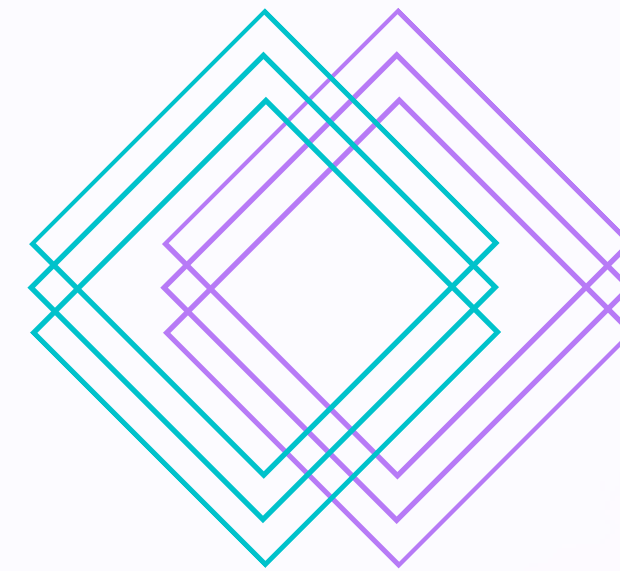


IHRB x Hult

Pave a way to a collective mindset through art



MAKE LIVE A LITTLE BIT BETTER.
DAY BY DAY.



TEAM 3

**Problematic
perception**

**Unequal
treatment**

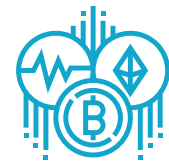
**Wasted
potential**

PROBLEM STATEMENT



SOLUTION

**Viral
marketing
campaign
based on NFT art**



Ethereum blockchain = cryptocurrency



Unique, not replaceable



One-of-a-kind trading card



Stores extra information



Beeple, 2020
- Collection sold for 69 mil \$

"NON-FUNGIBLE TOKEN"

What is NFT?



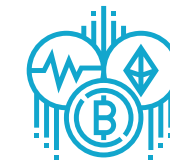
**This is a gif.
Everyone can reshare it,
but there is only one owner!**

"NON-FUNGIBLE TOKEN"

What is NFT?



Ethereum blockchain = cryptocurrency



Unique, not replaceable



One-of-a-kind trading card



Stores extra information



Beeple, 2020
- Collection sold for 69 mil \$

"NON-FUNGIBLE TOKEN"

What is NFT?

Why NFT?

01

Market **tripled in 2020**

Today's 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

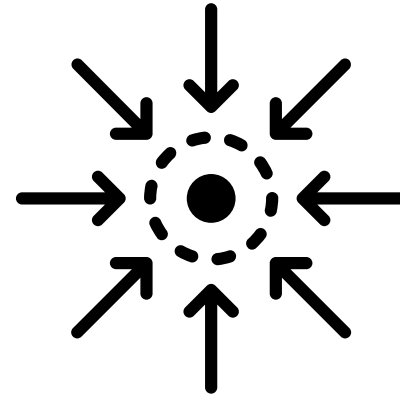
The **number of buyers** increased by **66%**

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

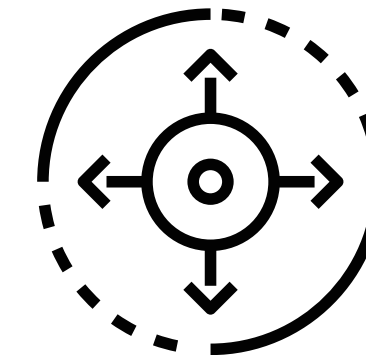
16-34

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

01

Artist x migrant worker collaboration

- Create a dialogue between artists and migrant workers
- 4-minute video plus 2 questions
- Submissions are sent to artists
- Artists create art pieces based on the info they have
- Multi sensual input

02

Advertising to buyers

- Limited Availability
- Story of the extended art
- Post Behind-the-Scenes Content of Creation and Announcement on Artist's Social
- Creation of QR-Code Murals for a Scavenger Hunt of QR-Codes

03

Advertising to audience

- Posts on artists' social media with Thank you notes
- Create buzz on social media by installing and then promoting QR murals in London
- Hashtag for the QR scavenger hunt

WHO ARE OUR PEOPLE?

