

WEB3 EXPERIENCE AGENCY

BASED IN SWITZERLAND

FOUNDED BY WEB3 ENTREPRENEURS



// APPICS AGENCY

A successful marketing agency for over a decade, with a team of crypto natives that combined their marketing and blockchain expertise to amplify the next wave of leading web3 brands.

We lean on state-of-the-art technologies to elevate your brand experience, grow your community and drive business results in a new way.



From engaging short videos, to immersive storytelling, we generate demand for your brand.

Collaborations



Forbes



cuberto



CoinMarketCap



READY
PLAYER
ME



METAVVERSE



We bring your project and products into a meaningful digital context. Providing an incentivised metaverse experience to play, socialize and earn multi-stream rewards.

EVENTS

COIN DROPS

IMMERSIVE CONTENT

MINI GAMES



MOONBASH

Metaverse Event Agency



It started with the vision to create and host the APPICS launch event and it became

the biggest social dApp event in the Metaverse.

By strategically planning the event and working closely with the Moonbash team, we chose the Metaverse, developed a content strategy and built a unique experience including an NFT gallery, dance floor with a line-up of 5 DJs.

SH THE VIRTUAL EVENT AGENCY



BRANDING



We shape authentic brands that stand out in the web3 landscape, create sustainability in your brand, which starts with a strong narrative. Our design thinking approach includes a deep dive into the core of your brand.

