STRATEGY PLAYBOOK

CREATED BY *JAMES CROFT*

ROLE OF *STRATEGY PLAYBOOK*

WHAT

The Strategy Playbook is your go-to resource for mastering strategy.

It's a comprehensive guide designed to ensure every stage of the strategy process is tackled with consistency, precision, and excellence.

HOW

This playbook equips you with clear processes, practical tools, inspiring examples, and essential resources to craft every element of a strategy.

Anchored in our 6Ps Strategy Process, it supports everything from briefing and research to planning, ideation, and optimisation—giving you a structured yet flexible framework to deliver standout results.

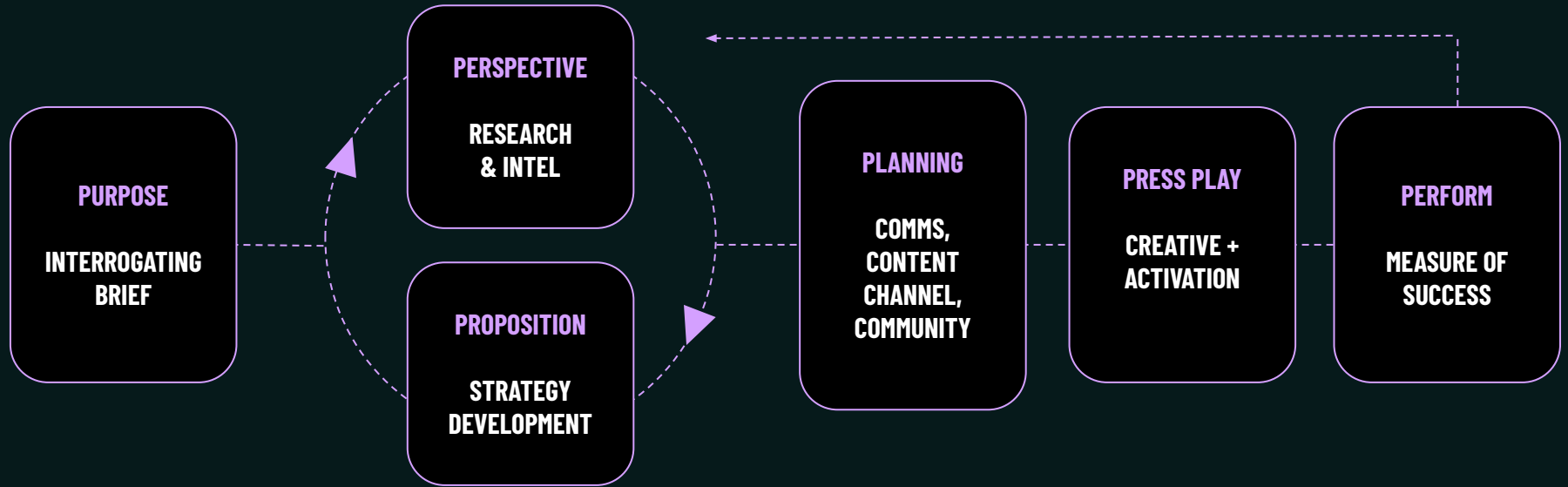## WHY

Empowerment through knowledge
Providing proven frameworks, foundational theories, and real-world use cases to supercharge your strategic thinking.
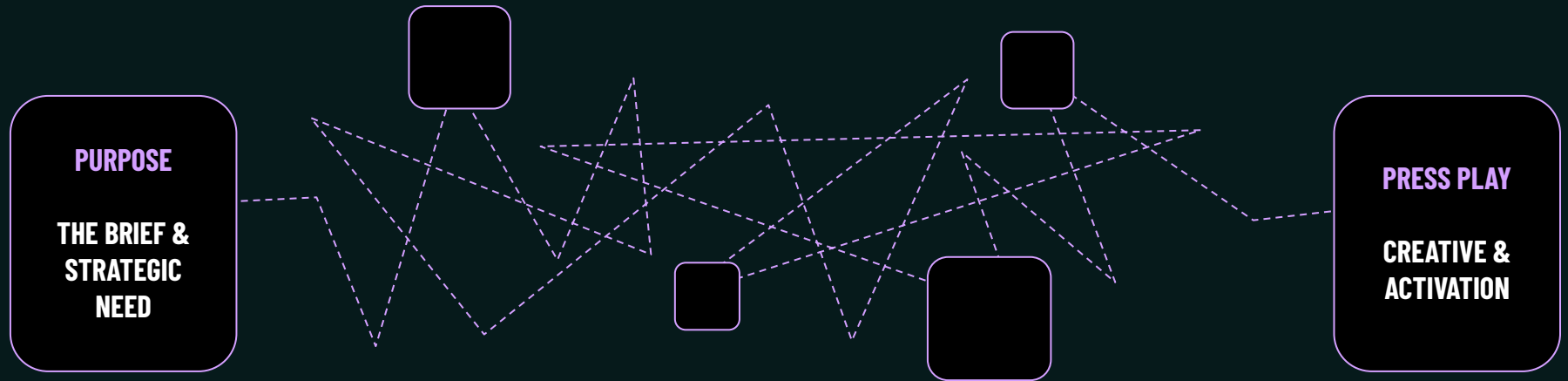
Efficiency without compromise
Strategy is a balance of creativity and rigour. By grounding your work in core principles, you'll unlock fresh, tailored ideas for every client, while staying rooted in best practices.
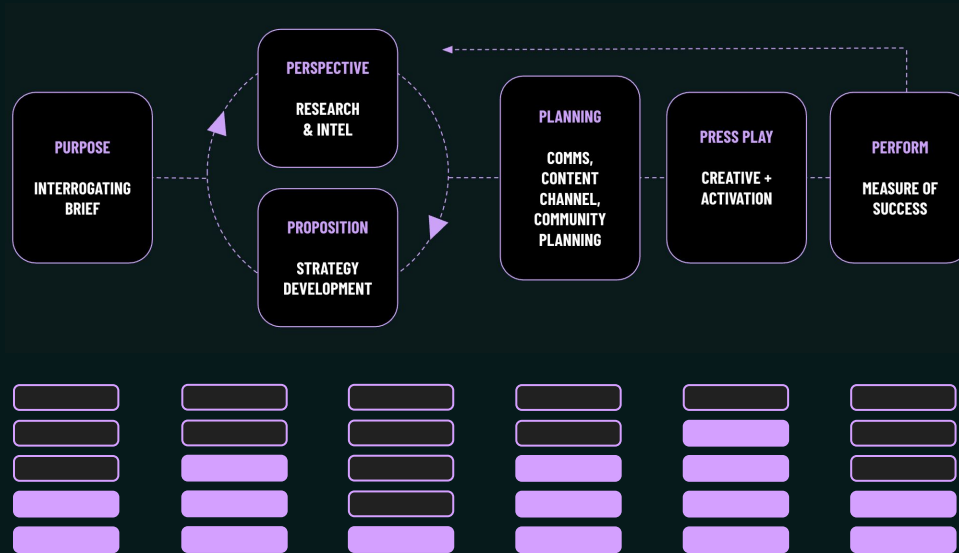
THE 6P *STRATEGY BUILDING BLOCKS*

PURPOSE

INTERROGATING BRIEF

PERSPECTIVE

RESEARCH & INTEL

PROPOSITION

STRATEGY DEVELOPMENT

PLANNING

COMMS, CONTENT CHANNEL, COMMUNITY

PRESS PLAY

CREATIVE + ACTIVATION

PERFORM

MEASURE OF SUCCESS

BUT THE REALITY CAN BE *QUITE MESSY*

PURPOSE

THE BRIEF & STRATEGIC NEED

PRESS PLAY

CREATIVE & ACTIVATION

HELPING YOU NAVIGATE THIS ROAD TO WORLD-CLASS STRATEGY

This is the chaotic reality we often experience when developing strategy, planning and activations - the Strategy Playbook will help you find a space of calm, structure and plan of action

THESE STEPS SHOULD FLEX AND EVOLVE DEPENDING ON THE ASK

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Dial up and down the time and effort allocated to these core steps depending on the scale and timings of a brief

First define...
What's the ask? Then - ask why?
What intel can you gather?
What does success looks like?

Then...
Have a POV
Make a plan
Put it into action

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SUCCESS

What is a brief?

A brief is more than a document—it's a **creative contract** 🤝

It aligns us all on a shared vision - Client Management, Strategy, Creatives, and most importantly the Client 🎯

Accepting it means you get the ask, the info, and the deadline 🫡

Misalignment? Uncertainty? That's where things fall apart 💔

If in doubt, flag it before you commit 🚩

The Importance of BRILLIANT BRIEFS

TL;DR 💡 BRILLIANT BRIEFS ARE SIMPLE AND INSPIRING

THEY SUCCINCTLY DEFINE THE ASK, SET OUT THE GUARDRAILS TO FOCUS THINKING, AND PROVIDE THE SPARK FOR GREAT WORK

- **Gives the team a map** 🗺️ a fire brief points the team in the right direction but leaves room to go wild with ideas

- **Cuts the BS** 💩 skip the messy rewrites and endless feedback cycles—straight to the good stuff

- **Keeps the mission clear** 🎯 everyone's aligned, so the work hits the goal, not just the vibe

- **Gets the team hyped** 🔥 a strong brief inspires—it's not just info; it's a rally cry for the next big idea

- **Avoid flops** 😵 clear goals = no cringe campaigns that miss the point

A hallway conversation isn't a creative brief

Write your creative brief now.

imgflip.com

8

Brief Templates

Creative/Concepts brief
[Link to brief](#)

Month Overview
[Link to brief](#)

Strategy Brief
[Link to brief](#)

Other Templates

Copywriter briefing prompts
Link to brief

Production Briefing
Link to brief

KOLs Briefing
Link to brief
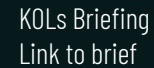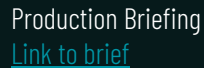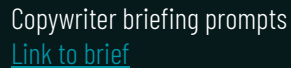
Some questions to consider

Overview: What's the ask?

Purpose: Understand the ask with clarity

- TL;DR - simply, what is needed?
- Why is now the right time to act? What's driving this need?
- How do you envisage the output?

Objective: What does success look like?

Purpose: Define clear goals and KPIs

- What does success look like?
- What KPIs or outcomes are most critical (e.g., fame, community growth?)
- Are there specific problems / opportunities to solve / leverage?

Your Vision: Purpose, mission, and ambition

Purpose: Get to the heart of the brand/project

- What's the purpose, and how does this support it?
- What's the broader mission for this product or initiative?
- What's the ultimate ambition (e.g., category leadership, redefining a market)?

Audience Insight

Purpose: Understand the opportunity and audience dynamics

- Who is the primary (and secondary?) target audience(s)?
- What do they currently think, feel, and do about this category or product?
- How do they typically discover, evaluate, and use solutions like yours?

Competitor Analysis

Purpose: Assess competitive positioning

- Who are the direct competitors, and how are they performing?
- Are there indirect competitors or substitutes that could disrupt the market?
- What to admire or critique about their approach?

Some more questions to consider

Category Trends and Forces
Purpose: Identify cultural, technological, or economic trends affecting the category

- Are there broader categories or consumer trends driving this opportunity?
- Are there macro forces (e.g., sustainability, AI, societal shifts) shaping how your brand fits into the market?
- How does this strategy fit into where the market or category is heading?

Challenges and Barriers
Purpose: Uncover potential roadblocks

- What barriers or challenges might stand in the way of success?
- Are there internal constraints (e.g., resources, alignment, capabilities)?
- What has been tried before, and why did it succeed or fail?

Deliverables: What do you need?
Purpose: Ensure alignment on the expected outputs

- What specific outputs are you expecting (e.g., strategic roadmap, implementation plan, stakeholder presentation)?

Timings: What's the timeline?
Purpose: Clarify the project's schedule

- What are your desired start and end dates?
- Are there critical milestones or events this strategy must align with?
- Do you have a phased timeline in mind (e.g., discovery, ideation, finalisation)?

Inspo / Anything Else to Share?
Purpose: Gather anything additional to enrich the brief

- Are there examples, references, or inspirations that capture what you're aiming for?
- Is there anything we haven't covered that you think we need to know?

Good examples

Brief summary

Overview:
Your challenge – develop a 'WHOOOA', 'AHAHA' or unexpected faux-OOH (FOOH) concept that sparks a wildfire of chatter about HOKA and Skyward X.

The ambition:
Aim high – think internet-breaking, show-stopping! An activation that freezes people in their tracks, floods social feeds, and snags us headlines and buzz in the press.

The brand challenge:
HOKA's on the rise – but they're still a bit of a hidden gem outside runner circles. Time to change that!

Audience:
From avid runners and fitness enthusiasts aged 18–45 (core audience, 150MN) – to wider casual scrollers and PR junkies. We want everyone to stop and go, "WHOA, HOKA? That's epic!"

Single most important message:
HOKA – the innovative, oversized performance shoe brand

Role of creativity:
Bring the WOW factor (outlandish – but possible!) with larger than life ideas that create a moment of magic or disbelief, and that crossover moment when you realise 'ohhh it's not real?!' that will cut through social feeds and stand out.