01

Artists

Visibility, brand-power,
story behind the art

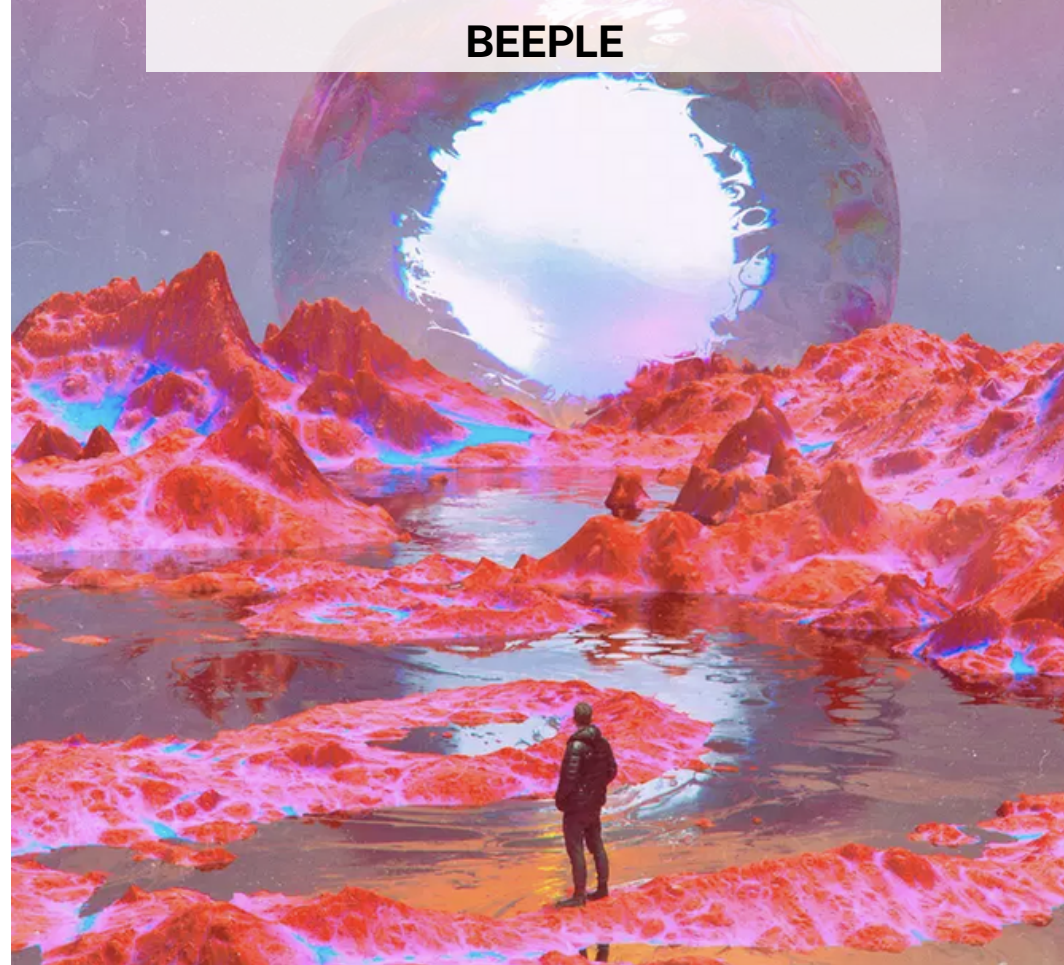
Valuable art pieces

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

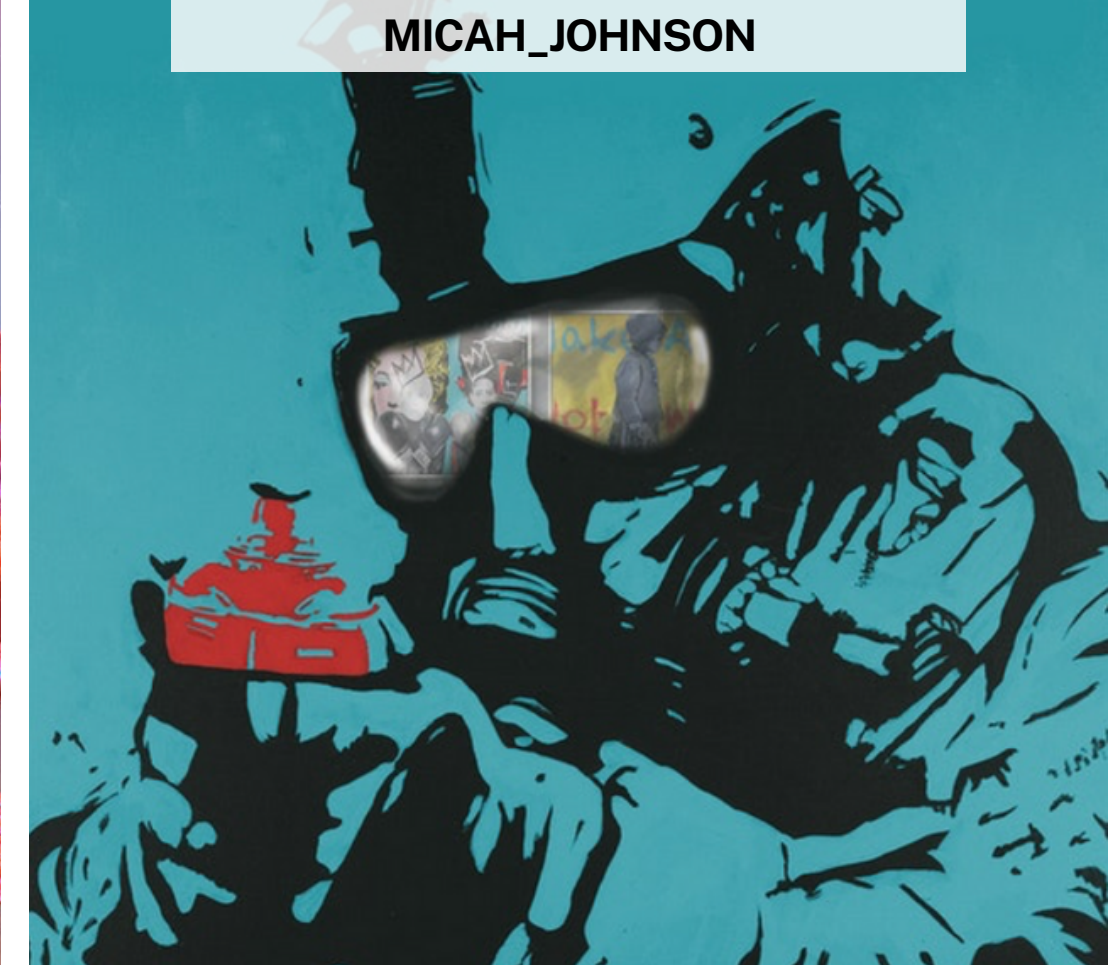
MADDOGJONES



BEEPLE

