IHRB x Hult

Pave a way to a collective mindset through art

MAKE LIVE A LITTLE BIT BETTER.
DAY BY DAY.
Problematic perception
Unequal treatment
Wasted potential
SOLUTION

Viral marketing campaign based on NFT art
What is NFT?

"NON-FUNGIBLE TOKEN"

- Collection sold for 69 mil $

Ethereum blockchain = cryptocurrency

Unique, not replaceable

One-of-a-kind trading card

Stores extra information

Beeple, 2020
What is NFT?

This is a gif.
Everyone can reshare it, but there is only one owner!
What is NFT?

"NON-FUNGIBLE TOKEN"

Ethereum blockchain = cryptocurrency

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One-of-a-kind trading card

Stores extra information

Beeple, 2020
- Collection sold for 69 mil $
Why NFT?

01

Market **tripled in 2020**

- Todays market cap: **$25 bn**
- Total trading volume: **$ 3 bn**
- Increase: **69%**

02

The total value of transactions increased from **$62,862,687 in 2019** to **$250,846,205 in 2020 (299%)**

03

- The **number of buyers** increased by **66%**
- The number of sellers increased by **24%**

04

User counts on NFT trading websites shot up to **500 000 weekly user** by March 2021
TARGET AUDIENCE

Perception-Changers

16-34
GenZ
Millennials
English-Speaking
On Social media

Instagram
TikTok
Reddit

Open to a change
Future to come

Perception-Acceptors

25-50
Boomers
Millennials from rural background
Semi English-Speaking
Partially On Social media

Instagram
Facebook
Reddit

Not ready for a change but for acceptance
Closely associated with one/several Perception-Changers
NFT = "Now for them"

Campaign

- Several artists collaborate with migrants
  - 4-minute videos
  - Drawing
  - Question-round

- Collection of digital art

- Themes
  - Journey
  - View of their world
  - Past, present and future perspectives
  - Hopes and dreams
### ROAD MAP

<table>
<thead>
<tr>
<th>01</th>
<th>02</th>
<th>03</th>
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<tbody>
<tr>
<td><strong>Artist x migrant worker collaboration</strong>&lt;br&gt;- Create a dialogue between artists and migrant workers&lt;br&gt;- 4-minute video plus 2 questions&lt;br&gt;- Submissions are sent to artists&lt;br&gt;- Artists create art pieces based on the info they have&lt;br&gt;- Multi sensual input</td>
<td><strong>Advertising to buyers</strong>&lt;br&gt;- Limited Availability&lt;br&gt;- Story of the extended art&lt;br&gt;- Post Behind-the-Scenes Content of Creation and Announcement on Artist’s Social&lt;br&gt;- Creation of QR-Code Murals for a Scavenger Hunt of QR-Codes</td>
<td><strong>Advertising to audience</strong>&lt;br&gt;- Posts on artists’ social media with Thank you notes&lt;br&gt;- Create buzz on social media by installing and then promoting QR murals in London&lt;br&gt;- Hashtag for the QR scavenger hunt</td>
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WHO ARE OUR PEOPLE?

01

Artists

Visibility, brand-power, story behind the art

Valuable art pieces

Examples: PAK, Mad Dog Jones, Eduardo Pena, ArtbyNafay, Beeple
Artists

- PAK
- ARTBYNAFAY
- BEEPLE
- MADDOGJONES
- MICAH_JOHNSON
- TREVORJONESART
## WHO ARE OUR PEOPLE?

<table>
<thead>
<tr>
<th>01</th>
<th>Artists</th>
<th>02</th>
<th>Migrant workers</th>
<th>03</th>
<th>NFT Buyers</th>
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<tbody>
<tr>
<td></td>
<td>Visibility, brand-power, story behind the art</td>
<td></td>
<td>UK based</td>
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<td>HNWI:</td>
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<td></td>
<td>Valuable art pieces</td>
<td></td>
<td>A difficult migration process/story</td>
<td></td>
<td>Interests: Art, NFTs clean image of dirt specks</td>
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<tr>
<td></td>
<td>Examples: PAK, Mad Dog Jones, Eduardo Pena, ArtbyNafay, Beeple</td>
<td></td>
<td>Working or trying to find work here maybe with a family</td>
<td></td>
<td>Segmentation: HNWI, Hipster</td>
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<td>Open to Migrant-created Art</td>
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<td>Museum Interest: expand the collection</td>
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<td>Open for Digital progressive museum/art funding</td>
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**Timeline**