Deliverables:
BIG ideas for FOOH that come to life through social content (think multiple angles for that authentic POV)

What does success look like:
Viral buzz on social (views/engagement), earned media

One-pager Summary

Overview - what's the ask? What are we trying to solve?
Prosper launches a new chapter - tapping into the lucrative BTC market they are tokenising hashrate behind the OG protocol with $HASH, and ultimately expanding the ecosystem and creating a more diverse & liquid DeFi ecosystem

Objective - what does success look like?
Engage, excite and intrigue people about the launch and new chapter for Prosper

Audience insight - what do we know about the audience?
Reaching both existing communities (have been a bit in the dark as to what is next - so will be intrigued to see all) and new audiences - from DeFi Farmers and BTC Maxis, to Accredited Investors and Retail.

Single most important message to impress?
The new Prosper chapter is HERE - Bitcoin runs on $HASHrate

Anything else important to consider, include or know?
A new brand look and feel has been created that will inform the creative direction (see section below for links and guidance)

What are the deliverables?
Asset(s): max 60-sec animated video
Channels: X
Formats: 16:9 / 4:3

What are the timings / milestones: 24-36 hr turnaround needed

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Get some perspective

WHY RESEARCH MATTERS

- **Client immersion**
  Getting under the skin our client and their world so we can understand who they are, what they do, why they exist

- **Audience empathy**
  Get into the mind and shoes of our target audience / community to understand community needs, preferences, and behaviors

- **Trend awareness**
  To have a pulse on what's trending, and to stay ahead of market shifts and emerging opportunities

- **Competitive edge**
  Identify who are competition are, and identify market gaps and differentiation possibilities

WHAT RESEARCH LOOKS LIKE

- **Market analysis –** size, trends, dynamics

- **Community insights –** personas, needs, behaviors

- **Competitive analysis –** strengths, weaknesses, positioning

- **Trend identification –** industry, cultural, technological shifts

- **Feedback collection –** Community input for refinement

- **And more**

External Resources

Research & Learning is an always-on activity

Social Platforms

- Twitter/X – Primary hub for real-time narratives, alpha, and community discussions. Follow key builders, investors, and protocols.
- Reddit – Subreddits like r/Bitcoin, r/ethereum, r/cryptocurrency, r/defi, and r/cryptomarkets for community-driven discussions.
- Discord & Telegram – Direct access to project communities, governance discussions, and ecosystem developments.

Research & Analytics Platforms

- Messari – Deep-dive reports, protocol analysis, and market trends.
- The Block – News and research on blockchain, DeFi, and market movements.
- Dune Analytics – Community-driven dashboards tracking blockchain activity.
- DefiLlama – DeFi analytics and TVL tracking.

KOLs / Thought Leaders

- A shortlist of KOLs to consider following

External Resources

Research & Learning is an always-on activity

News & Publications

- CoinDesk – Broad crypto and Web3 news, opinion pieces, and interviews
- Decrypt – Accessible insights into Web3, NFTs, and blockchain gaming
- CoinTelegraph – Crypto and blockchain news with a mix of technical and mainstream coverage

Newsletters

- 51 insights – Strategic intelligence on the future of consumer engagement & commerce
- Nifty Notes – weekly NFT and web3 news
- OurNetwork – research and analytics weeklies on chains, categories, and protocols
- The Defiant – DeFi-focused news, trends, and project spotlights
- Milk Road – Bite-sized, engaging takes on crypto news

Podcasts

- Hashing it out (CoinTelegraph) – covers innovations, emerging tech, and narratives from the industry
- Social Minds – social trends, news, and analysis focused podcast
- 0xResearch (Blockworks) – latest research, protocol developments, and new narratives

HOW: The 4C Research Framework

😃

Community

The heart of the strategy—understand who they are, what they need, and what drives their decisions

It's all about getting into their heads and hearts

📊

Category

The battlefield and trenches —know who you're up against, what they're doing well, and where you can carve out a unique space

🌍

Context

The big picture—tune into culture, what's the latest meta, what context can we uncover from current trends, values, and shifts in the world to stay relevant, resonate, and lead the conversation

🏭

Company

The brand / project's secret sauce—what are they doing / great at, what do they stand for, how do they offer something like no one else, and why should we care

Community

The heart of the strategy—understand who they are, what they need, and what drives their decisions

It's all about getting into their heads and hearts

QUESTIONS TO INSPIRE YOUR RESEARCH FOCUS

- Who is your target audience— from Degens and DeFi Farmers, to Maxis and web3 curious?

- What problems are they solving through Web3 (e.g., decentralization, ownership, transparency)?

- What motivates them—financial opportunity, tech innovation, autonomy –something else?

- How do they view the crypto/blockchain space—opportunity-rich, intimidating, or speculative?

- Where are they engaging—social platforms (e.g., Twitter, Discord), dApps, or marketplaces?

- What barriers stop them—lack of trust, complexity, regulatory concerns –something else?

- Are they creators, investors, builders, or consumers of blockchain tech?

- How do they perceive the latest trends like memecoins, AI agents etc–hype vs. utility?

- What role does education play in onboarding them?

- How can the brand / project demystify or add value to their Web3 experience?

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The heart of the strategy—understand who they are, what they need, and what drives their decisions

It's all about getting into their heads and hearts

BTC Maxis

Age
25-45

Location
Global, with a strong presence in the USA, Europe, and Asia, especially in crypto-friendly regions and tech hubs like San Francisco, London, and Singapore

Occupation
Cryptocurrency enthusiasts, investors, developers, tech entrepreneurs, software developers, financial analysts, early-stage investors, and finance experts.

🧠 Psychographics

Interests
Bitcoin and Binance ecosystems, blockchain technology, financial sovereignty, Bitcoin mining, DeFi, NFTs, cryptocurrency trading, financial independence, early adoption of disruptive technologies.

Motivations
Belief in Bitcoin as the future of money, financial independence, supporting and growing the BTC ecosystems, maximizing their holdings and influence, supporting innovations that strengthen the BTC network.

Pain Points
Market volatility, regulatory uncertainty, challenges in scaling Bitcoin, lack of reliable investment opportunities, complexity of DeFi protocols.

😎 Behaviours

Web3 Platform Usage
Frequent use of Bitcoin and Binance platforms, DApps, BTC mining pools, staking on Binance, multiple DEXs, and DeFi platforms.

Investment Habits
Long-term holders (HODLers), preference for holding BTC and BNB, high-risk tolerance, frequent trading, participation in staking, yield farming, anD liquidity provision.

Community Involvement Highly active in online communities, participate in governance and development discussions, active in Bitcoin and Binance forums, Reddit, Telegram groups, social media groups, meetups.

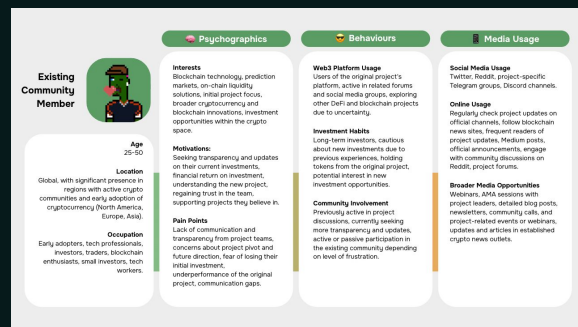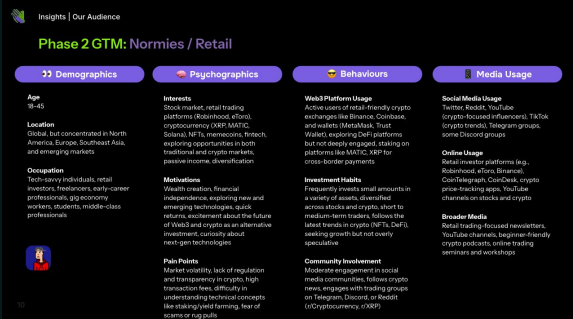### 📱 Media Usage

Social Media Usage
Twitter, Reddit, Discord, Telegram, BitcoinTalk.

Online Usage
Regular readers of crypto news sites like CoinDesk, CoinTelegraph, Binance Academy, engage with crypto podcasts and YouTube channels, follow influencers and thought leaders.

Broader Media Opportunities
Podcasts like "What Bitcoin Did" with Peter McCormack", YouTube channels focused on cryptanalysis, industry newsletters, conferences like Bitcoin Miami, Consensus, Binance Blockchain Week, guest articles in leading crypto publications.

Insights | Our Audience

Phase 2 GTM: Normies / Retail

🧑‍🤝‍🧑 Demographics

Age
18-45

Location
Global, but concentrated in North America, Europe, Southeast Asia, and emerging markets

Occupation
Tech-savvy individuals, freelancers, early-career investors, freelancers, early-career professionals, gig economy workers, students, middle-class professionals

🧠 Psychographics

Interests
Stock market, retail trading platforms (Robinhood, eToro), cryptocurrency (XRP, MATIC, Solana), NFTs, memecoins, fintech, exploring opportunities in both traditional and crypto markets, passive income, diversification

Motivations
Wealth creation, financial independence, exploring new and emerging technologies, quick returns, excitement about the future of Web3 and crypto as an alternative investment, curiosity about next-gen technologies

Pain Points
Market volatility, lack of regulation and transparency in crypto, high transaction fees, difficulty in understanding technical concepts like staking/yield farming, fear of scams or rug pulls

😎 Behaviours

Web3 Platform Usage
Active users of retail-friendly crypto exchanges like Binance, Coinbase, and wallets (MetaMask, Trust Wallet), exploring DeFi platforms but not deeply engaged, staking on platforms like MATIC, XRP for cross-border payments

Investment Habits
Frequently invests small amounts in a variety of assets, diversified across stocks and crypto, short to medium-term traders, follows the latest trends in crypto (NFTs, DeFi), seeking growth but not overly speculative

Community Involvement
Moderate engagement in social media communities, follows crypto news, engages with trading groups on Telegram, Discord, or Reddit (r/Cryptocurrency, r/XRP)

📱 Media Usage

Social Media Usage
Twitter, Reddit, YouTube (crypto-focused influencers), TikTok (crypto trends), Telegram groups, some Discord groups

Online Usage
Retail investor platforms (e.g., Robinhood, eToro, Binance), CoinTelegraph, CoinDesk, crypto price-tracking apps, YouTube channels on stocks and crypto

Broader Media
Retail trading-focused newsletters, YouTube channels, beginner-friendly crypto podcasts, online trading seminars and workshops

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Existing Community Member

Age
25-50

Location
Global, with significant presence in regions with active crypto communities and early adoption of cryptocurrency (North America, Europe, Asia).

Occupation
Early adopters, tech professionals, investors, traders, blockchain enthusiasts, small investors, tech workers.

🧠 Psychographics

Interests
Blockchain technology, prediction markets, on-chain liquidity solutions, initial project focus, broader cryptocurrency and blockchain innovations, investment opportunities within the crypto space.

Motivations:
Seeking transparency and updates on their current investments, financial return on investment, understanding the new project, regaining trust in the team, supporting projects they believe in.

Pain Points
Lack of communication and transparency from project teams, concerns about project pivot and future direction, fear of losing their initial investment, underperformance of the original project, communication gaps.

😎 Behaviours

Web3 Platform Usage
Users of the original project's platform, active in related forums and social media groups, exploring other DeFi and blockchain projects due to uncertainty.

Investment Habits
Long-term investors, cautious about new investments due to previous experiences, holding tokens from the original project, potential interest in new investment opportunities.

Community Involvement
Previously active in project discussions, currently seeking more transparency and updates, active or passive participation in the existing community depending on level of frustration.

📱 Media Usage

Social Media Usage
Twitter, Reddit, project-specific Telegram groups, Discord channels.

Online Usage
Regularly check project updates on official channels, follow blockchain news sites, frequent readers of project updates, Medium posts, official announcements, engage with community discussions on Reddit, project forums.

Broader Media Opportunities
Webinars, AMA sessions with project leaders, detailed blog posts, newsletters, community calls, and project-related events or webinars, updates and articles in established crypto news outlets.

Category

The battlefield and trenches —know who you're up against, what they're doing well, and where you can carve out a unique space
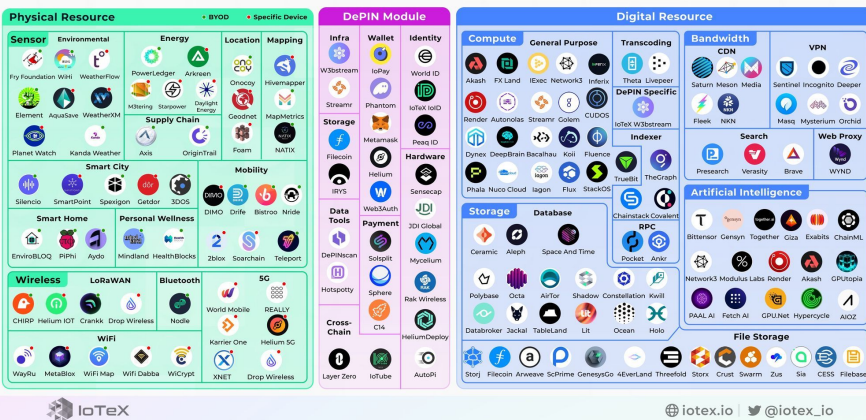
QUESTIONS TO INSPIRE YOUR RESEARCH FOCUS

- Who are the direct competitors—other blockchains, dApps, crypto brands?