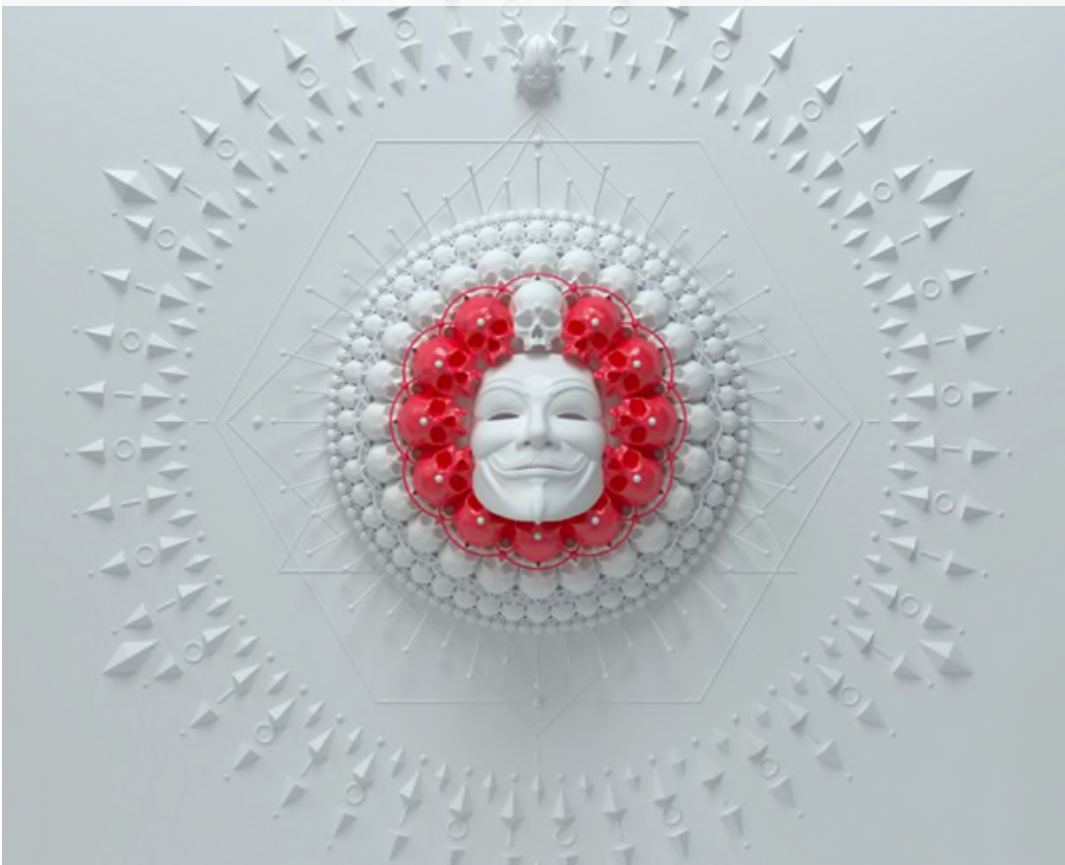


MICAH_JOHNSON



Artists

PAK



ARTBYNAFAY



TREVORJONESART



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

02

Migrant workers

UK based

A difficult migration
process/story

Working or trying to find