- **Collaboration**
  - Content Curation
  - Content Creation
  
  **W3 / W2**
  **JUNE - JULY 21**

- **Sales**
  - Auction off art
  
  **W3 / W4**
  **JULY 21**

- **Revival**
  - Hunt & Artbook prep
  - + Advertisement
  
  **W3 / W4**
  **AUG 21**

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**W1 / W2**
**JUNE 21**

- **Contact**
  - Migrants
  - Artists

- **Advertisment**
  - Social Media
  - IG account

- **After Buzz**
  - Creation & Installation Murals
Thank you

Sneak peek
Appendix

Methodology

Research of the 6 most immigrated regions
- Germany
- UK
- UAE & Singapore
- Russia
- Italy

Realisation that with the current budget it is not feasible to implement a system for immigration & education

Findings
- Many misconceptions
- Unfair treatment
  - Slavery
- Misused potential
- Minimal chances in new country for qualified people
- Perceived as criminals, low in worth

- No hero campaigns manageable
- Need for campaigns to finance itself
- Money earned to be invested in new systems
Appendix

715,000 people migrated into the UK (2020)

403,000 people emigrated (2020)

6.2 million people were living in the UK who had the nationality of a different country

https://commonslibrary.parliament.uk/research-briefings/sn06077/
https://migrationobservatory.ox.ac.uk/resources/briefings/migrants-in-the-uk-an-overview/
Unemployment of non EU migrants rose to 7% whilst EU migrants unemployment rate rose to 5% in 2020
Appendix

- Average sales overall price is $1,549 (very volatile)
- NFT’s have perceived value dependent on the artist and purpose
- Cannot be calculated

- Beeples collection of NFTs were sold for $69 million
- Up and coming artist charge between $5,000-$50,000


The non-fungible token (NFT) market tripled in 2020, with the total value of transactions increasing by 299% year on year to more than $250m, according to a new study released by NonFungible.com, an NFT market analyst firm.

Total value of all NFT transactions (which includes sales and all other transactions such as “breeding”, “minting” and renting) increased from to $62,862,587 in 2019 to $250,846,205 in 2020.

Similarly, the number of buyers and sellers rose from 44,644 to 74,529 (+66%), and 25,284 to 31,504 (+24%), respectively. The number of active wallets accelerated throughout 2020, suggesting even stronger growth ahead in 2021: Q4’s total growth was twice Q3’s, and three times that of Q2.

The NFT tokens market cap for today is $22,824,328,467.05 with a total trading volume of $2,123,735,927.17 in the last 24 hours. (04-25-2020)


Appendix

- 26% of all UK citizens use QR codes
- 1 in 3 15-24 year olds scan QR codes
- By 2022, 5.3 billion QR code coupons to be redeemed (Juniper Research)
- By 2022, 1 billion smartphones will access QR codes (Juniper Research)
- 46.75% of UK & US citizen will increase their QR code consumption according to a survey by Gartner

https://www.marketreach.co.uk/blog/QR-codes-are-far-from-dead

Appendix

Benefits of QR codes

- Awareness / brand management
- Unique value exchanges
- Inform and educate audiences
- Boost sales, donations and registrations
- Drive events
- Social shareability
- Sustainable & increase green credentials
- Collect GDPR compliant first-party data

So what age groups do they fall under? And the answer to this question is—predominantly between 24 to 54 years of age. The age group with the highest percentage of people scanning QR Codes was 34-44 years.
Budget

Summary for London

-> Staying within budget

01

Managerial
- IHRB Instagram account /
- Negotiation artist share of profits after sales 15-20%
- Opensea or similar account £ 65

02

Advertising
Online
- Instagram Ads £ 300
- Instagram page management £ 500

Print
- Mural promotion £ 1000
- Rent graffiti walls / Stencil Ads £ 1000
- "Now for them" - Art book £ 1500

£ 4365 excl. artist share
MayW1-Contact
Artists and Migrants

MayW3-Social Media Promos
Artists post Content on Progress

MayW3-Collaborate
Perform artists x migrants collaboration

MayW4-IG Page
Start promoting created NFT on artists’ social media

JunW3-NFT Sales
NFTs are auctioned off

JulW1-Murals
Design Murals

JulW3-Installation
Install Murals in London

AugW1-Announce Hunt
Start a Scavenger Hunt in London

AugW1-HuntPromo
Post Locations and Information on the Hunt on the IG Page