- What differentiates the protocol, marketplace, or solution from theirs?

- How are competitors addressing the bigger challenges-e.g. interoperability, scalability?

- What's their approach to community-building—DAO participation, rewards, events?

- How much of the market do they command in terms of users, liquidity, or visibility?

- Are they focusing on mass adoption or niche audiences?

- What's their marketing and comms strategy on their channels?

- Are there underserved verticals (e.g., gaming, DeFi, or creator tools) you can own?

- How do their successes and failures highlight your opportunities?

- Are competitors locked into trends, or are they driving them?

Category

The battlefield and trenches —know who you're up against, what they're doing well, and where you can carve out a unique space
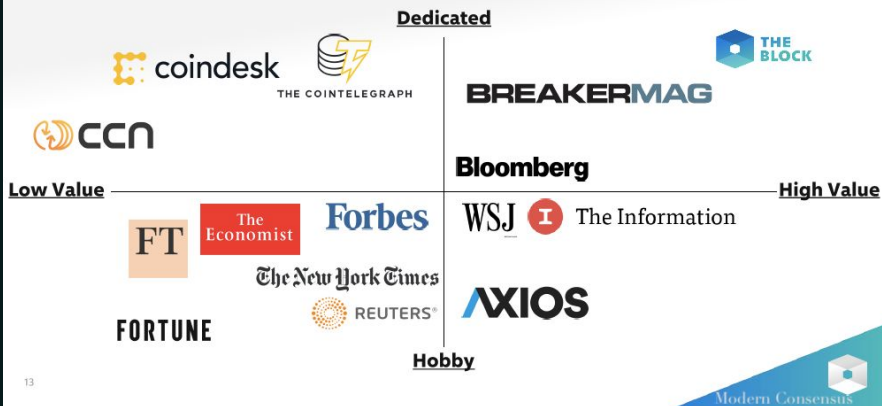
Context

The big picture—tune into culture, what's the latest meta, what context can we uncover from current trends, values, and shifts in the world to stay relevant, resonate, and lead the conversation

QUESTIONS TO INSPIRE YOUR RESEARCH FOCUS

- **What is happening in current Web3 culture / meta / trends?**

- **What broader movements are reshaping the space?**

- **What broader topics or trends are driving global culture?**

- **How can your brand authentically engage with communities like artists, developers, or gamers?**

- **What role does storytelling (memes, language, icons) play in culture right now?**

- **How can complex ideas (like tokenomics or staking) be made culturally accessible?**

Context

The big picture—tune into culture, what's the latest meta, what context can we uncover from current trends, values, and shifts in the world to stay relevant, resonate, and lead the conversation

THE INSIDE VIEW

Why VC-backed tokens are under fire
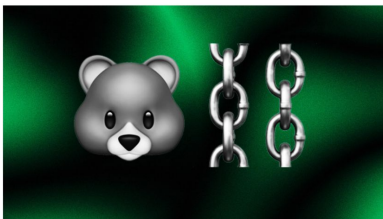
Berachain's BERA token launch this week has brought renewed attention to the debate over "VC coins"— tokens with large allocations to early venture capital investors. Critics have questioned how much of BERA's supply is controlled by investors and insiders and what that means for its price over time. Similar concerns recently emerged with other venture-backed blockchain projects like Aptos, Sei Network and Starknet, as crypto communities assess whether these token distribution structures drive long-term growth or primarily benefit early backers.

Rahulxero.hl
@Rahulxero

Why So Much Hate for @berachain & So Much Love for @HyperliquidX ?

Berachain: The VC Dumpfest

- VCs are still up ~600% despite the token being **down ~69%**

Funding Rounds
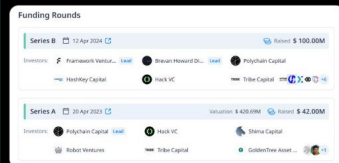
- VCs can stake their "locked tokens" and earn fat APY, dumping on the open market—**Celestia 2.0 vibes**

- Bera co-founder "magically" got 200K BERA airdropped to his **doxxed wallet** and has been **selling for BTC, ETH, and BYUSD.**
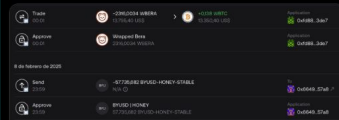
Flood
@ThinkingUSD

Bera launch is exactly like Hyperliquid except

- They're selling hundreds of millions at launch instead of buying
- VCs own 35% of the supply to sell
- Highly inflationary farm token with high FDV 5:1
- Makes no money

4:02 PM · Feb 6, 2025 · **162.4K** Views

February 10, 2025 | Read Online

The Web3 VC Model Is Broken (And Here's Why)

The predatory VC landscape is crushing the market, heres how to fix it.

Where It All Began: The Golden Age of Venture Capital

Venture capital has historically done wonders. It helped launch Apple, Airbnb, Uber, and countless other companies that solved tangible problems—computers in every home, streamlined travel bookings, on-demand rides. These ventures weren't just "cool ideas"; they addressed glaring market gaps. VC funding bridged the early cash burn and let them dominate their respective industries.

Enter Web3: The First "VC Meta"

Then came the rise of blockchain and cryptocurrency. In 2017, the ICO (Initial Coin Offering) boom democratized startup funding: suddenly, anyone with a wallet could be an early backer. But as the mania subsided, we saw major institutional players—like a16z and other "blue-chip" funds—begin to pile into crypto.

Case in point:

- **$28 billion** was poured into crypto startups in 2021 alone, up from **$3.1 billion** just a year prior (Crunchbase data).
- **Solana** arguably kicked off the wave of high-profile, high-dollar raises. Everyone else took note, and the modern Web3 VC model was born.

On the surface, this might look like progress. But the devil is in the details.

The New Playbook: Hype Over Substance

Over the last 12–24 months, a pattern has emerged that puts the brakes on real innovation while growing short-term windfalls to insiders. Here's the blueprint:

1. **Invent "Problems" That Don't Exist**
Teams craft elaborate whitepapers describing a solution for something no one's actually complaining about.

2. **Assemble Star-Studded Teams**
Big-name engineers or thought leaders join, giving the project instant credibility.

3. **Raise $100–$200M at Multi-Billion FDV**
The amount of money thrown around is often way beyond what's necessary to build a functioning product.

4. **Keep a Massive War Chest**
The real R&D spend might be a fraction of the raise, leaving tens of millions for "other" activities (think: marketing, market-making).

Company

The brand / project's secret sauce—what are they doing / great at, what do they stand for, how do they offer something like no one else, and why should people care

QUESTIONS TO INSPIRE YOUR RESEARCH FOCUS

- What's the unique value proposition within the Web3 space— e.g. tech, security, usability?

- How is the project solving pain points e.g. gas fees, scalability, or UX complexity?

- What's the purpose—e.g. enabling financial freedom, powering creators, building communities?

- Are the tokenomics or incentives driving sustainable engagement?

- How does the team's reputation, expertise, or partnerships strengthen trust?

- What's the brand's tone—crypto-native or mainstream-friendly?

- Are they building for long-term value or short-term speculation?

- How are they measuring success—e.g. user growth, engagement, or transaction volume?

The Power of AI

The power of AI can help expedite, explore, and experiment with ideas when going through the research process.

It's great for summarising, broad understandings, and quickly getting started - platforms like Perplexity, Gemini, and other agents can be used in this process (but never forget that accuracy, facts, and biases can still be an issue.

But never discount the power of good old-fashioned desktop, human-based research.

Whilst AI can generate information it doesn't give you the opportunity to fully immerse in the world that's needed to be a good Strategy mind, misses those nuggets you get when skimming a report, and ultimately doesn't combine the strategic and creative brain needed to conceptualise and connect the dots to land on killer intel.

Harvard Business Review

Can GenAI Do Strategy?
by Michael Olenick and Peter Zemsky

November 24, 2023

Peter M. Fisher/Getty Images
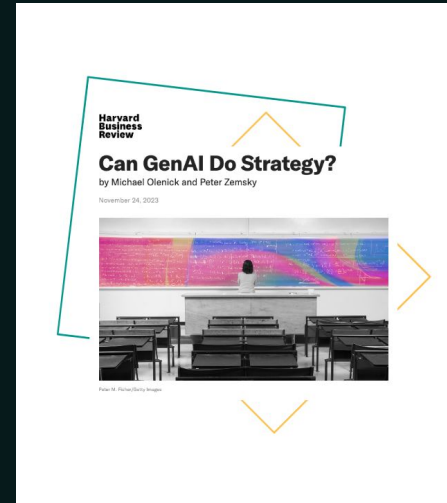
Read the article

"Our hope is that virtual strategists will make their human counterparts better at their job..."

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STRATEGIC NEED

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DEVELOPMENT

PLANNING

COMMS,
CONTENT
CHANNEL,
COMMUNITY

PRESS PLAY

CREATIVE +
ACTIVATION

PERFORM

MEASURE OF
SUCCESS

WHAT IS *STRATEGY?*

Dictionary

Definitions from Oxford Languages · Learn more

🔊 **strategy**

/ˈstratɪdʒi/

noun

1. a plan of action designed to achieve a long-term or overall aim.
   "time to develop a coherent economic strategy"

Julian Cole · 1st
Strategy Trainer
3yr · 🌐

Strategy carries a lot of definitions.

However, you can't be a great strategist without a clear definition of what you do.

Here's my definition: a strategy is a plan for overcoming a problem in order to achieve a goal.

In advertising, it is one paragraph & two points of view: the business and consumer. It also contains three things; a goal, problem and solution.

STRATEGIC THINKING
LUNCH & LEARN

Grounded in data and insight

An informed solution
to a problem, business, brand, marketing, or category challenge
that achieves goals, and seizes opportunities
objective and measurable challenges creative and innovation

JUST CREATIVE

@justcreative

" STRATEGY IS CHOOSING WHAT NOT TO DO.

— MICHAEL PORTER

STRATEGY ♟ IS THE ORGANISING 🧠 THINKING (WHY) AND 🗺️ PLAN (WHAT) TO ACHIEVE A GOAL

STRATEGY ♟ BEFORE TACTICS ▶

Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.

Sun Tzu

STRATEGY ♟ IS THE ORGANISING 🧠 THINKING (WHY) AND 🗺 PLAN (WHAT) TO ACHIEVE A GOAL

▶️ ***TACTICS*** ARE HOW WE ACHIEVE OUR GOAL
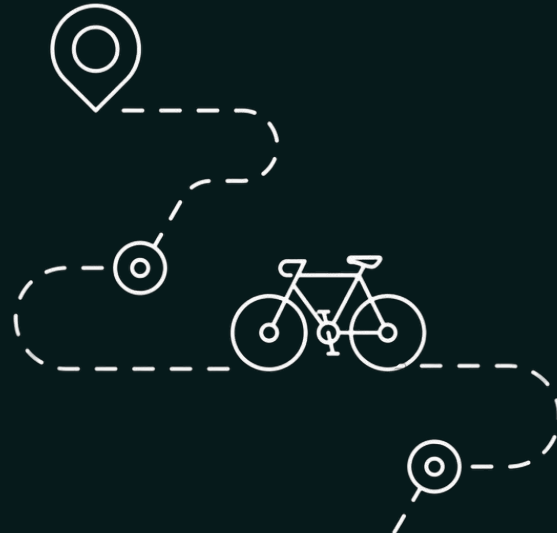
STRATEGY VS TACTICS ANALOGY

Strategy is the **route**, and tactics are the **mode of transport**.
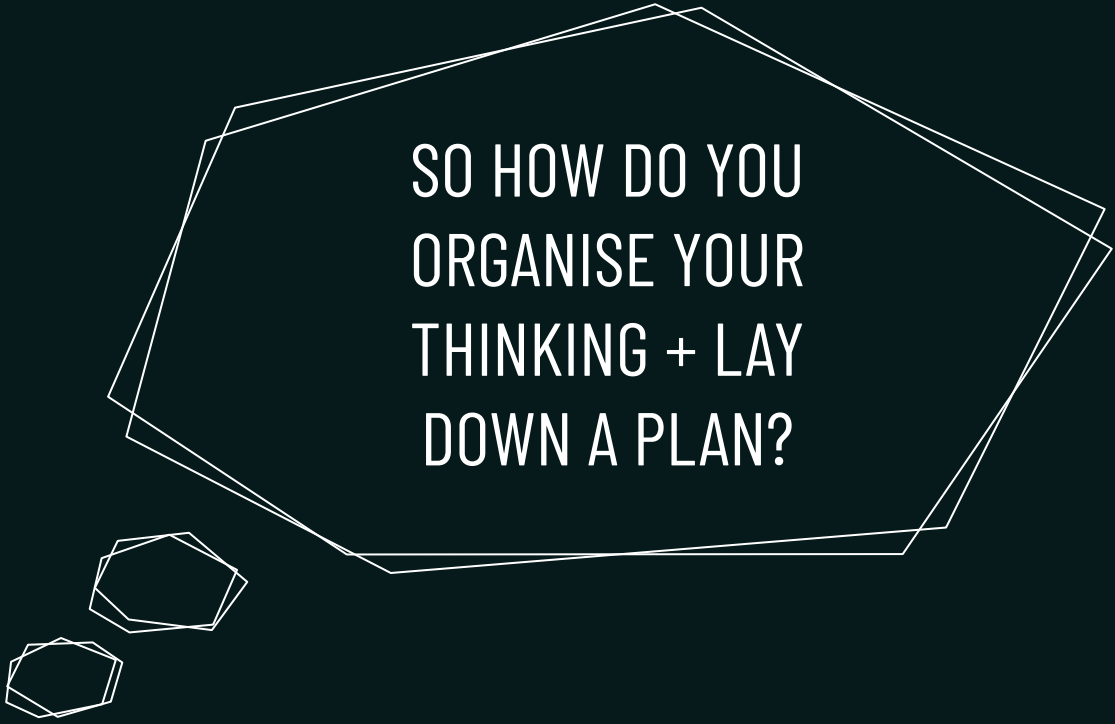
If you're travelling from A to B, **strategy is about deciding the best route based on your goals**—fastest, most scenic, most cost-effective.