work here
maybe with a family

03

NFT Buyers

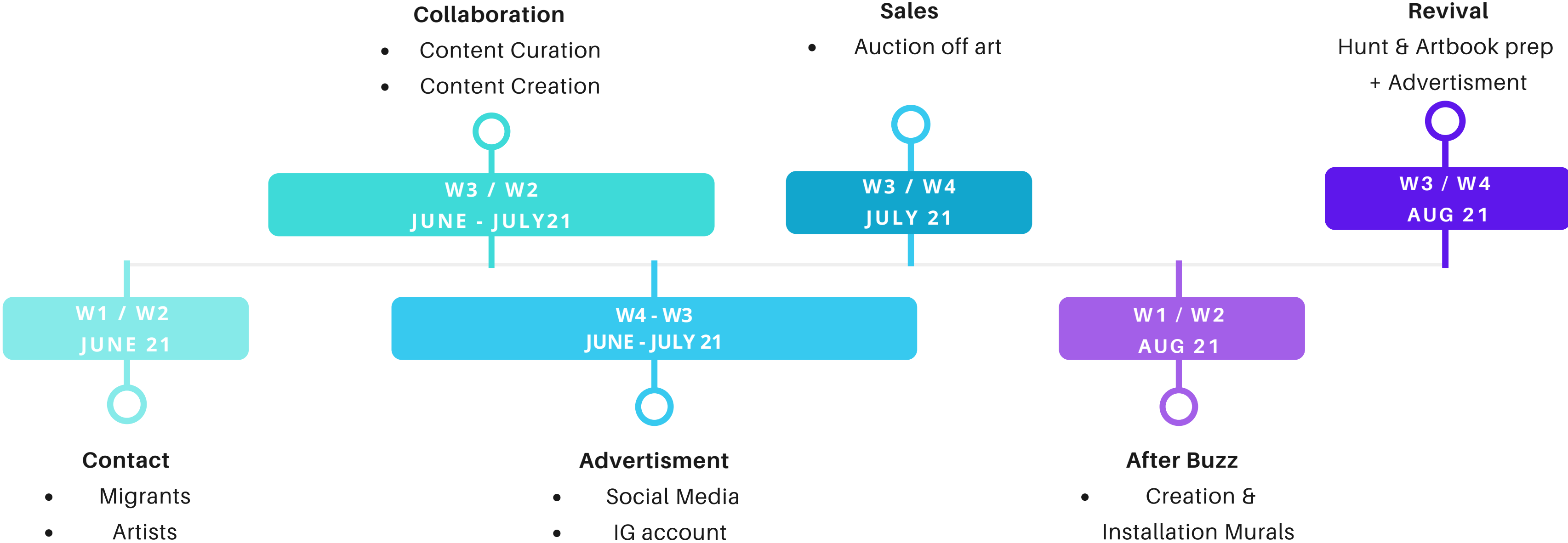
HNWI:

Interests: Art, NFTs
clean image of dirt specks

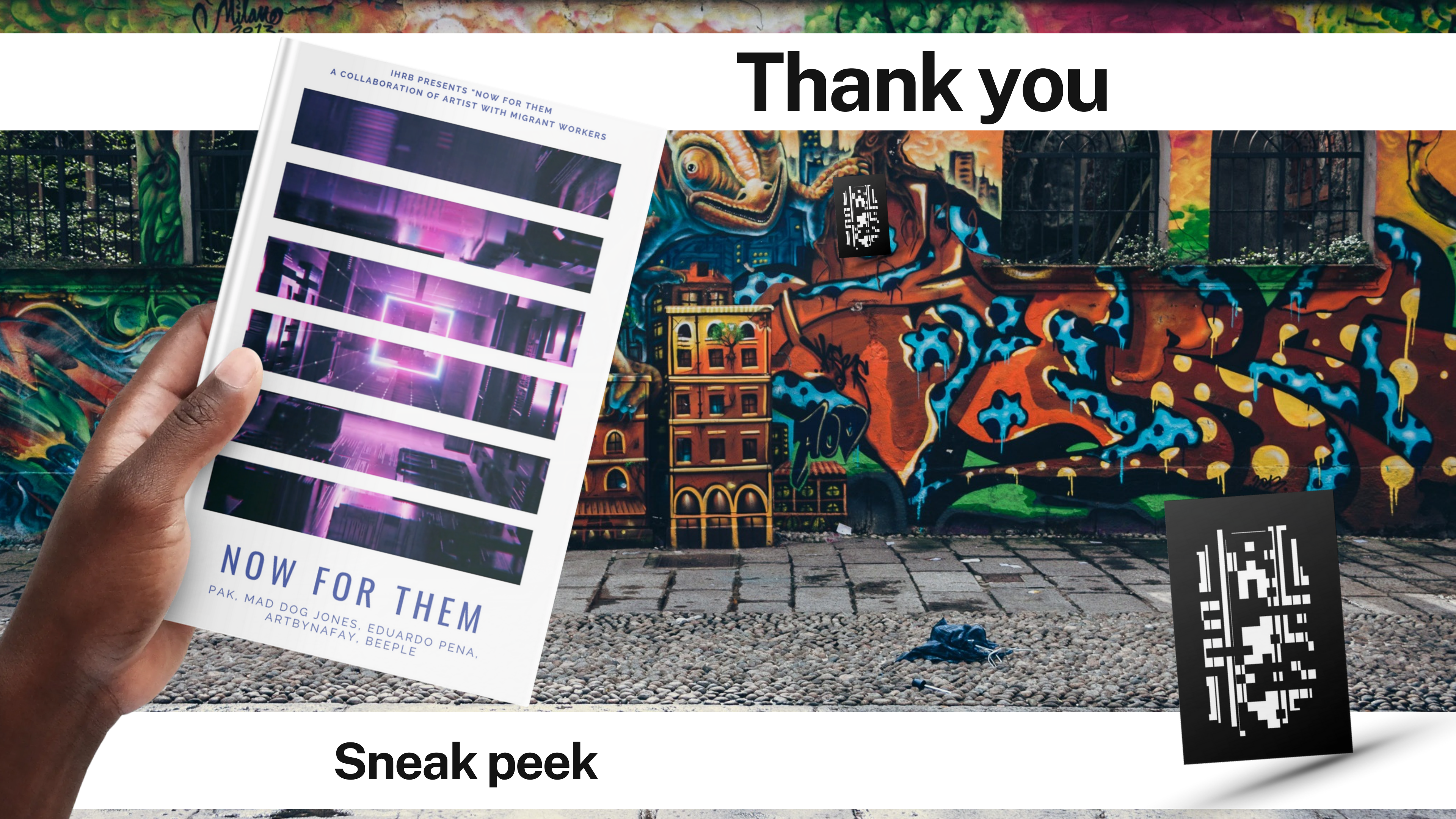
Segmentation: HNWI, Hipster
Open to Migrant-created Art

