @NFLALLDAY crew!!!



**Levi** @LKillkinday Feb 22  
**NFL all day marketplace** opens tomorrow and I'm so excited. I don't even watch football, gonna do some floor sweeping and a some sales. Gonna be a big day



**Low Mint** @LowMintNFT Feb 21  
ready to go nuts when **nfl all day marketplace** opens

Launched: August 2022

Status: Ongoing

Chain:



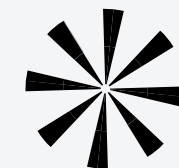
# AFL plays footsie with two NFT drops

Following their \$25 million deal with Crypto.com and partnership agreement with Animoca Brands earlier this year, the Australian Football League has launched its first editions of NFTs on the Flow blockchain. The first drop, “Ripper Skipper 2022,” included 78 significant moments from the 2021 AFL season.

The second pack, “The Decider” also dropped in Q3, cementing the League’s adoption of NFTs as the next generation of digital trading cards. By participating in the drops, AFL fans had the chance to win a rare Genesis Ball, tying the physical to the digital (aka the phygital) and presenting fans with the opportunity to win epic real life AFL-related experiences.

The AFL is betting on NFTs for long-term fan engagement, and plans to launch a mint marketplace in 2023.

Industry: Sports



Launched  
August 2022

Status: Ongoing

Chain:





# FC Barcelona lives forever with its “immortal auction”

Diamonds may be forever, but we all know gold is immortal. Together with Sotheby’s, FC Barcelona launched their first ever NFT: “In A Way, Immortal.” It’s a 40-second film of footballer Johan Cruyff’s iconic 1973 goal against Atlético Madrid. Did we mention he’s dripping in gold?

The winning bidder dished out \$693,000 for the video NFT, four NFT stills and the accompanying exclusive perks. This lucky “Barça Digital Ambassador” enjoys exclusive Club-based benefits and experiences that money can’t buy, including visits to La Masia (Barcelona’s renowned Youth Academy), hospitality rights for five years, rights to play at Spotify Camp Nou (Barça’s stadium) and an official ball handover.

Shortly after the launch, Socios.com announced that it will invest \$100M in Barça Studios to acquire a 24.5% stake in the Club’s digital content creation and distribution hub.

Barça’s NFT took over **10,000 hours** to produce.

Industry: Sports




The video features an original soundtrack played by a 30-piece orchestra that incorporates sounds from the stadium and supporters.



- Leo Martin** @ JayA\_CTO Jul 21  
Replying to @FCBarcelona @Sothebys and @JohnCruyff  
Keep innovating and pushing the boundaries. Let the haters hate. Visca Barca!
- AFTAB** @tamim\_afab Jul 21  
Replying to @FCBarcelona @Sothebys and @JohnCruyff  
🤩🤩 wow
- Holger Bittner** @bittner\_holger Jul 21  
Replying to @FCBarcelona @Sothebys and @JohnCruyff  
Great collaboration with @BcnVisuals @JohanCruyff @Sotheboys

Launched: **July 2022**

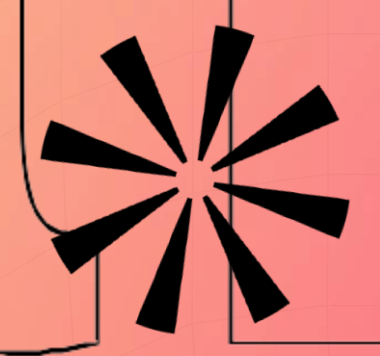
Status: **Ongoing**

Chain: 