It considers the bigger picture: where you're starting, where you want to end up, and the key waypoints along the way.

Tactics are HOW you actually move along that route—whether you take a plane for speed, a bike for flexibility, or a bus for cost-effectiveness. They're the practical choices that execute the strategy.

Without a clear route, you could end up lost, wasting time and effort. But even with the best strategy, if you choose the wrong tactics (e.g. walking when you need to be there fast), you won't reach your destination effectively.

SO HOW DO YOU
ORGANISE YOUR
THINKING + LAY
DOWN A PLAN?

GET/WHO/TO/BY

The GWTB box:

GET — the target audience — demographics and psychographics

WHO — the current behavior

TO — The desired behavior of people that you want them to change and transform

BY is a big idea, the core message

The GET part is about the audience. It should be a two-part thing — 1) demographics of the target audience (for example, women aged 25 and over or men aged 18–25) and 2) psychographic information — insight that helps the creative team understand who the target is. And in this box, the audience must be tied to the product. So the GET box will let you know who you are talking to.

WHO is the most important part of this brief format. Here you should clarify — what are people currently doing with the product? And why do they do it? So WHO — describes what people think, feel, and do now. Here the planner needs to write their insight into current customer attitudes and behaviors.

TO is described as the aspect of thinking, feeling, and doing that we want people to come to. So there is a current (WHO) and a desired (TO) component between the two.

The BY is the core message.

GET/WHO/TO/BY - EXAMPLES

GET	WHO	TO	BY
Brands	Struggle to find quality Creators for marketing	See SF as the go-to marketing solution	Positioning SF as the answer to their problems
Creators	Want to work with the best brands & be fairly compensated	Be part of the shortlist of SF approved Creators	Engaging & inviting Creators onto the Program
Fans	Feel the value exchange for their attention is unfair	See the value and rewards of Community participation	Running quests, incentives, and rewards through the Creator-Brand activations

⊙ Stream

GET/WHO/TO/BY - EXAMPLES

Thinking Strategy

Treeline strategies

Above The Treeline Strategy

GET: Committed(+) trail runners

WHO: have high product expectations and experience using trail running gear

TO: see the Brooks brand & product as a credible solution for their trail running needs, and relatable to their world

BY: leveraging product innovation / tech credentials, brand legacy in running, and authentic, community-centric approach to trail through RHT

Below The Treeline Strategy

GET: Novice / Grazer trail runners

WHO: are trying to navigate the early stages of their trail running journey

TO: see the Brooks brand & product as empowering them as they find their feet

BY: educating, inspiring, supporting, including, and understanding where these trail runners are in their trail journey that isn't daunting and always inclusive

Both these strategies should leverage the **power of reviews and recommendations** where appropriate across the customer journey to further validate and reassure that Brooks offers credible, useful and quality trail solutions

ORGANISING THINKING - ON 1-PAGE

STRATEGY ON A PAGE EXAMPLES

STRATEGY
Finishing School

FILL IN THE BLANKS

BRAND NAME (business problem)

PROBLEM IS (consumer + problem)

HOWEVER (insight)

WE NEED TO (solution)

SO THAT (consumer goal)

HELPING TO (business goal)

PROPOSITION

OUR ORGANISING THINKING

StreamFrens is gearing up for a February launch to capture the attention of brands and creators alike who are disgruntled by the current Creator economy status quo.

Right now - the creator economy is failing to deliver for everyone—brands, creators, and fans.

However, bringing a web3 mindset to the creator economy can spark a revolution—where creators, brands, and fans all co-create next-level content, and share in the value they help build.

We need to launch with impact, onboard top-tier brands and creators, and prove the results early.

Why?

So that we ignite the momentum needed to scale further, and ultimately position StreamFrens as the *matchmaker for world-class content creation*.

(·) StreamFrenz

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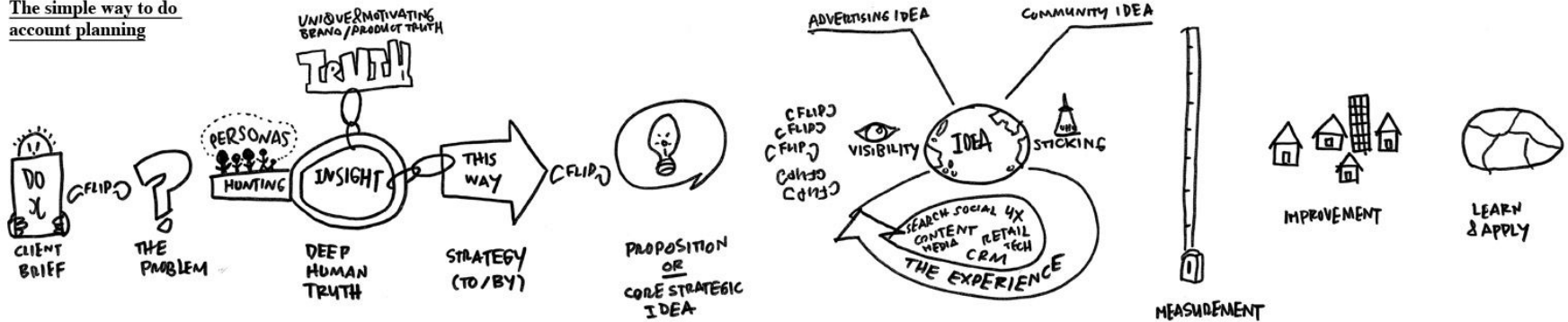
ORGANISING THINKING – MARK POLLARD

ORGANISING THINKING – MARK POLLARD
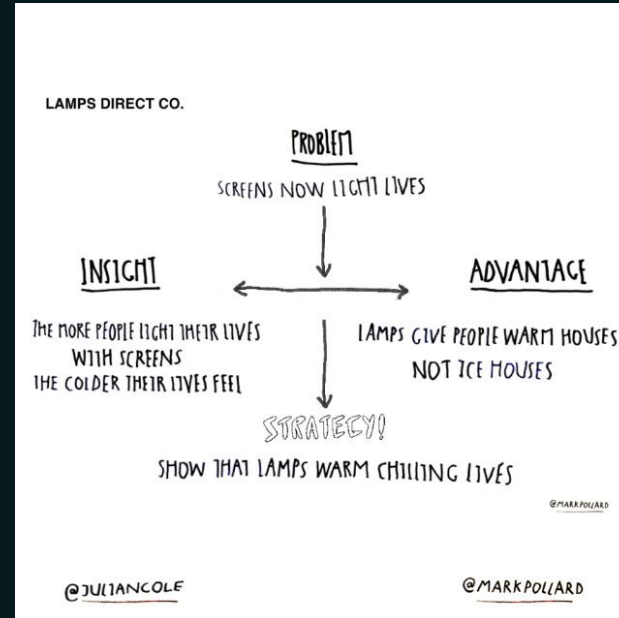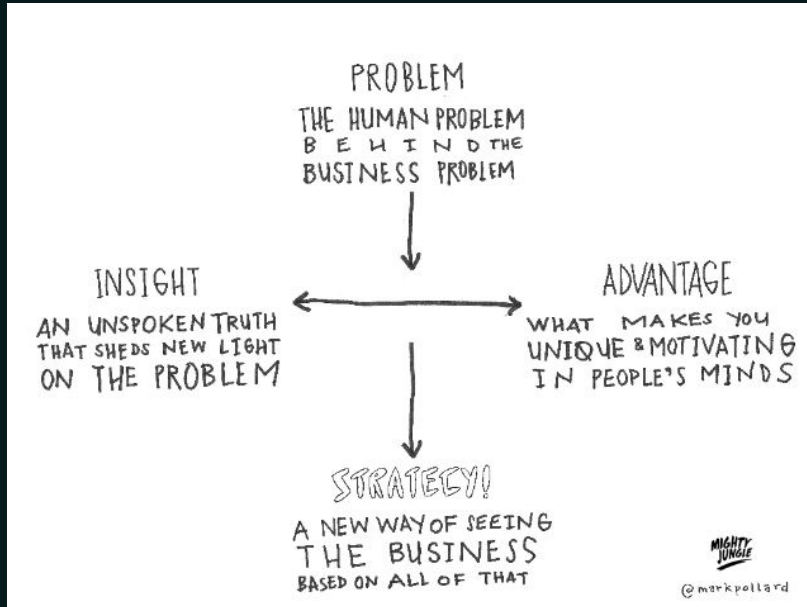
ORGANISING THINKING - NARRATIVES
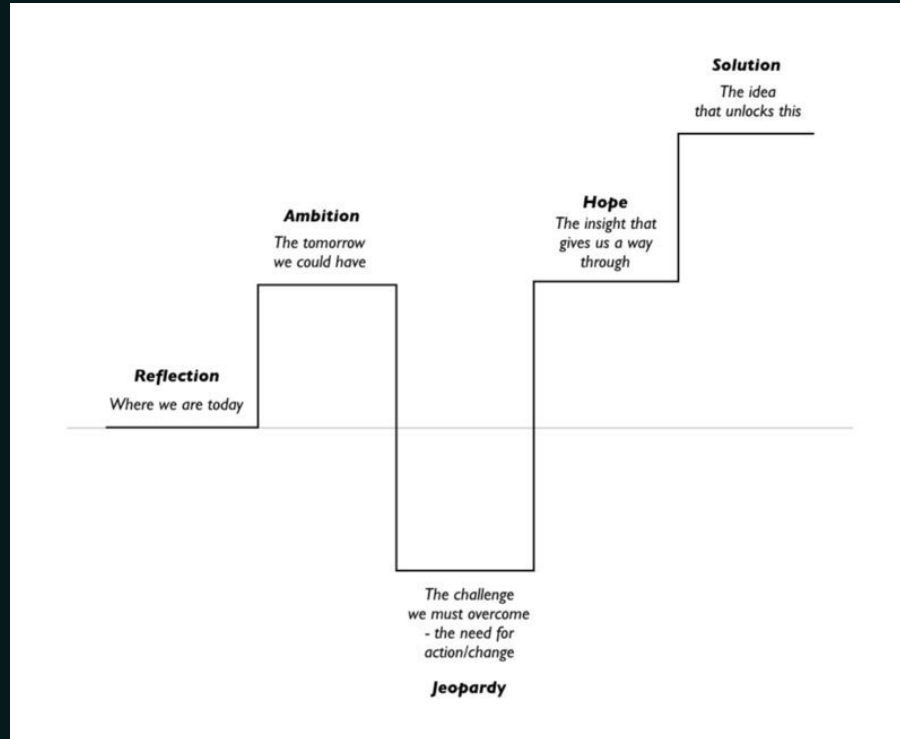
ORGANISING THINKING – JULIAN COLE
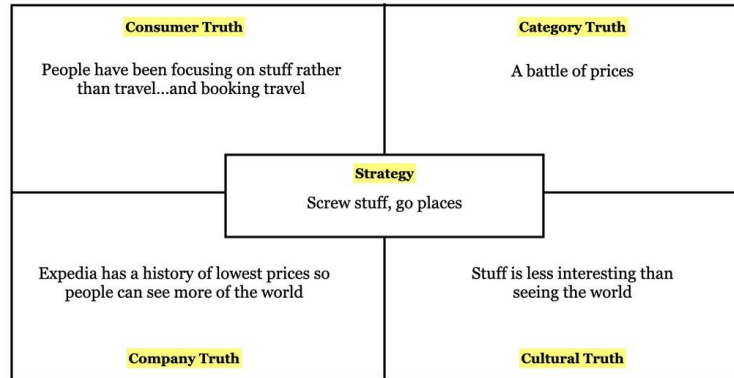
ORGANISING THINKING - EXAMPLES

Our organising strategic thinking

Success	Communicate the next-level, comfort experience Caldera 6 and the nitrogen-infused technology enables on the trails that cements Brooks' authenticity and credibility in the trail running world.
Big Barrier	The wrong (uncomfortable) trail shoe choice limits the trail running experience. (*Brooks / DNA Loft v3 technology is not necessarily on the Trail Runner's radar when making this important decision.*)
User	Trail runners choose to take themselves out of their comfort zone and escape the mundanity of day-to-day life in a desire to better themselves and get closer to nature on the trails. When they hit the trails they want the confidence to go the distance without the distraction of thinking about their shoes.
Insight	Trail runners willingly go out of their comfort-zone whilst minimising the discomfort of their feet (*'the duality of comfort of trail running'*)
Unified Idea	The freedom to chase trails comfortably.
Support	Caldera 6 enables you to escape to the trails and find your happy place. You're comfortably, confident on the trail - even when you're going out of your comfort zone - with Brooks newest and softest ever, nitrogen-infused, cushioning technology DNA LOFT v3 that sets a new level of comfort on the trails going into the Brooks 'nitro-comfort zone' and pushing out of yours.