Museum
Interest: expand the collection
Open for Digital
progressive museum/art
funding

Timeline



Thank you



Sneak peek



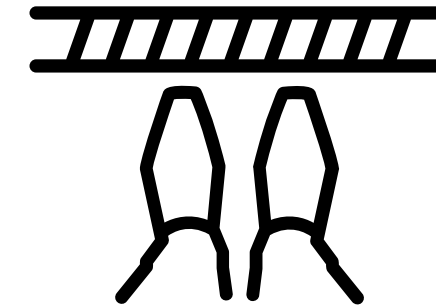
Appendix

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

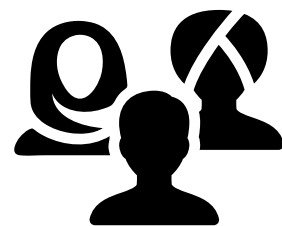
Appendix



715,000 people migrated into the UK (2020)

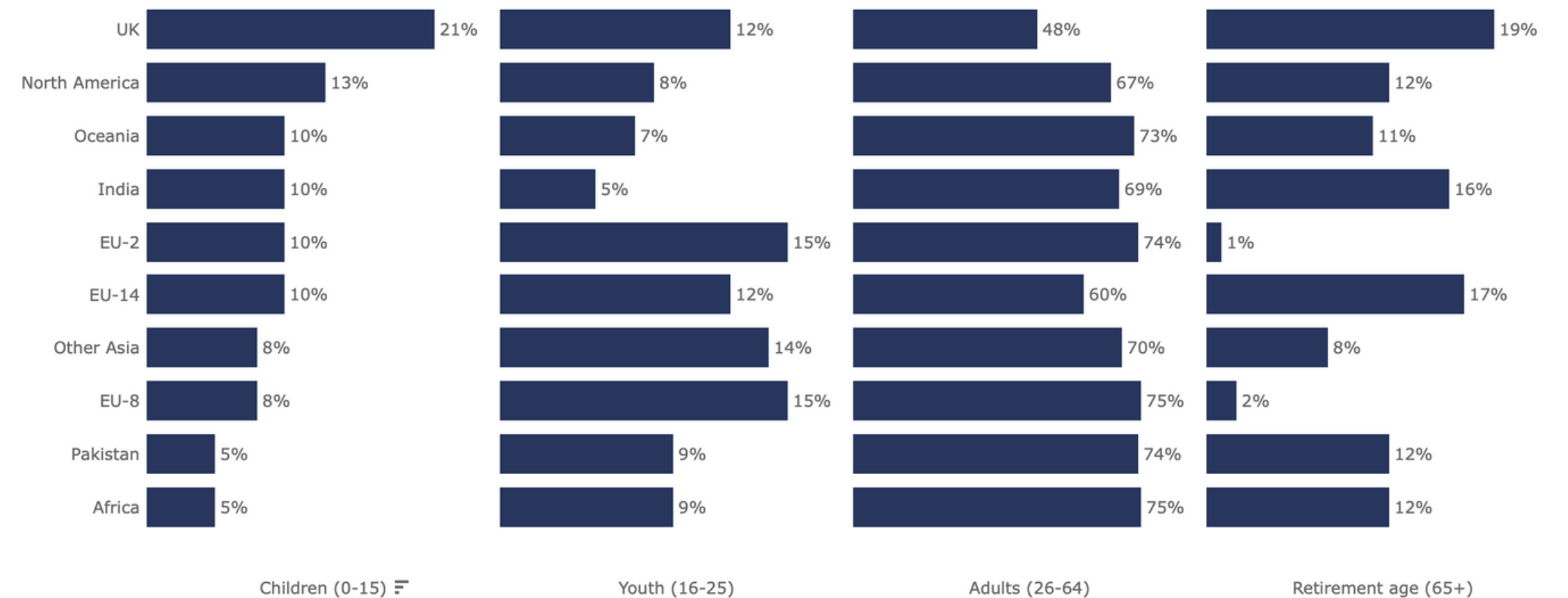


403,000 people emigrated (2020)



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

Age distribution of the UK's foreign-born population, 2019



Source: Migration Observatory analysis of Annual Population Survey, 2019.