# FINSAIR

Finance





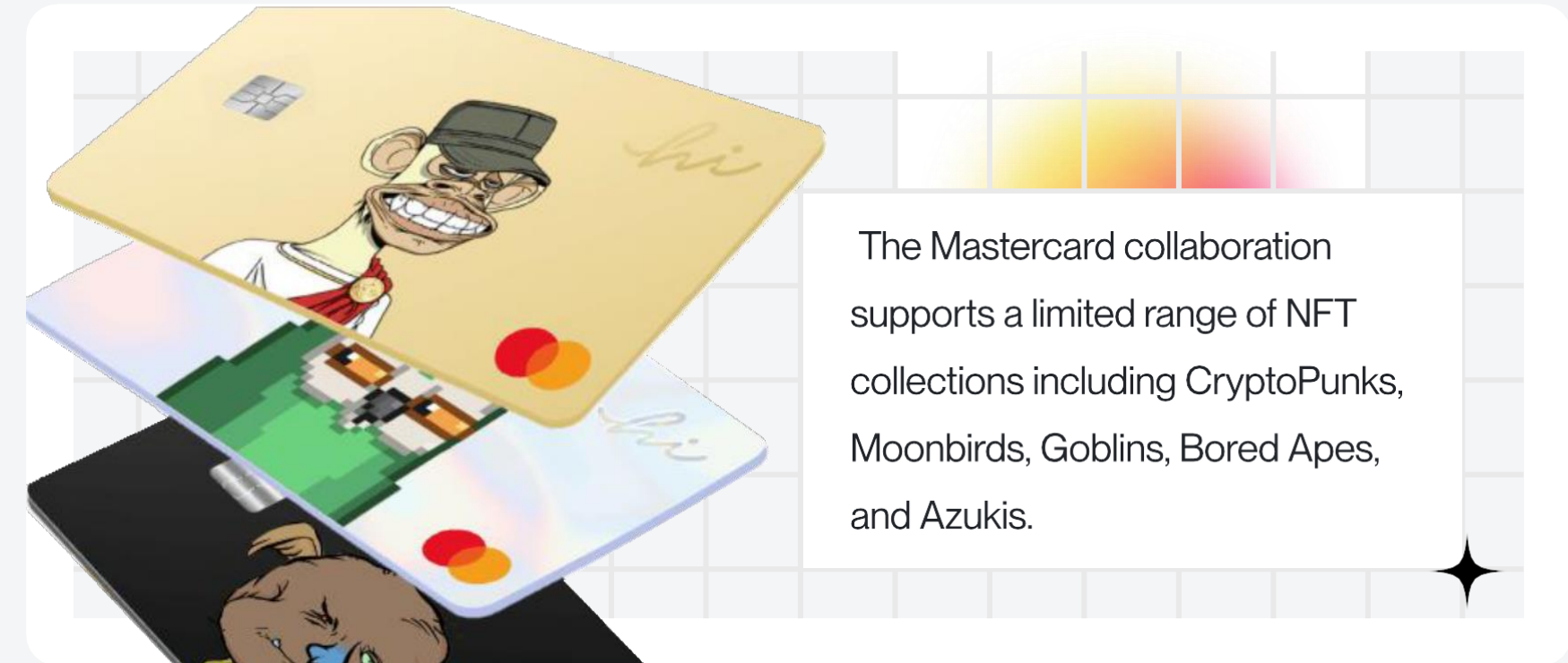
## Mastercard continues its web3 foray with NFT collaborations

Mastercard is going all in with crypto. The digital payments heavyweight has filed fifteen trademarks with the US Patent Office involving NFTs and the metaverse.

This quarter, the crypto and fiat financial app “hi” announced the world’s first debit card featuring NFT avatar customization, powered by Mastercard.

Mastercard has also partnered with Coinbase to enable payments for NFTs through the exchange, and have already enabled crypto-less NFT purchases across marketplaces.

Industry: Finance



As consumer interest in crypto and NFTs continues to grow, we are committed to making them an accessible payments choice for the communities who wish to use them. We are proud to be working with hi to continue to drive innovation in the market and enable these customizable cards together with the safety and security you’d expect from Mastercard.