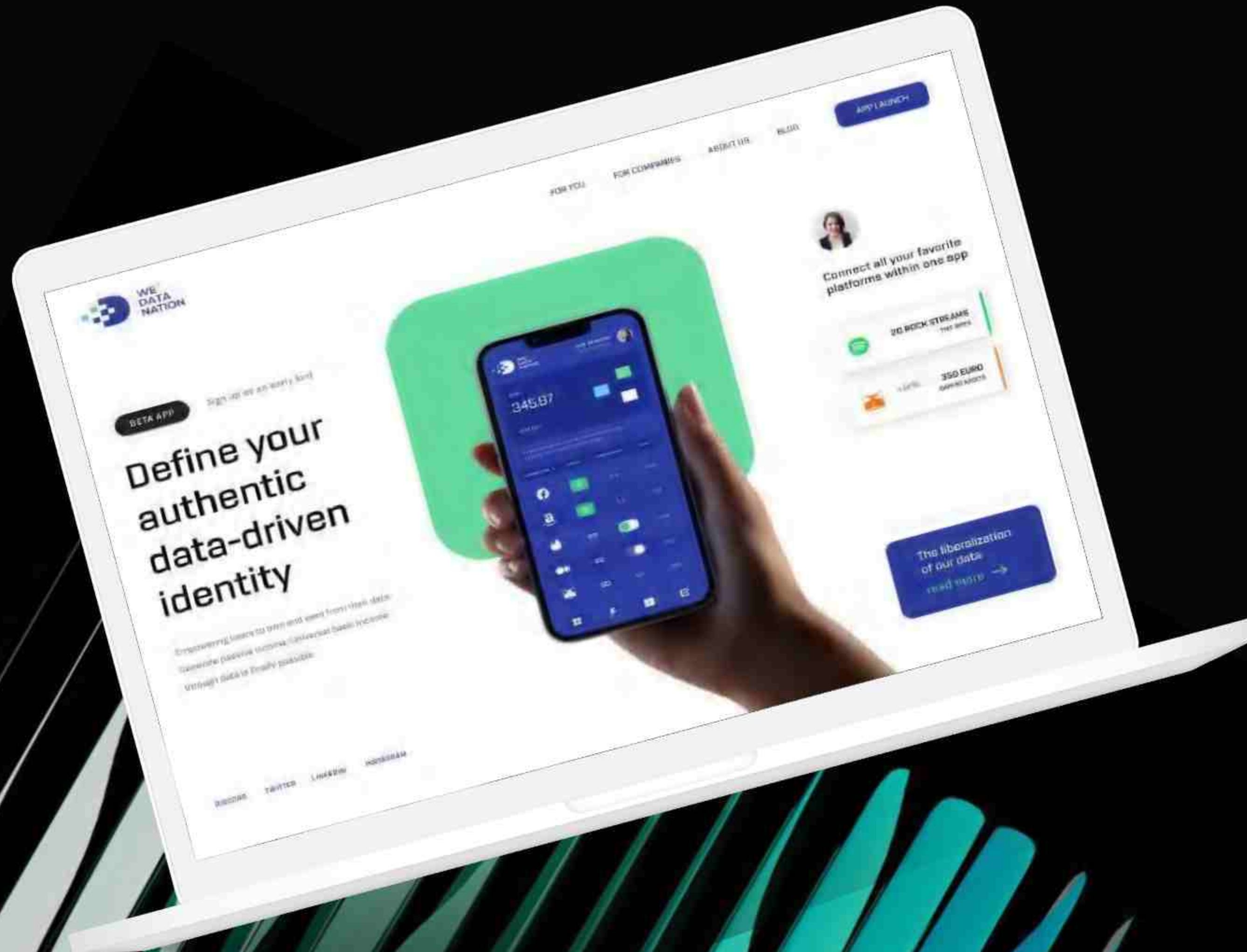


BRAND IDENTITY
MOTION DESIGN
INTERACTIVE EXPERIENCES
UX/UI DESIGN



WE DATA NATION

Data Collection Company



The goal with WDN was to communicate “TRUST” with the end-user through a brand design that speaks to Gen Z.

A design that reflects the mission.

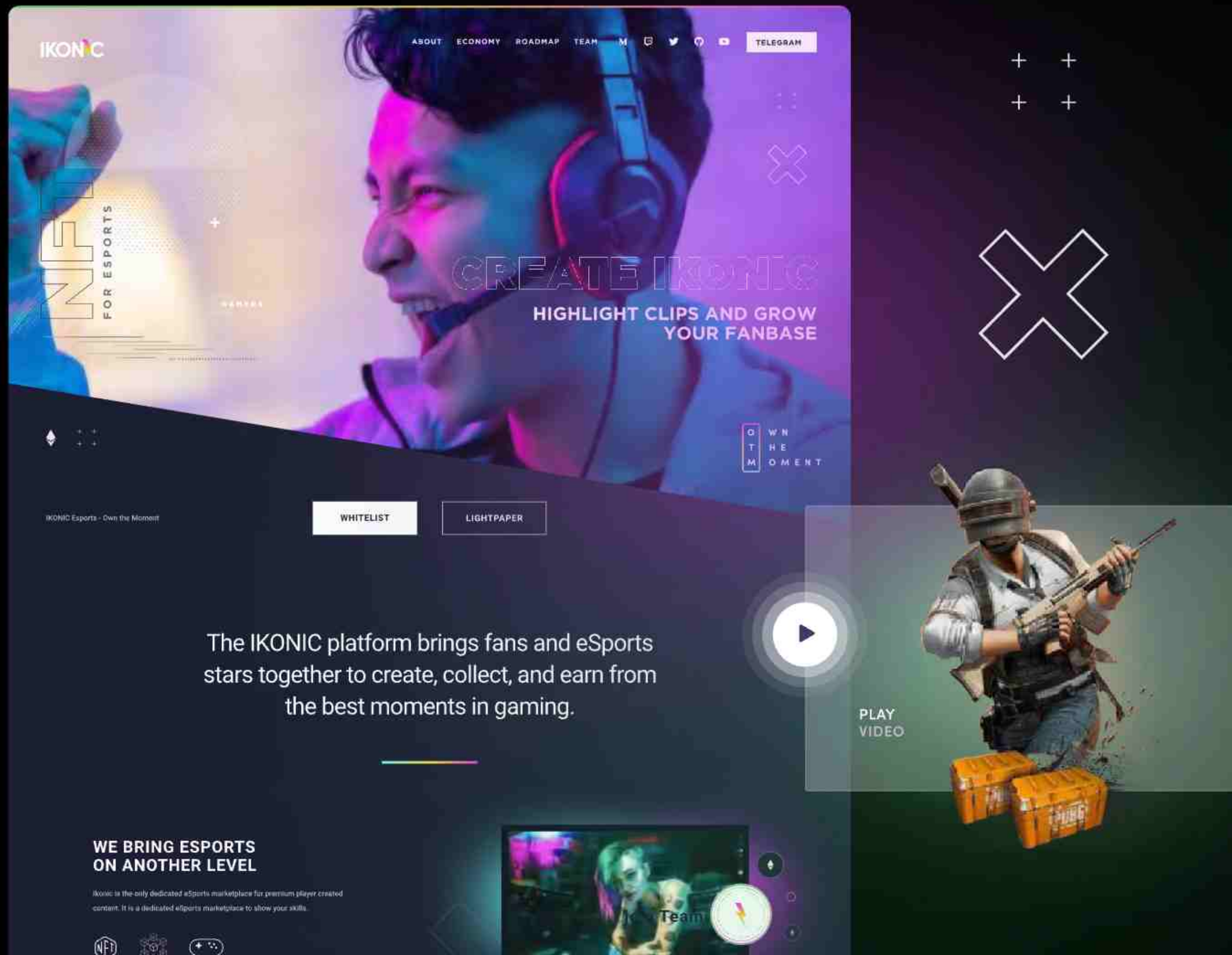
WeDataNation’s mission is to be at the forefront of a decentralized, shared data economy. They give power back to data owners and extract data from individuals in a transparent manner, building data pools containing data gathered from all kinds of platforms from Web2 and Web3.