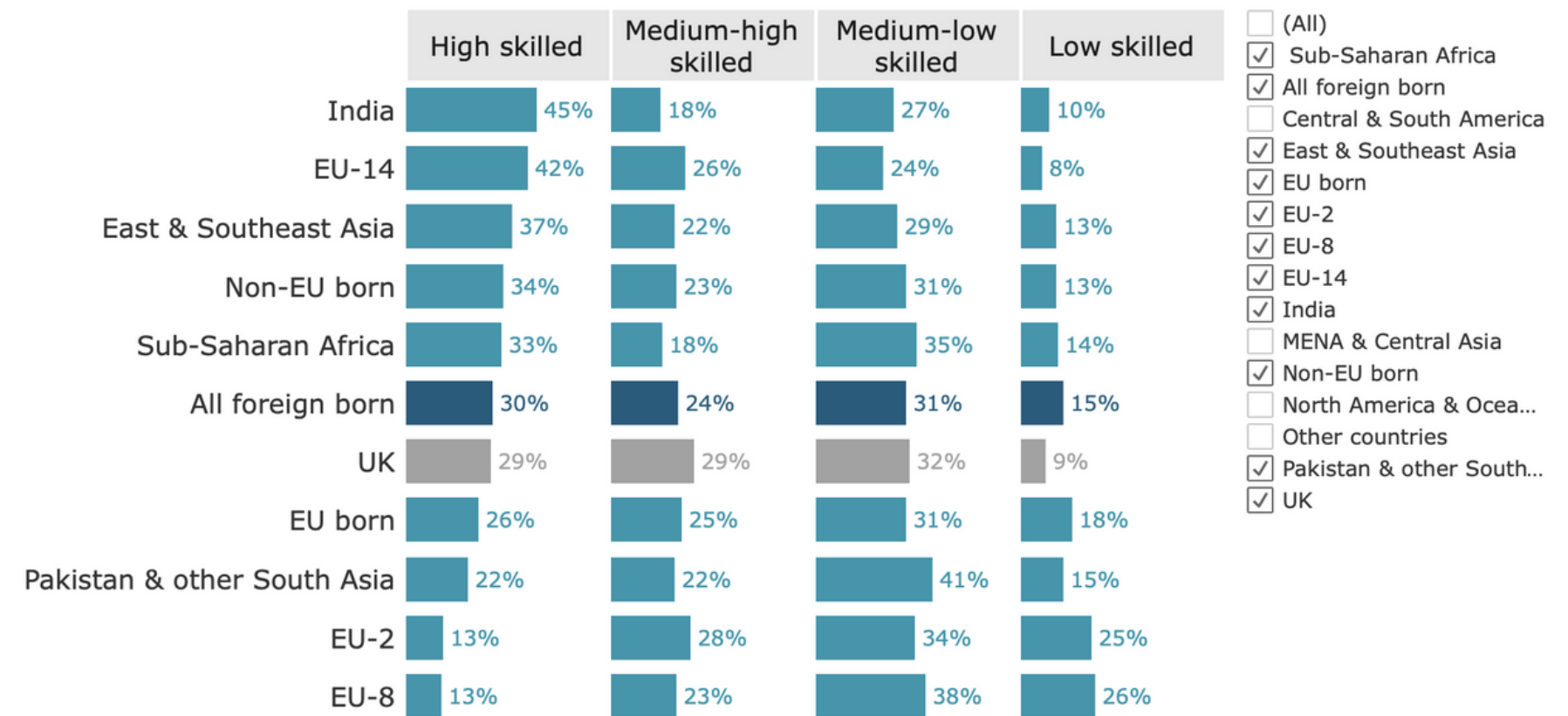


Appendix



Unemployment of non EU migrants rose to 7% whilst EU migrants unemployment rate rose to 5% in 2020

Job skill distribution of workers by country of birth, 2019
Employed and self-employed, age 16 to 64