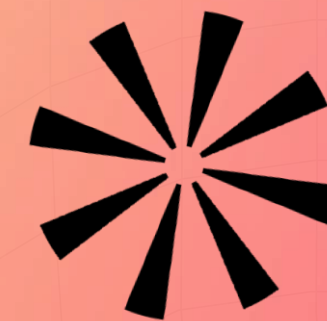
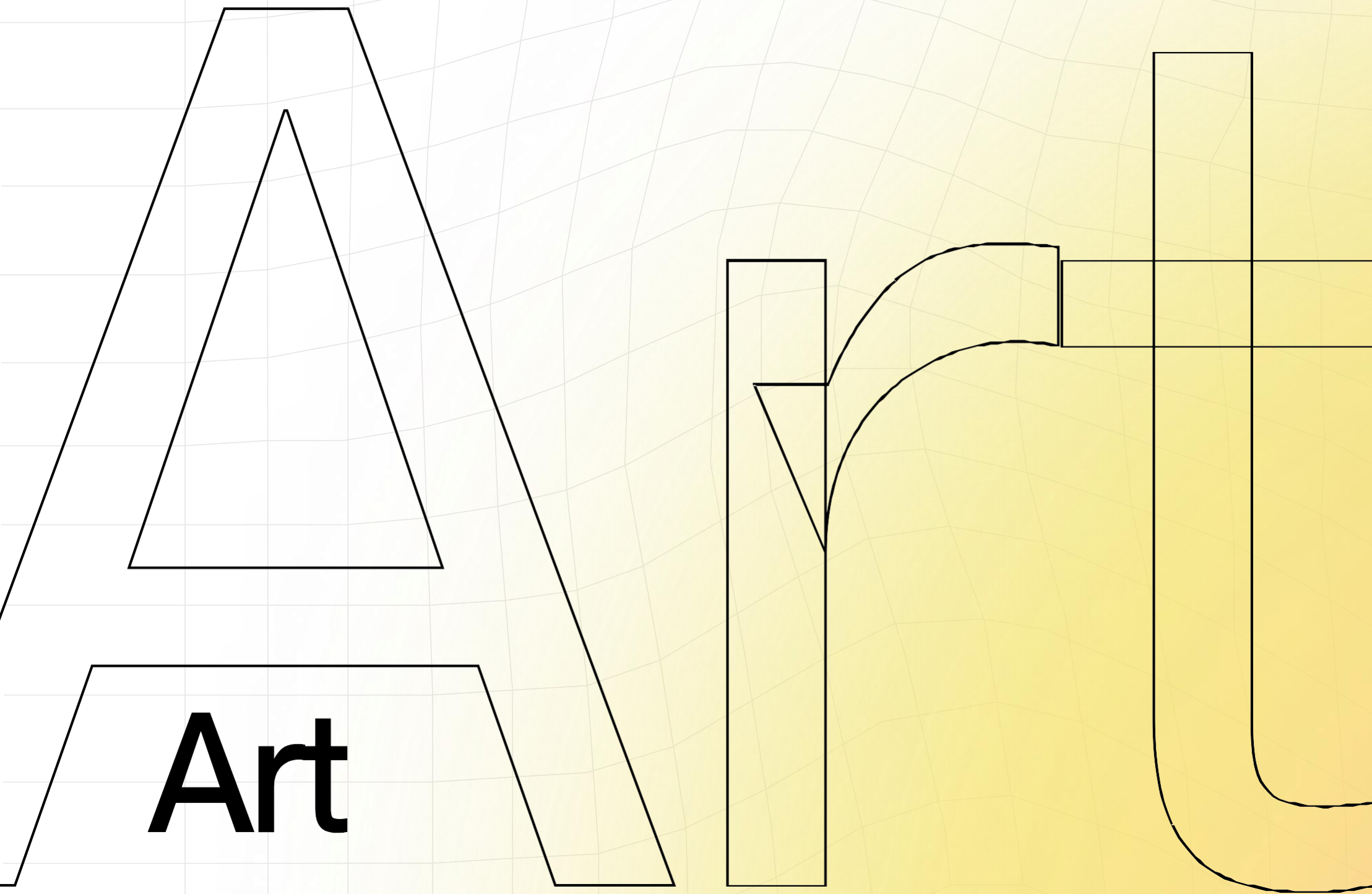