IKONIC

Esport NFT Platform

Our goal was simple: to create outstanding branding that speaks to the esports community.



The first NFT platform for esports fans

For IKONIC we developed the entire design communication. The intention behind the logo was to express power, innovation and a user friendly platform.

Successfully raised \$250.000 with their IDO sale.



WEB3 MARKETING



Our experienced team can guide you through this fast moving and exciting space, while helping you execute your longterm vision.

CAMPAIGNS
CONTENT CREATION
GROWTH HACKING
COMMUNITY BUILDING



TELOS

Layer-1 POS Blockchain

18,2K

New Followers

1.19M

Impressions

242K

Profile Visits

The goal was to increase brand awareness and implement a consistent marketing strategy across all channels. We achieved

250% increase in audience growth within 3 months.

We partnered with Telos to improve their branding, reach and overall strategy. We focused on their USPs and created a posting plan that included highlighting ESG topics on Twitter and LinkedIn, while staying ahead of TikTok trends and IG memes, to drive engagement and spotlight the ecosystem of dApps.



EVM CAMPAIGN

The first EVM built on EOSIO

56,5K

Views

360K

Impressions

15

Posts

Our team managed the EVM launch campaign from start to finish. We created highly engaging animations that resulted in

360K impressions with doubled engagement.

We created highly engaging animations, prepared a countdown strategy, which included a mixture of educational and entertaining short videos. We stayed flexible in our approach, incorporated reactive announcements and helped with community management.



MetaGameHub DAO

Homebase within the Open Metaverse

10K +

Group members

\$263K

Grants funding

160K

Average monthly requests



We partnered with MGH because we are passionate about making the open metaverse more accessible and creating content that delivers the message.

\$1.6 Mio
decentralized
community fundraiser

ACQUIRING LAND FOR THE PEOPLE!

PUBLIC SALE COMING SOON

PRE SIGNUP NOW

#ICO

MGH

ACCESS TO THE MGH ECOSYSTEM, GOVERNANCE OVER NETWORK REWARDS, POOL PROPOSALS AND NFT CURATION

We navigate through the Open Metaverse together!

LEARN MORE

MetaGameHub DAO is building the Homebase within the Open Metaverse to foster an intuitive, aggregated user experience. MGH DAO is focused on acquiring metaverse assets as well as developing metaverse infrastructure and tools.



