



ecosystem

THE FUTURE OF MARKETING

# Enabled by Crypto

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# The Transition to Web 3.0

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In the last decade, blockchain technology and crypto have been laying the foundations for an alternative reality in which humans interact and organise themselves without the mediation of a third party. Crypto currencies are almost a USD 2 trillion asset today and billions of dollars are being traded globally without the need of a bank or intermediary, with transactions secured on blockchains. Non-fungible tokens (NFTs) – currently valued at over USD 500 million – fuelled the democratisation of the art world and provided a proof-of-concept that crypto enables wider communities to transact pseudonymously.

**The discovery, storytelling, evangelism, transfer of ownership in exchange for monetary value, are taking place seamlessly in the decentralised world, without a single dollar being spent on advertising. There is no central owner or authority directing this phenomenon.**



# The Case for Crypto

Web 2.0 fuelled the creation of tech utilities that made every life easier with maps, health monitors, SaaS services, and AI-powered eCommerce at our finger-tips; but there wasn't an economic layer that allowed people to transact with a universal currency.

**Crypto, is that economic layer for an open Internet, powered by Web 3.0.**

It is poised to grow and unlock opportunities that didn't exist before. Digital wallets comprising of stable coins (USD backed crypto currency), CBDCs (Central Bank issued digital currency) and other crypto currencies will be on hand and ready to take on global trade.



# The State of the Nation



## Corporate

There is an increase in user privacy-centric regulations, GDPR compliance requirements and the strengthening of antitrust laws to protect customer data. Large tech companies are adjusting their ad targeting mechanics and policies to comply.



## Consumer

Consumers today are increasingly aware of their personal data sacrifice in exchange of free usage of platforms and are not in the mood to become products for advertisers. They are no longer passive players but want control of how brands interact with them and are more willing than ever, to be a part of the creative process.



## Creator

Content creators are increasingly showing signs of dissent towards platforms that are capturing a large share economic value, sharing very little or no revenue with the original owners. Creators want more skin in the game, and they are gearing up to leverage on the independent monetisation advantages that Web 3.0 offers through tokenisation of their personal brand on blockchains, without any reliance on external agents, companies, or platforms.





# Web 3.0 for Brands

## DeMar: Decentralised Marketing

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DeMar is the network effect that a business accrues through independent actions that customers, creators, and communities take on a blockchain by engaging with the brand or its products, contributing their opinion, creativity, or content, in exchange for economic incentives delivered by smart contracts.



### The Opportunity

DeMar motivates brand loyalty, community engagement and a shared economy where customers and creators are owners and beneficiaries of the brand success.

It is about creating an ecosystem where the customer experience starts with an invitation to engage with the brand by owning its assets in the form of NFTs.



# The NFT Use Case for Brands

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NFTs are a tool to fractionalise the brand value and distribute it amongst customers.

By receiving ownership rights to a digital asset that is tied in with a company's product or service, the customer receives a branded membership that goes beyond product consumption.



## NFTs fuel brand loyalty

NFTs are a gateway for greater customer engagement and can drive organic brand communities.

Powered by smart contracts, NFTs can be programmed to distribute incentives that provide privileged access to holders, event passes and branded merchandise. Holders of NFTs can also participate in governance, voting on decisions or soliciting feedback the brand needs.



# Brands in Web 3.0 Today

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VISA

adidas

pepsi.

Meta

PUMA



GUCCI

DOLCE & GABBANA

TIME

Neiman Marcus



CLINIQUE



# Ecosystem Opinion



**Anjali Kapoor**

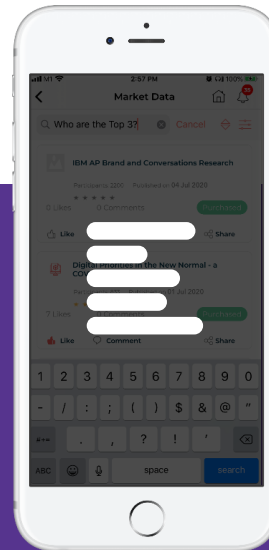
Principal Advisor,  
Blockchain, Crypto & Web 3.0



DeMar is a different mindset that builds on the traditional brand building process, utilising the potential of Web 3.0. It's a breakthrough in the way marketers can approach loyalty marketing.

Decentralised communities and fans have been supercharging brand engagement organically for a last few decades. It's now time to hone in on the network effect, reward efforts, create new ownership models, and approach from a crypto lens to drive business growth.

Welcome to the exciting new world of DeMar!



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