BROOKS

VALUE PROPOSITION FRAMEWORK

WE GO BEYOND, TO KEEP YOU COMING BACK

Customer Value Proposition

Welcome All Toyota Owners.
To us, every Centre visit counts. So we're delighted when you decide you can count on us.

That's why we strive to go beyond, every single time. Because we want you to keep coming back, for whatever your Toyota needs. Whether you're here for a full service or need us to check your battery, replace your tyres or just top up your screenwash. You'll always deal with Toyota Experts who use state of the art equipment and only genuine parts giving you peace of mind.

We know you have a choice when it comes to your Toyota aftercare.
That's why every service we carry out comes with a 1-year warranty (up to 10 yrs vehicle age.) That's why with every visit we offer complimentary benefits. That's why...we go beyond, to keep you coming back.

Value Pillars

Inclusivity	Convenience	(CX) Guest treatment	Peace of Mind	Added Value

Evidenced By USPs

All Owners – Fleet, New, Old, Used	360 services and solutions, express service, drop-off	Wash & Vac, refreshments, eVHC	Expertise Genuine Parts First time Transparency	Warranty, yearly extension up to 10yrs, free battery checks, software updates

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PURPOSE

THE BRIEF &
STRATEGIC NEED

PERSPECTIVE

RESEARCH
& INTEL

PROPOSITION

STRATEGY
DEVELOPMENT

PLANNING

COMMS,
CONTENT
CHANNEL,
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MEASURE OF
SUCCESS

What is *PLANNING*?

Planning is about having a game plan

It's the act of creating a structured yet adaptable plan or road map to achieve a goal, ensuring that every action, post, and idea has purpose, alignment, and impact.

In Web3, planning means balancing strategy and agility;

- anticipating community needs
- coordinating content
- and—staying responsive to real-time shifts in sentiment, and market dynamics. 🚀
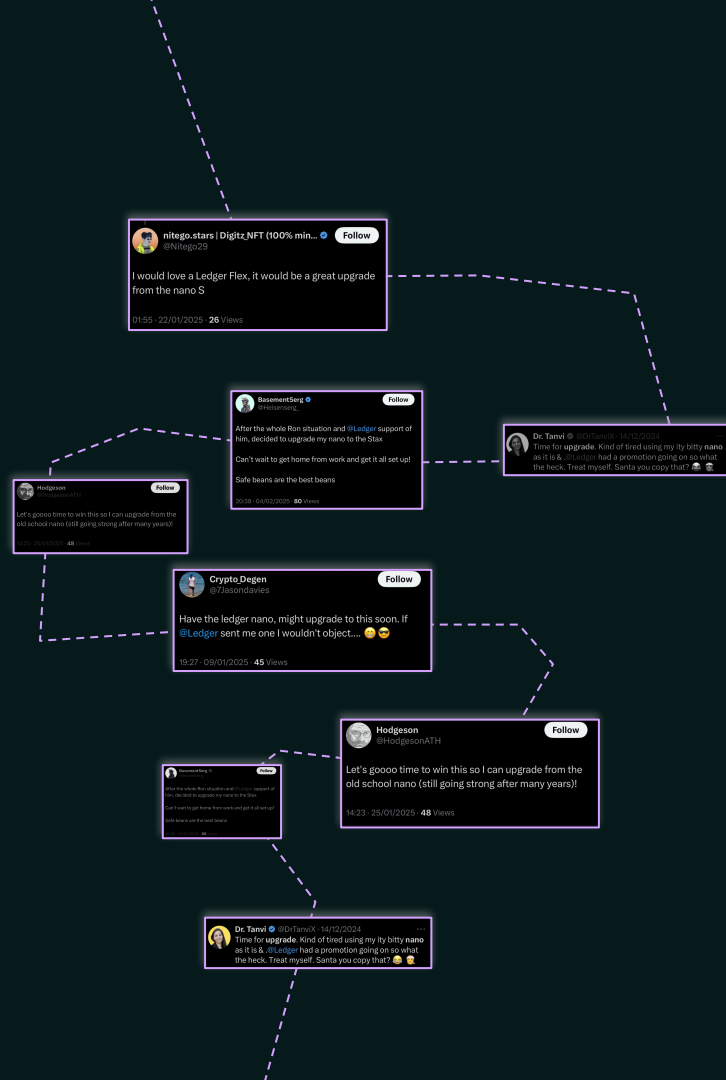
PLANNING might sound rigid and formal...

But to bust some misconceptions

"Planning kills spontaneity"
❌ Reality: A solid plan creates space for agility—it means you can jump on trends without scrambling because the core messaging is already dialed in.

"Just post and they will come"
❌ Reality: Web3 isn't Field of Dreams. Posting ≠ engagement. You need consistent narratives, clear CTAs, and actual community participation to drive real traction.

"More content = better engagement"
❌ Reality: Spamming is a fast-track to being muted. Quality > Quantity—the right message at the right time is what keeps people hooked.

"Discord & Telegram don't need a content plan"
❌ Reality: These channels are your project's heartbeat—without structure, they turn into ghost towns or chaos. Thoughtful content fuels daily engagement, governance convos, and long-term retention.

"We don't need a plan—we'll just vibe"
❌ Reality: Even the best vibes need direction. The most successful Web3 brands balance community culture with strategic storytelling—keeping the energy high while staying on message.

Why planning matters?

Without a structured plan, social media efforts are ~~random, reactive, and fail to drive real impact~~

🗺️ Social media isn't just about posting—it's about taking audiences on a journey

🧭 Well-planned content ensures consistency, relevance, and efficiency

🎯 Aligning content to strategic objectives means every post serves a purpose
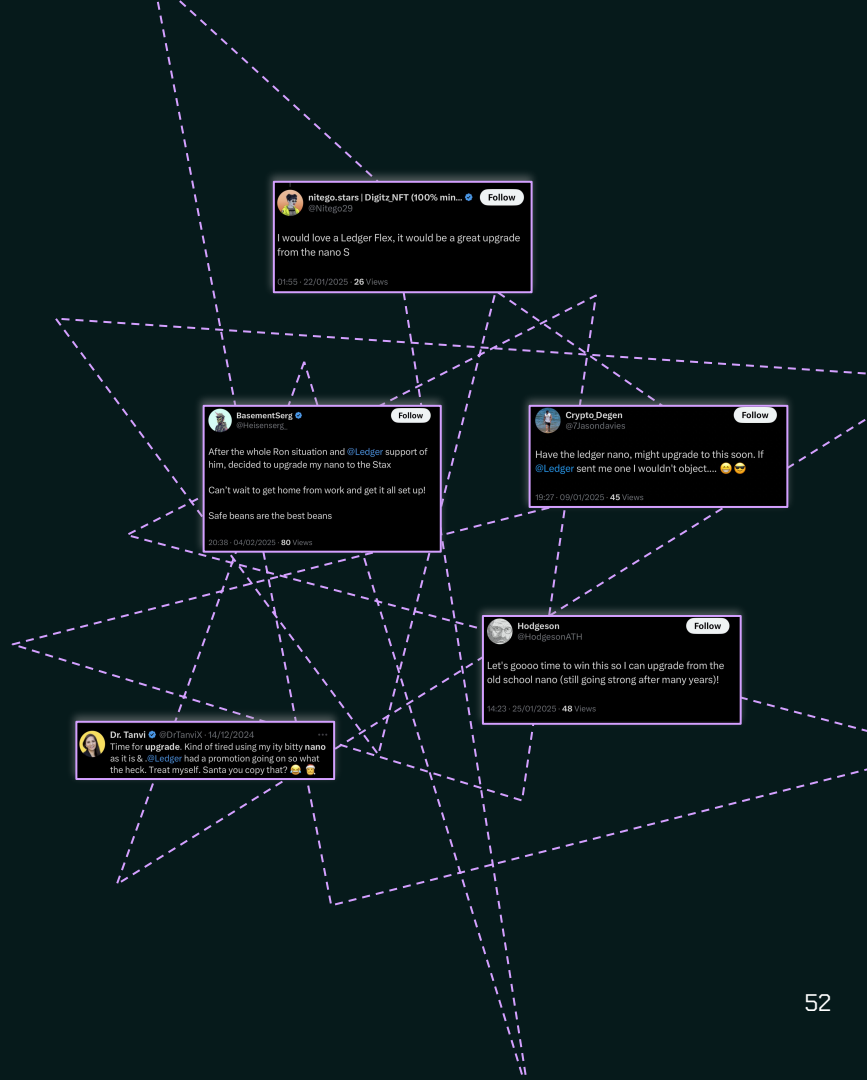
Planning strategy - the flywheel

Every phase of a campaign should have a distinct objective that aligns with the broader marketing goal. But Web3 comms planning goes beyond the traditional marketing funnel—it must integrate community building, governance updates, and advocacy. Web3 users move from curiosity to commitment through education, trust, and participation. Content should guide them at every stage.

🚀 **1. Awareness → Educate on the mission & innovation**

📌 User Mindset: "What is this? Why should I care?"
🛠️ Content Types: Twitter threads, explainer videos, infographics, KOLs, Partners
🎯 Channels: Twitter, YouTube, Discord, TikTok

🔥 **2. Engagement → Spark discussions & community culture**

📌 User Mindset: "This is interesting, but do I vibe with the community?"
🛠️ Content Types: AMAs, memes, Twitter polls, Discord debates, NFT-gated events.
🎯 Channels: Twitter, Discord, Telegram, Reddit.

🔗 **3. Participation → Build credibility & transparency**

📌 User Mindset: "Is this legit?"
🛠️ Content Types: Governance proposal breakdowns, roadmap updates, case studies.
🎯 Channels: Twitter, Discord, Blogs / Medium
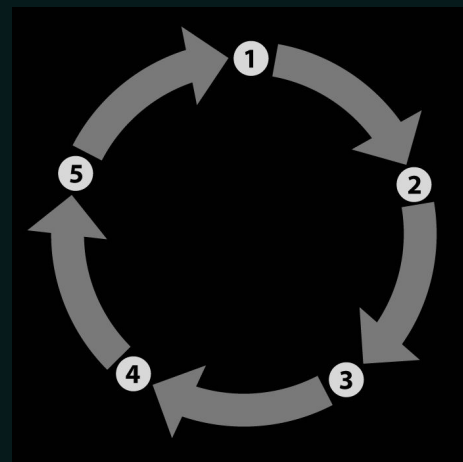
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📈 **4. Conversion & Adoption → Onboard & activate users**

📌 User Mindset: "I want in—how do I participate?"
🛠️ Content Types: Staking guides, token drop CTAs, onboarding tutorials.
🎯 Channels: Twitter, Discord, YouTube, website.

🌍 **5. Advocacy → Turn users into evangelists**

📌 User Mindset: "How can I contribute and bring others in?"
🛠️ Content Types: UGC, referral programs, DAO highlights, ambassador incentives.
🎯 Channels: Twitter, Discord,
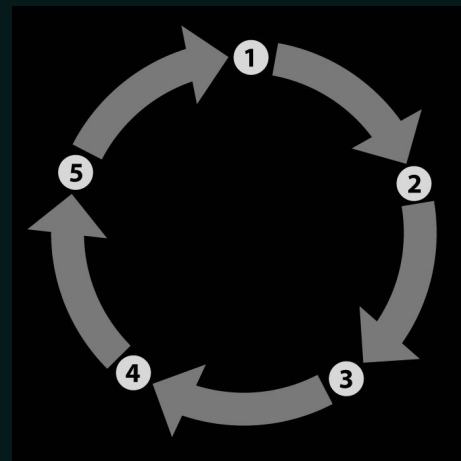
Content strategy - purpose & pillars

Content pillars ensure a consistent brand voice while covering different Community needs and objectives.