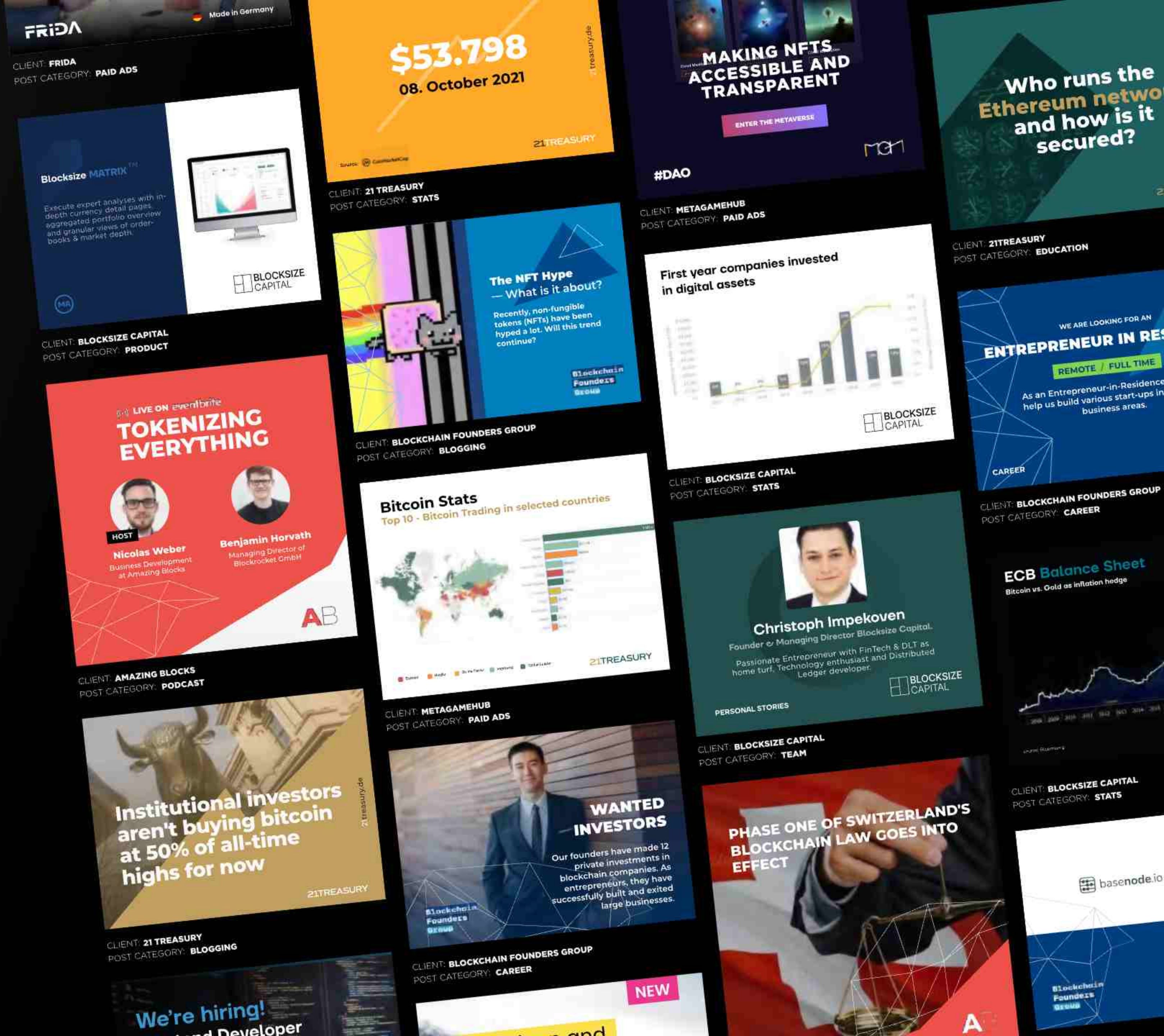
CONTENT CREATION

is the heart of the marketing operation and we want to make sure the blood (the content) keeps pumping.

We work closely with our partners to develop product-related categories and create postings for campaigns that fit your marketing goals.

Category examples

- PRODUCT
- COMPANY
- EDUCATION
- TRENDS
- TEAM
- ADVISORS
- Q&A
- BLOGGING
- NEWS
- GIVEAWAYS
- STATS
- PAID ADS
- EVENTS
- PODCAST
- FAQ
- PARTNERSHIPS
- FUNDED PROJECTS
- TUTORIALS



NFT CREATION



From management, to marketing, to minting.

We know what it takes to prepare and perform a successful NFT drop.

2D/3D ASSETS
DROP STRATEGY
PUBLICATION



APPICS GENESIS

RARE NFT ASSETS DROP

In celebration of the launch of our web3 social media dApp APPICS, we released an exclusive NFT collection with unknown perks, sending users on an

NFT TREASURE HUNT

We created a unique experience and sent collectors on a quest to unlock the exclusive APPICS pyramid NFTs with a surprise inside. The lucky holders were able to secure early-access to an upcoming new project.



F. KERLEY NFT DROP

Olympic medalist claimed gold in the 2022 edition

We had the honor of working with a renowned athlete, which resulted in the

#1 track athlete's NFT collection

In collaboration with Fred Kerley, Got Game and Origin Protocol we created the first official FK NFT drop. Beside the digital items the collectors also got a physical representation.