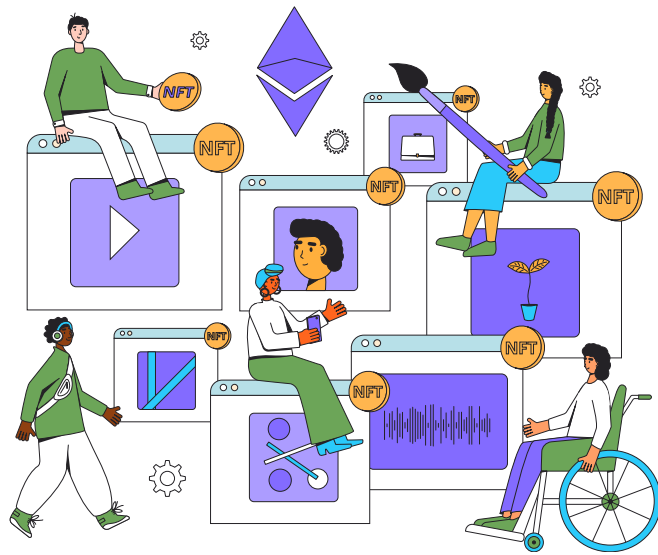


Source: Migration Observatory analysis of the Annual Population Survey 2019

Note: the classification of jobs as low or low-medium skilled is based on the four-category classification developed by the ONS in 2010. In this context, job skills mainly indicate the educational credentials that are required to perform a job and do not consider other types of personal skills that are valued in the labour market.



Appendix



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

- Beples collection of NFTs were sold for 69 mil \$
- Up and coming artist charge between 5,000-50,000\$

<https://www.businessinsider.com/is-nft-market-bubble-crypto-art-sales-popular-prices-plunge-2021-4?r=US&IR=T>

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 \$62,862,687 in 2019 to \$250,846,205 in 2020.

Similarly, the number of buyers and sellers rose from 44,644 to 74,529 (+66%), and 25,264 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.

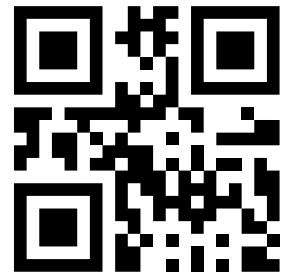
The NFT tokens market cap for today is \$22,824,328,467.05 with a total trading volume of \$2,123,735,927.17 in the last 24 hours. (04-25-2020)

<https://www.coingecko.com/en/nft>



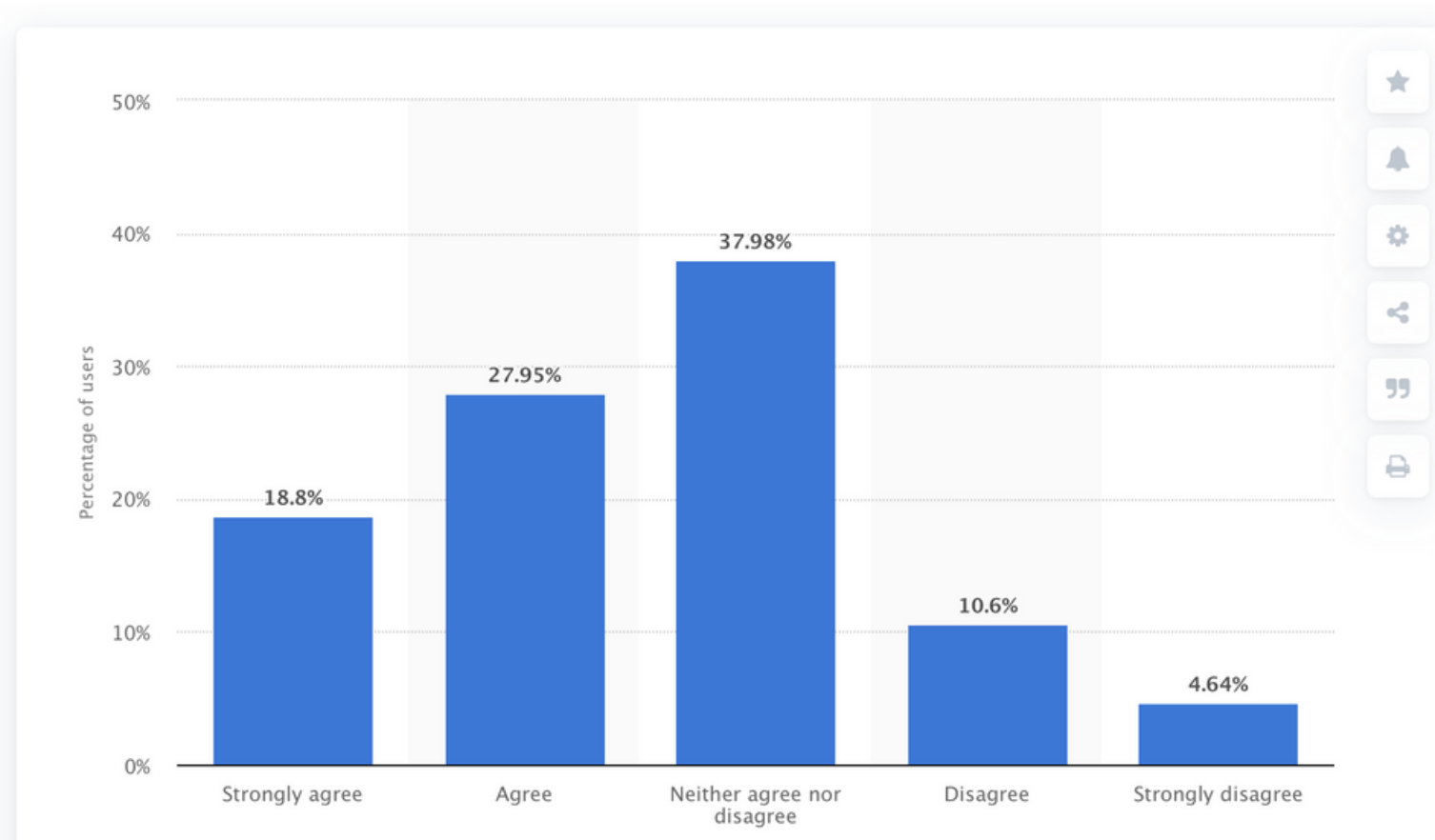
<https://thefintechtimes.com/non-fungible-token-market-grew-by-299-in-2020/>