Pillars should be based on:

🚀 **Project Vision (What do we stand for?)**
😃 **Audience Interests (What do they care about?)**
🎯 **Business Goals (What do we need to achieve?)**

But Web3 content isn't just about marketing—it's about education, community dialogue, and compelling narratives.

Example Pillars:

- **Education & Thought Leadership** → ideology, use case deep dives, Team interviews
- **Community Engagement** → AMAs, memes, debates, UGC, token-holder Q&As
- **Project Updates** → Roadmaps, governance proposals, smart contract audits
- **Utility** → Tutorials, staking guides, partner integrations, NFT utility

🚀 **MISSION**

- Reinforcing mission, vision and proposition
- Founder updates
- Roadmap updates

📊 **PRODUCT**

- Key features
- Product launches
- Product updates
- Token utility breakdown
- Use cases

👫 **COMMUNITY**

- Quests
- NFTs & airdrops
- UGC
- Rewards
- Giveaways
- Share comps
- Team profiles

🤝 **PARTNERSHIPS**

- Announcements
- AMAs
- RTs/reCasts/ reposts to amplify

💩 **A NEW MODEL**

- Decentralisation
- Tokenomics
- Status quo challenge
- Analogies e.g. the Uber of telco

Planning - the bottom line

Requires both **structured planning** and **real-time adaptability**—the brands that win are those that listen, engage, and evolve with their community.

Key takeaways;

- **Plan with flexibility** → community sentiment can shift, client asks can change, market conditions can flip

- **Decentralized doesn't mean unstructured** → consistency builds trust

- **Community-first** → align content with audience needs, not just brand goals

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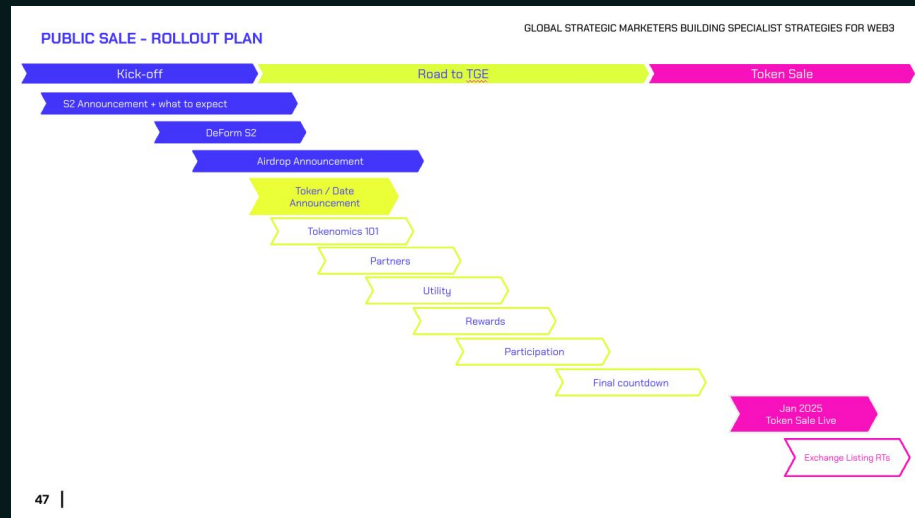
Overall theory of planning

TL;DR; planning is the art of orchestrating communications, content, channels, and community engagement to deliver the right message to the right audience at the right moment, driving meaningful outcomes
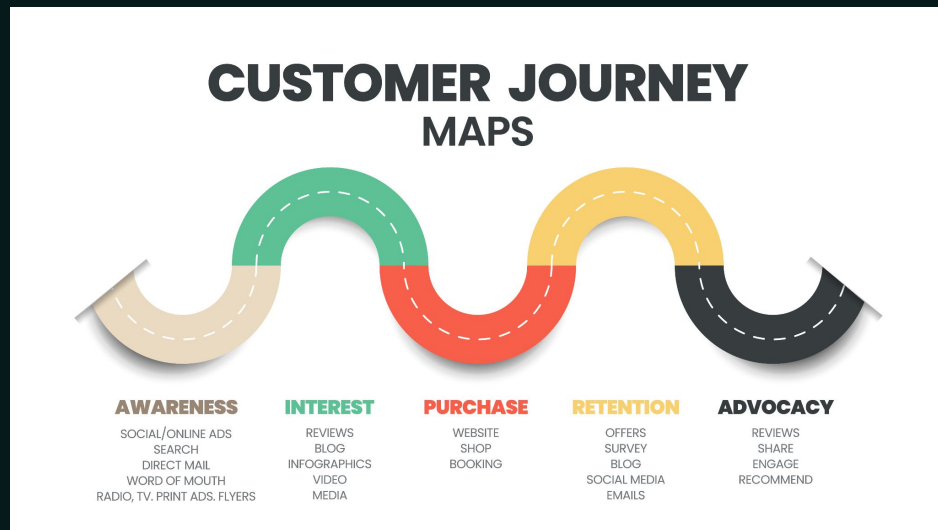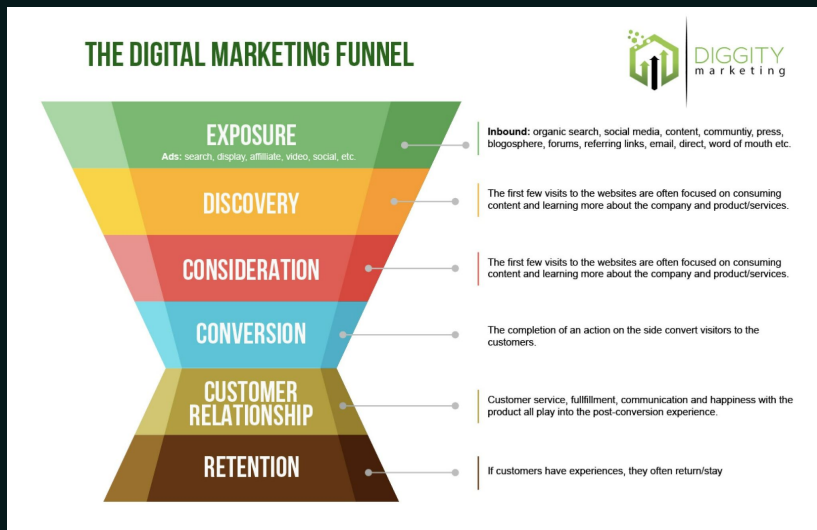
USER JOURNEY MAPPING

SEASON 2

GLOBAL STRATEGIC MARKETERS BUILDING SPECIALIST STRATEGIES FOR WEB3

SETTING THE COMMUNITY FLYWHEEL IN MOTION

1 NOW (PRE-SEASON 2) – AUDIENCE GROWTH

AUDIENCE: Continue to grow the OFC audience through X, Warpcast, OF app, DeForm

2 NEXT (SEASON 2 LAUNCH) – COMMUNITY BUILDING

ENGAGEMENT: Deepen connection with the OFC audience – from quests to AMAs and polls that invite the community to participate (and be rewarded)

RELATIONSHIP: Sustained engagement builds relationships and loyalty – create stickiness among the community through creating a space to go / connect / share

3 THEN (ROAD TO LISTING) – COMMUNITY ENRICHING

UTILITY: Relationship foundation invites further community ownership and governance (aka utility) via token, CORE, OE Edition mint
VALUE: Translating utility into real value through the future anticipation of token adoption and CORE ascension

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GMGN x ONEFOOTBALL

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USER JOURNEY MAPPING
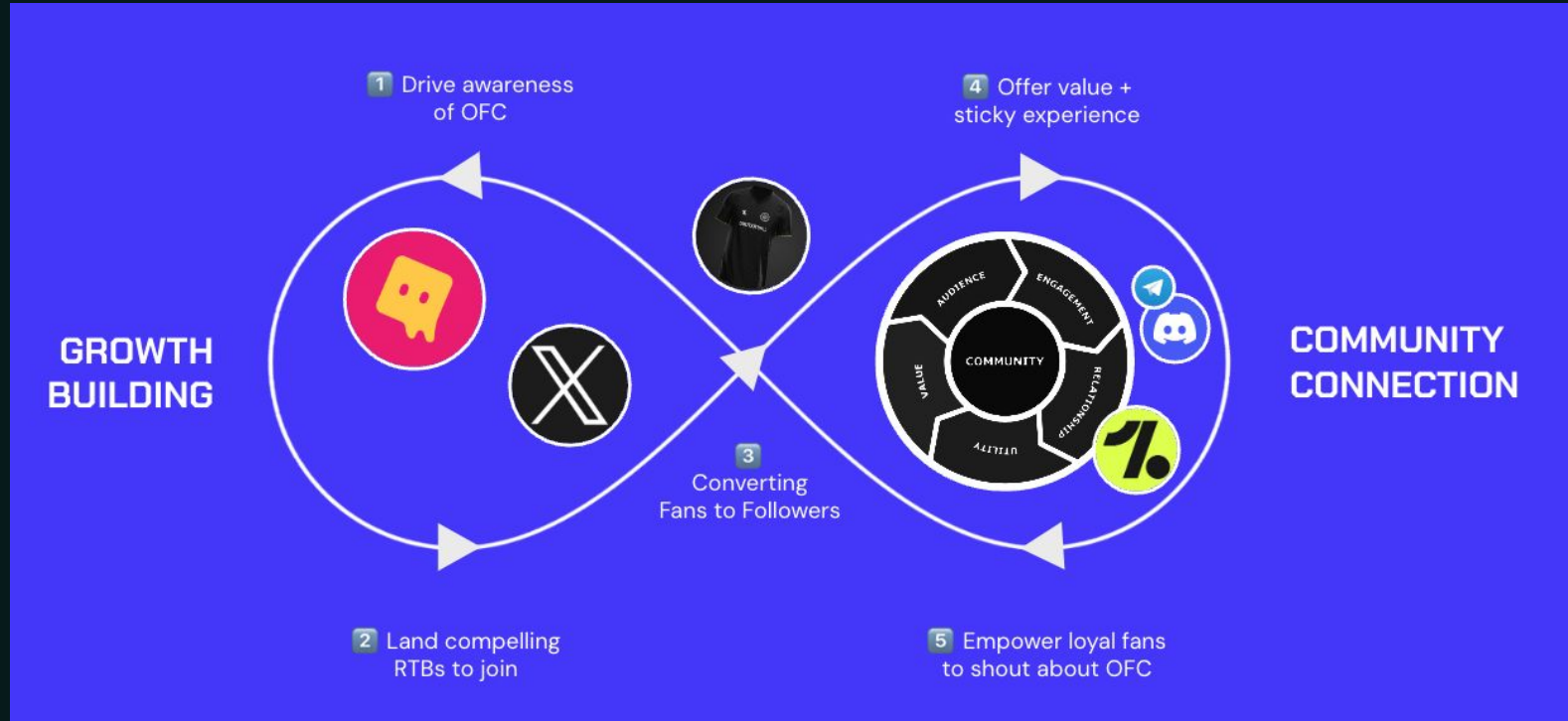
PHASES OF COMMUNICATIONS

COMMS FRAMEWORK

B.PROBLEM	Lamps are going extinct, people are replacing them with screen light		
POSITIONING	Life through screens is cold, life with lamps is warm		
OBJECTIVE	AWARENESS	CONSIDERATION	PURCHASE
MARKETING OBJECTIVE	45% agree lamps are critical for furnishing a place	12% recall Lamps Direct when thinking about buying a lamp	Average purchase of $150, up from $120
COMMS TASK	Create a parallel for our audience, by showing warm/cold light sets mood as much as their favorite music does	Show Lamps Direct has the best range when it comes to mood lighting. Parallel with Amoeba Record and music	Give our sales associates music tools that illustrate the difference between warm lamp vs. cold screen light. Show power of lamp combos on mood setting.