Fred Silver Card
\$500

Editions purchased: 14



Fred Gold Card
\$800

Editions purchased: 14



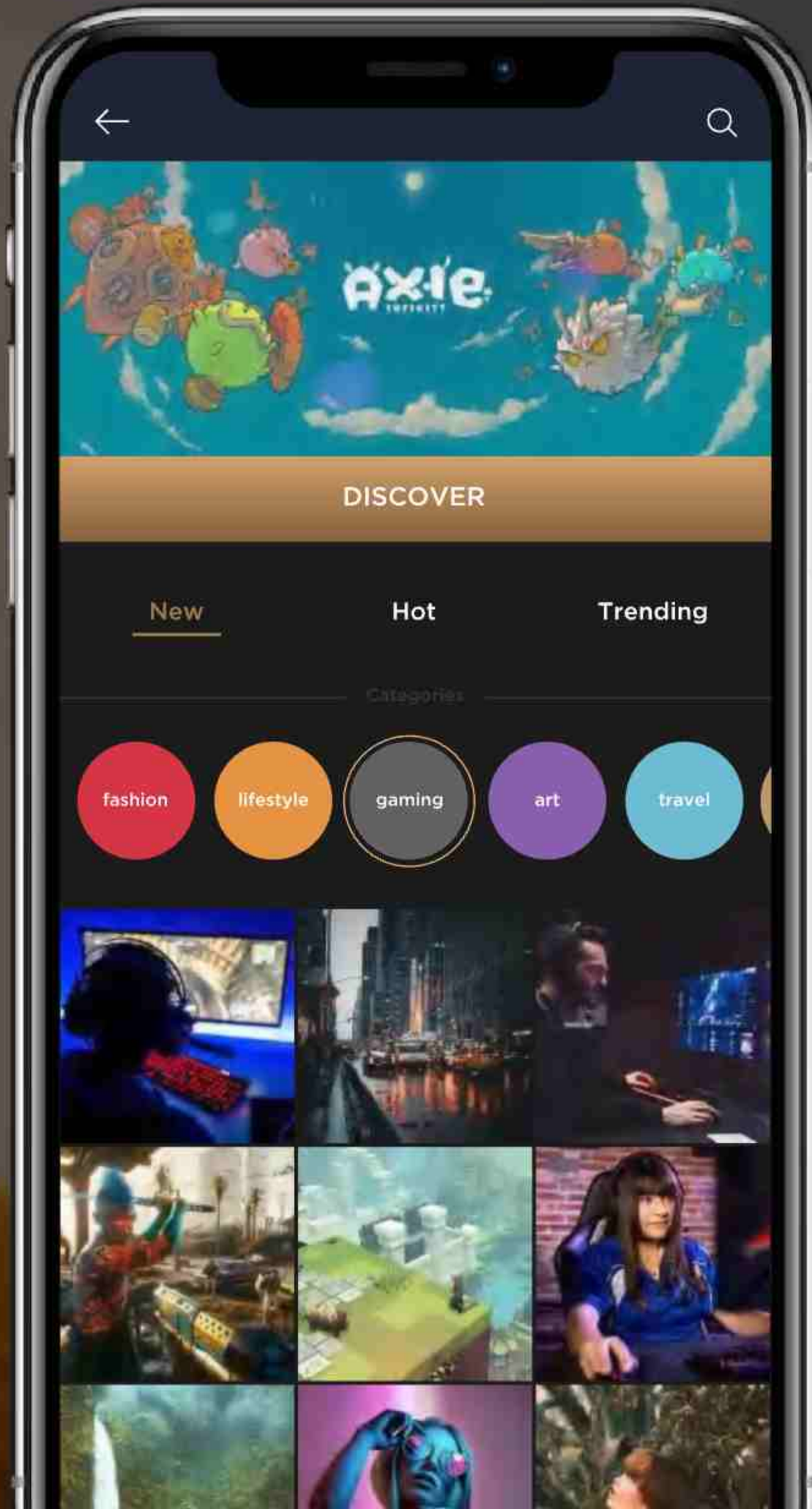
Fred Platinum Card
\$1000

Editions purchased: 14



#SAY
NOMORE





Become a brand partner on APPICS

All of our partners have the unique chance to reserve AD placements on the APPICS discovery page. We establish your brand and run campaigns on our own web3 social media platform with crypto-savvy users.