**Christian Rau**  
Senior Vice President Fintech and  
Crypto Enablement Europe

Launched: September 2022

Status: **Ongoing**









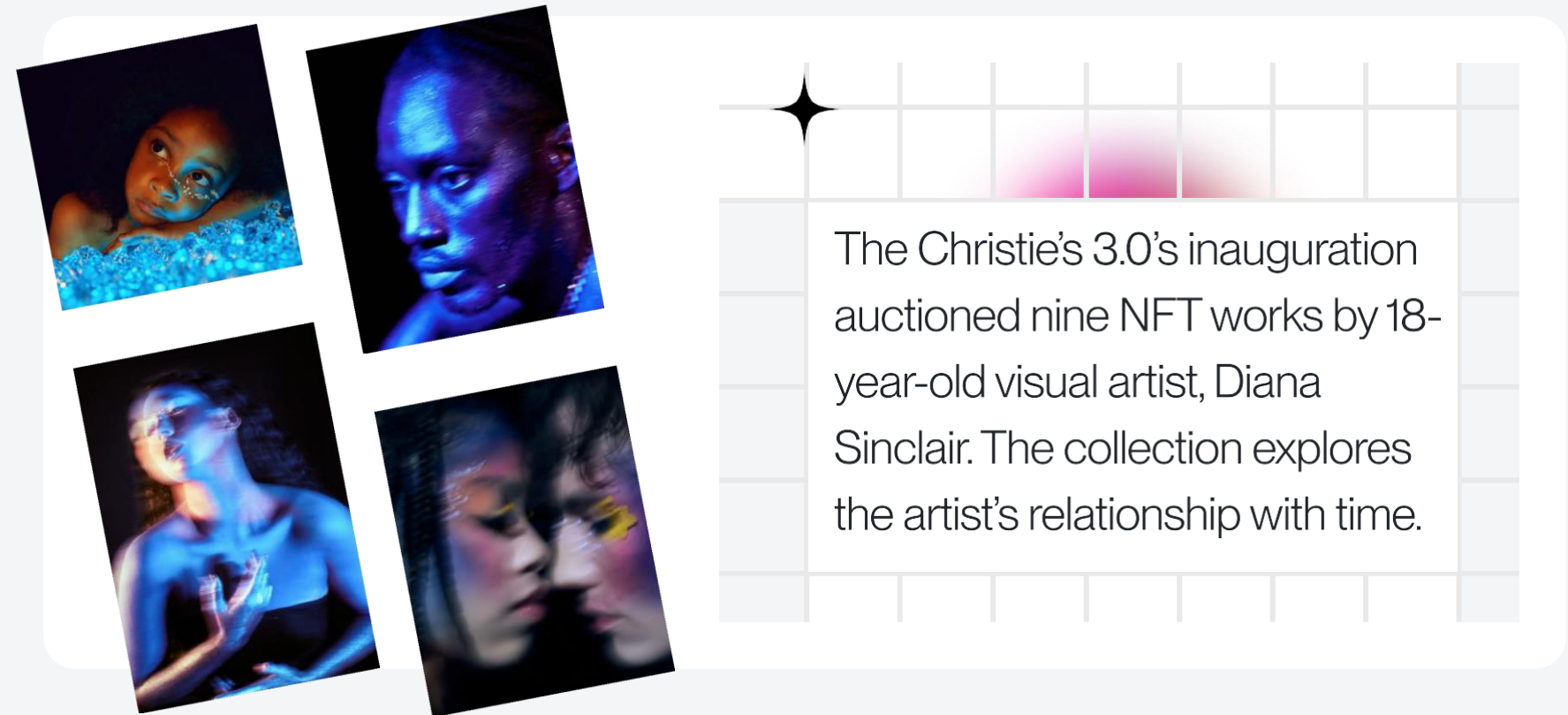
# Christie's launch on-chain auction platform for NFTs

Christie's auction house has launched Christie's 3.0. It's an on-chain auction platform dedicated to exceptional digital art. Buyers can connect a digital wallet and set up Christie's 3.0 account, using ETH to make bids. Launching on-chain removes the need to produce certificates of authenticity – instead, buyers can view the NFT, the blockchain address, and the bidding history of the NFT.

Christie's 3.0 was built from the ground up with three leading companies in the Web3 community: manifold.xyz, Chainalysis, and Spatial.

Earlier this quarter, Christie's also launched a venture fund to provide financial resources and expert support to Emerging Technology and FinTech companies creating solutions with art market relevancy.

Industry: Arts



The Christie's 3.0's inauguration auctioned nine NFT works by 18-year-old visual artist, Diana Sinclair. The collection explores the artist's relationship with time.




**TIME** **TIMEPieces Turns 1** 🎉 @TIMEPieces Sep 27  
Replying to @ChristiesInc @SupermodelGamer and 3 others  
@dianasinclair is an incredible artist. This is a great way to enter the space as an auction house 🙌 fantastic work Christie's!

**Christie's** @ChristiesInc Sep 27  
The first ever global auction house to host fully on-chain sales: introducing Christie's 3.0

Launched: July 2022

Status: Ongoing

Chain: 

# Looking ahead: 2023 and beyond

2022 could be broadly considered the year of web3 experimentation. Early adopters lead the charge and captured the early opportunities presented by the metaverse and NFTs. Blue chip brands from Nike, Australian Open to Netflix have all made their entry into the space and will seek to capitalize on the early momentum generated – as well as capitalize on IP rights to reach new audiences and create brand experiences.

As we head into 2023, we predict that a confluence of converging factors will accelerate adoption:

The underlying technology will become increasingly frictionless. We'll see deeper integration with web2 communities and platforms. Increased regulatory participation will ultimately provide the necessary safety nets for consumers.

Web3 remains a shared opportunity, and as real world use cases emerge out of the hype cycle, the time is right for brands to capture value by exploring and experimenting with the possibilities of web3.

**The time to start building is now.**



Adam De Cata