PHASES OF COMMUNICATIONS - EXAMPLES

Comms Phases

13 Jan ——————————————— w/c 20 Jan

Campaign to run 1 week prior to the migration going live with regular comms

ANNOUNCE
AWARENESS
Fri 10 Jan

BUILD UP
ENGAGEMENT
13-19 Jan

LIVE
ACTION
W/C 20 Jan

Drive awareness of the upcoming migration laying out initial things to know

Drive engagement around key details, dates, information and reminders ahead of the go live

Drive action around the migration going live

ROAD TO TOKEN LAUNCH

GLOBAL STRATEGIC MARKETERS BUILDING SPECIALIST STRATEGIES FOR WEB3

KICK-OFF
EXCITEMENT ⚽
13 JAN

ROAD TO TOKEN SALE
ENGAGE 💬
13 - 24 JAN

LAUNCH
CONVERT 🚀
24 JAN 2025

Announce the token launch (incl. date) to drive excitement, hype and anticipation with the community

Road to Token Sale - key info, updates, further announcement, hype build and engagement with fans/community in anticipation of the live date

Drive uptake of $OFC sales on live date and beyond

3 |

GMGN x ONEFOOTBALL

PHASES OF WEB3 COMMUNICATIONS

AWARENESS	TOP OF THE FUNNEL (TOFU) Content on industry & category	EDUCATION	MIDDLE OF THE FUNNEL (MOFU) Content on user problems related to product	CONVERSION	BOTTOM OF THE FUNNEL (BOFU) Content on product
	• Twitter Spaces • Discord • Blog posts • Web pages • Influencer marketing • Thought leadership from exec team • Videos (topic overviews & interviews) • Conference Sponsorships • Newsletters • SEO • Ads • Waitlists • Word of mouth referrals		• White papers • Airdrops • Downloadable assets (guides, how to's, worksheets) • Virtual events (panels, announcements, presentations) • User stories & reviews • Hosting Web3 conferences & meetups • Videos (comparisons & how tos) • Quizzes & surveys • Playbooks (tied to product) • Learn to earn campaigns		• Competitive comparisons • Product demos • Case studies • Hackathons • Office hours • Token-gated features and events • Adoption incentives (better token yields, etc) • Free open source smart contracts • Quests

BRINGING PLANNING TO LIFE

BRINGING PLANNING TO LIFE

BRINGING PLANNING TO LIFE

MANIFESTO/IDEOLOGY
Launch our doctrine to world

AI AGENT
Introduce the world to our leader

KOL PUSH
Invite the chosen few to the movement

☕ SOMETHING'S BREWING

🚀 LAUNCH TIME

MVF NFTs
Smart contracts created, whitelist open

SOCIALS
Kick-off social feeds on X / Reddit

OG FREQ ANIMATIONS GO LIVE
Giving a taste of FREQ to more traditionally web2 platforms

PARTNER PUSH
Enforce our values by showing the company we keep

PLANNING FRAMEWORKS

Strategic Arc	Frequency - Launch and TGE		
Phase	In the Beginning: Tease	Let There Be Freqs: Scale	And Then There Was Frequency: Launch
Objective	Get Core Community & Screen Them	Core community bring in their friends & community	Mass Campaign, get as many people in as possible
Audiences	DEGENS	DEGENS / CHADS	DEGENS / DEVELOPERS / CHADS
Activation Tactics	GRIND UP (QUESTING) 🌐 · NF-REQS ✗ NFT FREQ CARDS ✈ ✗ · PARTNER PUSH ✗ TIKTOK FREQ ARMY ♪ · PERSONALITY QUIZ 🌐 PREPARE FOR A CHANGE IN FREQUENCY ✗ REGISTER YOUR INTEREST IN FREQUENCY 🌐	A WINDOW INTO FREQUENCY ✗ LIVE + IN FREQUENCY · FREQ-IFY THE WORLD ✗ FREQUENCY: THE NETWORK COLLAPSE ✗ 🌐 THE GREAT TOKEN SWAP · THE BIG BURN 🌐 CUSTOM DISRUPT PROMPT · REFERRAL BOT ✈	HIDE & FREQ ✗ THE $FREQ TGE ✈ 🌐 THE FREQ GRAVEYARD ✗
BAU	Objective; To continue to drive awareness of the brand and values whilst increase speculation about the value of both the Frequency NFTs and the upcoming token ✈ Tactics include: Questing, KOL activity, Indoctrinating the masses, UGC AI Agents, Community Collabs ✗		

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PLANNING FRAMEWORKS

Strategic Arc	WMT - A REAL GOOD INVESTMENT		
Phase	The Great Migration	Build Fame	NFT Drop
Objective	Support a smooth migration Catalyst for creating awareness / buzz	Grab broad attention and drive engagement	Convert awareness / engagement Reward loyal engagement

| **Audiences** | Degens | CHADs | Degens | CHADs | web2.5 | Degens | CHADs |

Activation Tactics

Early-bird Quest	Partner collabs
Countdown Hype	Edu-series
Mini-Game Frames	Town Halls
Migration guide	
Referral and Migration Quests	

BEEST GAMES

BEEST MINI-GAME

POSSIBLE IMPOSSIBLE

WILL THE BEEST NFT

HEX THE WORLD

BAU

Objective; ensure regular updates and communications to keep audiences plugged in, unpack simple and clear proposition, and tap into broader degen / web3 culture

Tactics include; KOLs, Personal brand, Memes, Announcements ,Discord Weeklies

CHANNEL PLANNING FRAMEWORKS

GMGN LABS   MARKETING STRATEGY

Defining real roles – *Channel Planning*

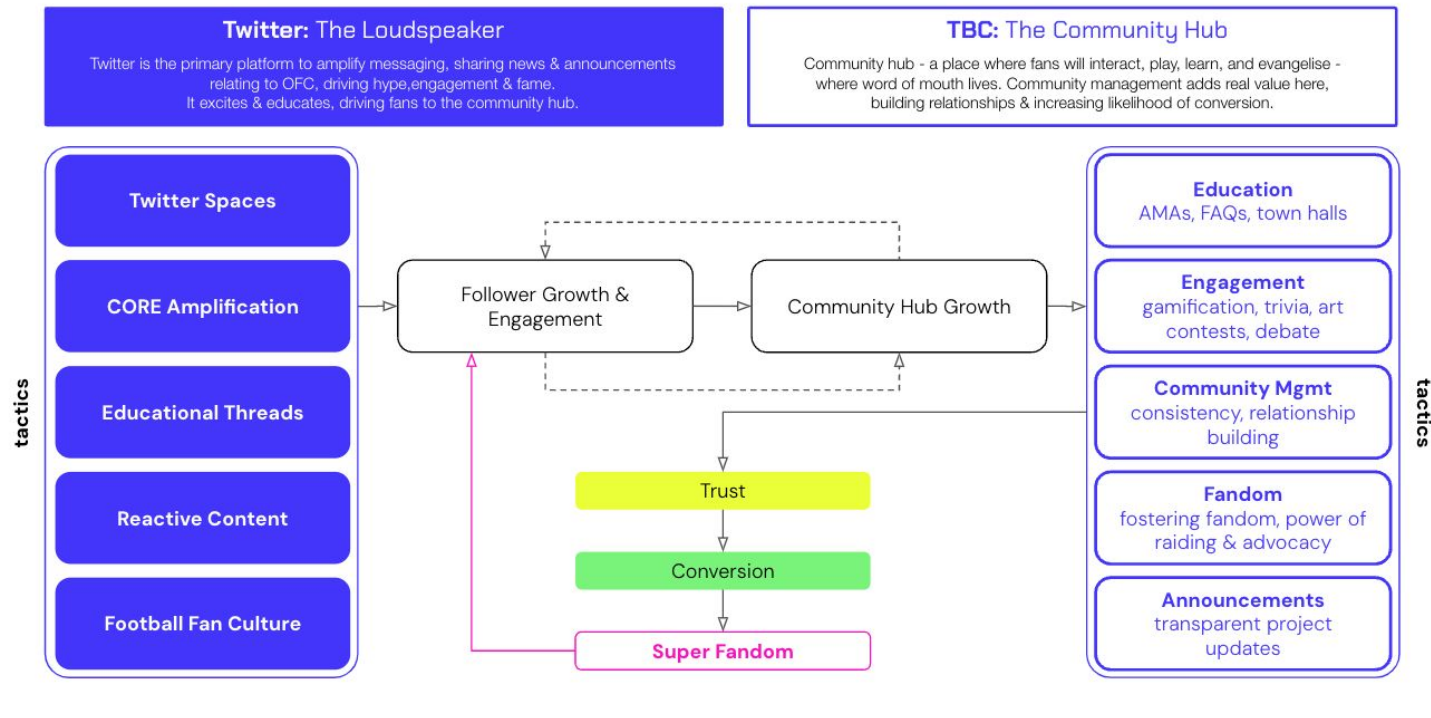| Strategy arc	WMT - A REAL GOOD INVESTMENT				
Mission	Showcase and amplify WMT utility, and celebrate and engage the web3 community				
Channels	X	YouTube	Telegram	Discord	W	📄 BLOG
Role	**The Loudspeaker** Broad reach, campaign activations		**The Community Home** Community building and engagement		Launch new web3 native channel that speaks to BASE / Degen community	Thought leadership, deep-dives, landing pages
Formats	Edu-threads Signposting Snackable insights Partner content	Edu-videos Long form series SEO	Project updates AMAs/Town halls Polls Personal brand		Frames Long casts	Long-form articles, videos, infographics

CHANNEL PLANNING FRAMEWORKS

Channel Objectives & Roles

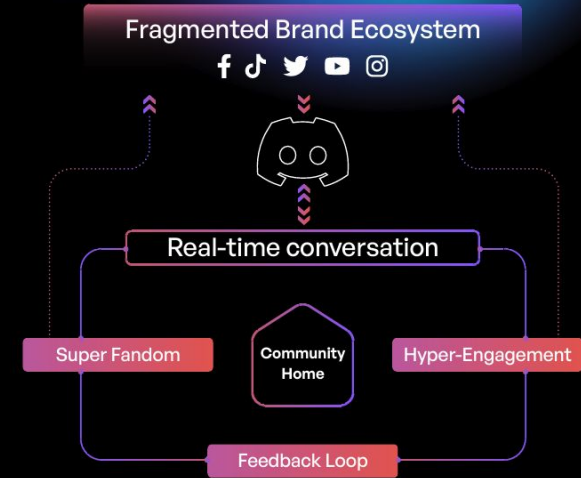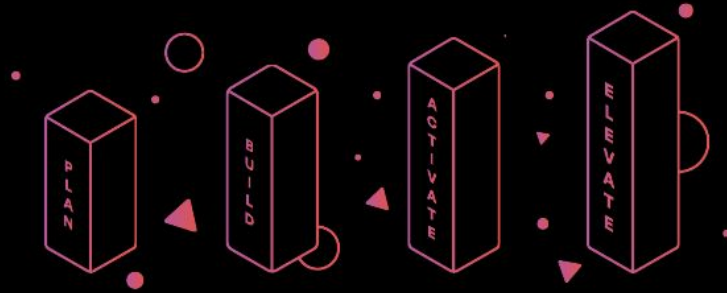|	X / Twitter	Telegram
Overview	Broad-reaching, real-time comms and engagement with a diverse audience, including target audiences, partners, and the broader DeFi and web3 community	Intimate, community-focused platform for in-depth discussions, real-time support, and direct interaction with dedicated community members
Objectives	🎯 **Build brand visibility** within the crypto and Web3 communities 🎯 **Drive traffic** to blogs / website / migration page 🎯 **Foster engagement and interaction** with the community	🎯 **Build a close-knit and engaged community** 🎯 **Provide a line of communication** for feedback, support, and community-driven innovation 🎯 **Foster community loyalty and advocacy** through involvement & participation
Content	• Short, impactful updates and announcements about project developments, partnerships, and milestones • Strong visual content leveraging the new branding + X / social / internet native design e.g. lofi, memes, video • Interactive polls and questions to gather community feedback and increase engagement • Retweets e.g. Partners, UGC, and mentions to highlight community contributions and relevant industry news • Thought leadership and education through insightful commentary and industry participation	• Detailed project updates and technical discussions to keep the community informed and engaged • Real-time Q&A sessions and community support to address questions and concerns • Exclusive content such as sneak peeks, behind-the-scenes insights, and early announcements • Community-driven initiatives like contests, challenges, and collaborative projects • Deeper discussion and knowledge sharing among community members, strengthening the project's ecosystem

CHANNEL PLANNING FRAMEWORKS

Role of Channels, Tactics and Fandom Flywheel

Twitter: The Loudspeaker

Twitter is the primary platform to amplify messaging, sharing news & announcements relating to OFC, driving hype, engagement & fame.
It excites & educates, driving fans to the community hub.

TBC: The Community Hub

Community hub - a place where fans will interact, play, learn, and evangelise - where word of mouth lives. Community management adds real value here, building relationships & increasing likelihood of conversion.

tactics

- Twitter Spaces
- CORE Amplification
- Educational Threads
- Reactive Content
- Football Fan Culture

Follower Growth & Engagement → Community Hub Growth

Trust

Conversion

Super Fandom

tactics

- **Education**
  AMAs, FAQs, town halls
- **Engagement**
  gamification, trivia, art contests, debate
- **Community Mgmt**
  consistency, relationship building
- **Fandom**
  fostering fandom, power of raiding & advocacy
- **Announcements**
  transparent project updates

Community Planning

The first objective for any server has to be to create a safe, enjoyable, and easy to navigate home for a community member to interact with one another and the brand. In creating this environment, brands should consider **four key pillars:**

Fragmented Brand Ecosystem

Real-time conversation

Super Fandom

Community Home

Hyper-Engagement

Feedback Loop

Community Planning

Creative Planning - TOV Examples

TOV

Our tone of voice on social channels:

We are **bold, forward-thinking, and community-first**, capturing our disruptive spirit in res
We **speak with conviction about the future of Bitcoin and DeFi**, while staying radically tr
We are always **inclusive and engaging**, sparking conversation and fostering active partici

🐂 Bullish on BTC
Exude unshakeable confidence in Bitcoin's potential, positioning it as the bedrock of the crypto revolution. Champion the unique leverage and opportunities $HASH offers to those who believe in Bitcoin's unstoppable growth

💡 Visionary
Present a vision that pushes the boundaries of what's possible in DeFi. Position $HASH as the catalyst for new financial primitives, a foundational asset shaping the future of decentralised finance

👯 Community Feels
Let our people be involved. Fuel the fire of collective power by making every member a key player. Your voice, your gains, your future—$HASH is built by you, for you

Building a Brand

TOV

We're building a community that celebrates the wild ride of crypto.