22K +

organic registered users

500K +

monthly transactions

50 +

brand collaborations

\$ 80K +

paid out

\$ 5

per post / average

20 +

app categories



MENTIONED IN

Forbes

@BLOCKMAGAZIN

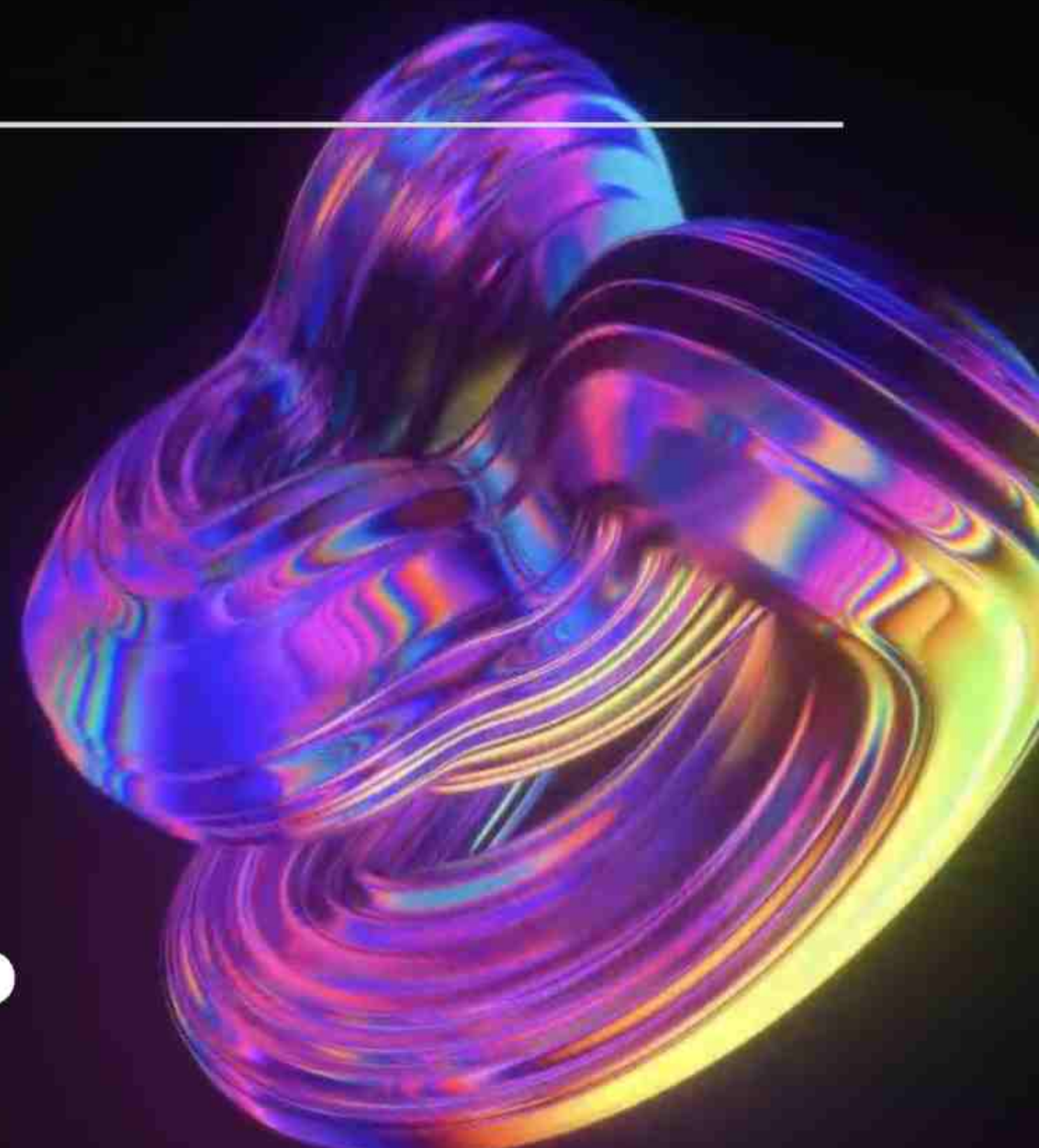
COINTELEGRAPH



// LET'S BUILD SOMETHING

Our deep understanding of the market & it's behavior will give you an extended advantage over your competition.

Are you ready to conquer web3?



Trusted by

BK
CN

PORSCHE
DESIGN

IKONIC

ULTIMATE
CHAMPIONS

Coinstudios



WE
DATA
NATION



M MON
AVION