Appendix

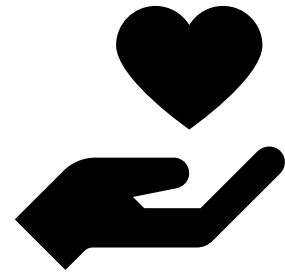


- **26% of all UK citizens use QR codes**
- **1 in 3 15-24 year olds scan QR codes**
- **By 2022, 5.3 billion QR code coupons to be redeemed (Juniper Research)**
- **By 2022, 1 billion smartphones will access QR codes (Juniper Research)**
- **46.75% of UK & US citizen will increase their QR code consumption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

Increase of QR codes usage since shelter-in-place began according to consumers in the United States and United Kingdom as of September 2020



Appendix



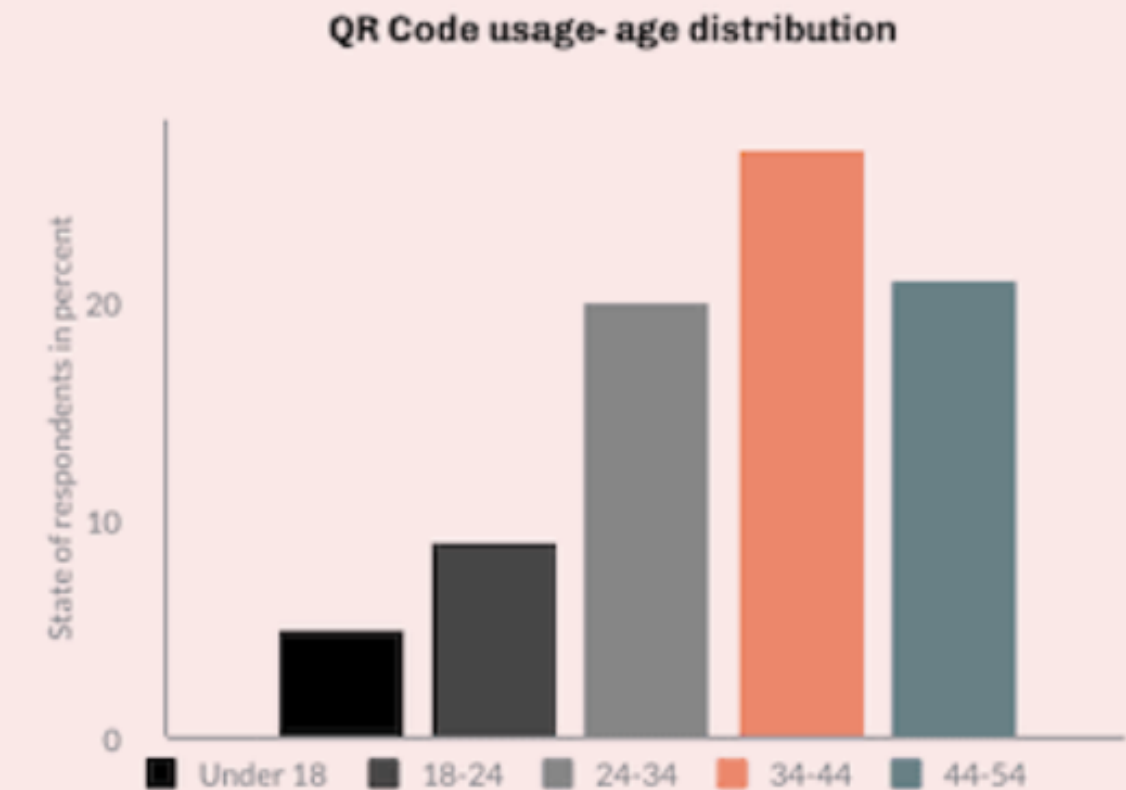
Benefits of QR codes

- 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.



Appendix

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

JunW3-NFT Sales

NFTs are auctioned off

MayW3-Collaborate

Perform artists x migrants collaboration

JulW1-Murals

Design Murals

MayW3-Social Media

Promos

Artists post Content on Progress

JulW3-Installation

Install Murals in London

AugW1-Announce Hunt

Start a Scavenger Hunt in London

MayW4-IG Page

Start promoting created NFT on artists' social media

AugW1-HuntPromo

Post Locations and Information on the Hunt on the IG Page

Time frame