We're creating a space where you can embrace your inner degen without the fear of getting giga rekt. Trading is a rollercoaster of emotions, from peak euphoria to crying in the trenches. We celebrate all these vibes.

We don't take ourselves seriously. We laugh at our terrible entries, celebrate our paper trading wins, and learn from each other's mistakes. Have fun staying poor? Don't mind if we do! We have fun buying high, selling low together.

We speak degen – but we're not here to flex our imaginary gains. Whether you're a based trader perfecting your exit liquidity skills or a curious newcomer learning how to ape, you'll find your place here. Build your rep, climb the ranks, and join tournaments – all without getting liquidated into oblivion (win- win right!?)

We celebrate and support each other's growth, share alpha – and maybe even win some prizes along the way.

Welcome to the future of trading – where the only thing you can lose is your fear of the charts (and not your mortgage).

HAVE LOLs
(Light hearted)
We don't take ourselves seriously. We spray. We pray. For the LOLs.

"Having fun get rekt one trade at a time fam"

TO THE MOON
(Optimistic Shiller)
This one is gonna send fr, strap in bro.
Get ready for liftoff, we're going interstellar!

"Pack your bags, we're going to the moon!
"This gem is about to explode."

APE TOGETHER
(Community Spirit)
Let's ape together, we got this. In unity there is strength, in community there is power.

"Apes unite, let's get it!"
"Stronger together"

BULLISH AF
(Technical Analysis)
Think this one sends from here, looks oversold.
Charts don't lie, and they're screaming "buy!"

"RSI bouncing off support. Bullish divergence on the hourly."

NO BS
(Humble Humor)
Born winner, built different. Never seen him lose a trade.

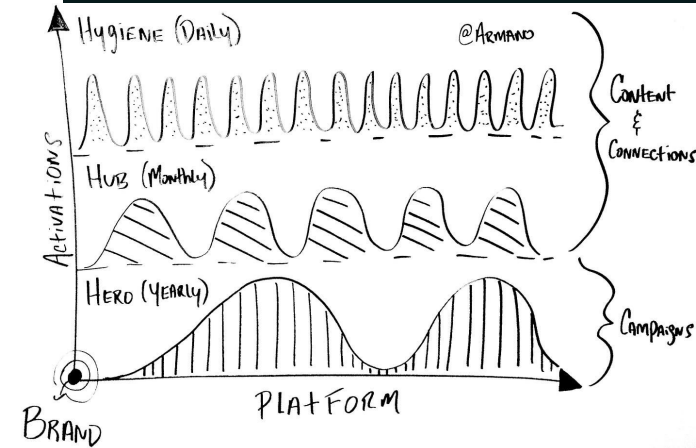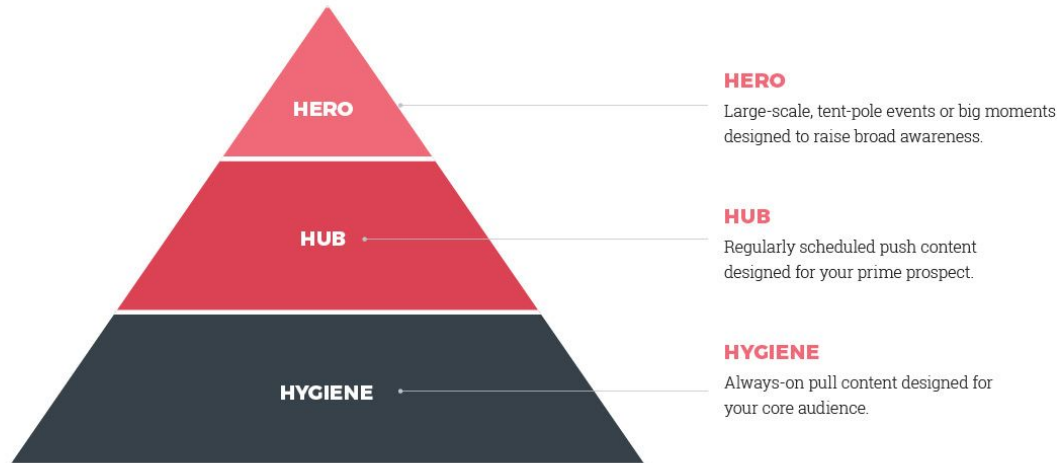"Story of my life; shoots for the moon, crashes down to Earth!"

Content Planning – Example

CONTENT: PILLARS

Theme	Building OFC			Culture	Community
Pillars	**Announcements** The narrative that brings regular updates on OFC to life	**Players** Leveraging the people and faces behind OFC to instil credibility (i.e. personal brand)	**Education** Unpacking the core elements of OFC considering both audiences	We are fans too – living and breathing football culture. Memes/ humour.	Championing, celebrating and recognising fans
Objective(s)	Inspire + Engage	Engage + Inspire	Inform + Inspire	Engage	Engage
Content Examples	– vision, story – road map – milestones – rewards – feedback	– BTS – Events – Community Engagement	– what are BALLS? – the .football standard	– Eurocaster – Predictions – Memes	– votes, polls – RTs/reCasts – competitions – recognitions
Weighting	20 %	10 %	20 %	25 %	25%
Cadence e.g. MVC in one week	x2			x1	x1

Content Planning Frameworks

Content Planning

CONTENT: PLANNING

Planned	**Planned comms / content are the core of what we can publish keeping the community updated, engaged and coming back for more – enables proactive planning for always on content and comms** E.g Announcements, competitions, polls etc
Planned Reactive	**Moments in time / culture that we can ideate and plan ahead for to tap into culture and community that ensures we are part of the conversation and relevant in time – enables proactive planning to ensure we are ready for what's going on in the community, culture and world** E.g calendar moments / dates like tournaments
Reactive	**Keeps us on the pulse of what's happening right now to ensure we don't miss a trend, moment or opportunity to bring our OFC spin to** E.g. in the moment reactions to games, culture, news etc

Content Planning – Content Pillar Example

Content Pillars

⚒️ Core BUIDL		
🌍 Mission	🚚 Updates	📦 Product
🌱 Education	🤝 Partners	🔍 B.T.S.

💬 Community	🦐 Commentary	😀 Culture

70%	**10%**	**10%**	**10%**
Project updates, announcements, BTS, team insight, education, partners updates	Community interest, engagement, recognition, celebration	Thought leadership, insights, industry commentary, education	Reactive moments, current events, social media trends, meme culture
E.g. regular project and road map posts, edu-series on $HASH/hashrate/mining, Team at events	E.g. UGC, questions, polls, RTs, shoutouts, quests, competitions	E.g. signposting to a Medium article, long threads commenting on the state of DeFi	E.g. creating a meme from pop culture moment, reacting to BTC breaking $100k

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GMGN LABS

MARKETING STRATEGY

Getting real with the community – *Content Pillars*

🚀 MISSION	📱 PRODUCT	🎎 COMMUNITY	🤝 PARTNERSHIPS	🍲 A NEW MODEL
• Reinforcing mission, vision and proposition	• Key features	• Quests	• Announcements	• Decentralisation
• Founder updates	• Product launches	• NFTs & airdrops	• AMAs	• Tokenomics
• Roadmap updates	• Product updates	• UGC	• RTs/reCasts/ reposts to amplify	• Status quo challenge
	• Token utility breakdown	• Rewards		• Analogies e.g. the Uber of telco
	• Use cases	• Giveaways		
		• Share comps		
		• Team profiles		

Tapping into a range of core content that can engage, educate and inspire our audience on the (real) value proposition, real utility cases, real growth opportunity, and the real team behind the company

AUG 2024

WORLD MOBILE X GMGN

Content Planning – Content Pillar Example

PURPOSE

THE BRIEF &
STRATEGIC NEED

PERSPECTIVE

RESEARCH
& INTEL

PROPOSITION

STRATEGY
DEVELOPMENT

PLANNING

COMMS,
CONTENT
CHANNEL,
COMMUNITY

PRESS PLAY

CREATIVE +
ACTIVATION

PERFORM

MEASURE OF
SUCCESS

The Creative Process

Creative Process - Building Blocks

As part of the creative process we need to understand:

- **The User:** Their mind how they see the world, what they want, need & are used to

- **The Brand:** How do they speak, what is their tone, where do they operate?

- **Key Messaging**: The message we are trying to get across. Maximum 1 per idea

- **Format:** The vehicle we're trying to send it through (Design, Copy, Video, Experiential)

- **The World:** Keep up to date with trending content formats across the above, what are audiences engaging with?

- **The Platforms:** Keep up to date with platform updates, what are the algorithms favouring, what are the new features?

Creative First Principles

Irony
The Opposite of what you're saying

What is the extreme opposite of the brief? Lets start there.

Parody
What would do with 1m pounds
What is a well-known institution that we can put this in the example of and parody it?

E.g. A newspaper, News Report, Podcast, Street Interview?

Characters

Who are the characters in this and how do we dial up or down their personality

Hyperbole

Take your message to the extreme up or extreme down with examples that defy the laws of space & gravity.

Time Travel

What would happen if the key message was taken into another time or era?

Hyperbole

Take your message to the extreme up or extreme down with examples that defy the laws of space & gravity.

Analogy

What is it similar to, can you bring this out using a metaphor or simile

Participation

Gamification, Call and Response, how do you get your audience to be interacting with the key message or campaign?

Personification

How can we take the object or thing and personify it as a human to get an interesting reaction

Compare and Contrast
What is it different to that we all know so well and how can you contrast the two to highlight your key message

Act Out

Can you show someone acting out the scenario

Reference

What is this similar to in everyday culture?

Wordplay

What words can you play around with to bring out the creative elements of it? Puns, Homophones, Sound Likes, ect.

Observational
Simple truth, what are the observational truths/elephants in the room that people don't think about or discuss, or problems that the users have which we can lean into and alleviate

Misdirection

How can we lead the audience in one direction, then zag them in the opposite, a twist that they didn't see coming. The twist being our key messaging.

Creative Process - A Formula for Success

Key Message X **Target Audience** X **Creative First Principle** X **Format** = **Great Idea**

From our brief/client.

Keep it simple, 1 Max message.

Filter it with intuition, not logic.

How do they see the world?

What are their problems?

What do they watch?

What do they engage with?

An idea should start with 1 x creative principle

A good idea leverages 2-3

An amazing idea has 4+ creative principles combined to share the message

The longer your piece of content the more principles you want to use.

What format are we using? D

What platform is it on?

Each platform will have different requirements based on how the algorithm works and we have to optimise the concept for the right format on each platform

Articulating Creative Ideas

WHAT?

How?

WHY?
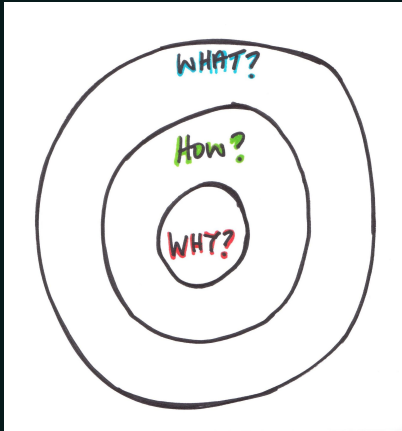
TIKTOK FREQ ARMY

WHAT
We take storytelling to a new level and harness the power of Tiktok to tell the story of Frequency.

WHY
We are seeing a lot more emphasis being placed on tiktok for driving brand recognition in the Web3 space. Meme coins and gaming projects in particular have had a great deal of success creating viral videos from their mascots, utilising popular sounds and subsequently attracting significant attention to their projects.

HOW
We personify the Frequency leader, perhaps we follow his journey on building his cult. Videos could include his POV "How to" on selecting their disciples, the writing of the Frequency manifesto or outline his villain(ish) arc after getting rekt so much in previous cycles. These combined (where possible) with utilising already global trends could be a creative way to drive eyes to Frequency and kickstart brand recognition for Web2 viewers.
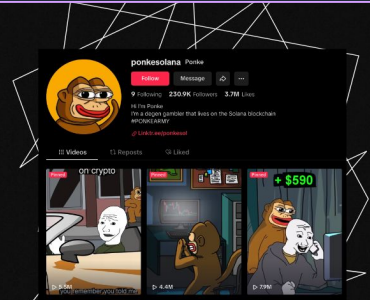
INDOCTRINATE THE MASSES

WHAT
To build a new world and model we also need to educate, reinforce and remind what is wrong with the current system

HOW
We don't just post 101s or explainer video - we grab audience's attention with bold, propaganda-inspired content that lays don't the facts, realities and vision for a new world.

Key topics include;

- Decentralisation
- Tokenomics
- Status quo challenge
- Analogies - Robinhood, etc

WHY
A bold creative approach to educational style content will ensure cut-through in the feed, grab people's engagement, and get simple, succinct messages on audience's conscious.