



PTTOW!

NEXT

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## Future Forum

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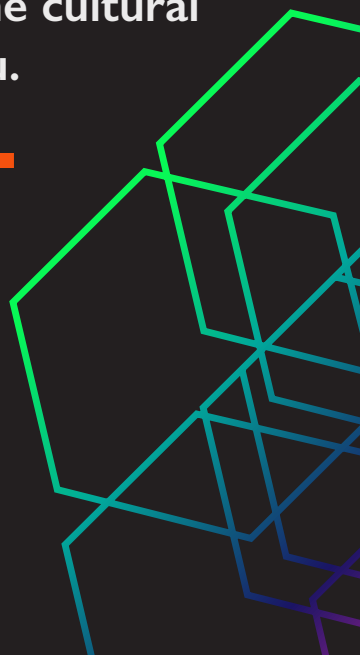
**NFTs, Web 3.0 &  
The Truth About  
Marketing On Blockchain**

Why are NFTs so popular? How do you decentralize your community and offer more ownership over your brand IP?  
How anonymous is the blockchain really?

If you're leading a business that wants to remain in the cultural zeitgeist, this toolkit and recap is just for you.

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**Rich Goodstone** // Co-Founder // **Superfly**  
**Jason Brown** // CMO // **NTWRK**  
**Avery Akkineni** // President // **VaynerNFT**





Rich Goodstone oversees Superfly’s brand services. As head of the group, Rich is responsible for driving development of award winning strategic and creative marketing solutions for a variety of leading brands, leveraging Superfly’s unparalleled expertise in cultural storytelling and community building. He also develops and oversees revenue sources for Superfly’s landmark festivals with a focus on creating innovative partnerships and multi-channel brand extensions.



For over 15 years, Jason Brown has been a thought leader, mentor, and innovator in the sports and entertainment marketing space. Previously he served as VP of Marketing for 3 divisions of Foot Locker Inc: Foot Locker, Champs Sports & Eastbay. Prior to joining Foot Locker, Jason served as the NBA sports marketing lead at PepsiCo. It was there that he led the launch of a multi-year partnership between the NBA and PepsiCo. - an effort that included 10+ teams, and partnering with athletes such as Russell Westbrook, and Kyrie Irving. Beyond this, Jason’s approach to career is community and family oriented. He allows his passion to guide him in his quest as a steward of a life that is based on acts of service to young people.



Avery Akkineni serves as the President of VaynerNFT. She leads the company's mission to build long-term strategic NFT projects for the world's leading intellectual property owners serving brands, celebrities, athletes, and associations looking to incentivize and reward brand advocacy and customer loyalty. Avery previously led VaynerMedia's expansion into APAC, growing a team from 0-150+, opening offices in Singapore, Bangkok, Tokyo, and Sydney, and was awarded SEA Independent Agency of the Year within years. Before joining Vayner, she worked at Google in both Silicon Valley and New York City. Avery will drive meaningful cultural relevance for others to unlock the potential of one of the technology shifts of our time.



# CURATED SESSION TAKEAWAYS

## **Rich (Superfly - Bonnaroo & Outside Lands)**

1. We are still incredibly early in the space and there will be consistent innovation for years to come with so many great minds moving into web3. Brands should be learning and playing as adoption continues with the technology but understand the audience is still very small. If you are looking to really drive value, use it as a tool within larger campaigns, for membership/loyalty programs with easy on-ramps.
2. Web3 will have arrived when the technology is ubiquitous and frictionless. It will be like the Internet and everyone will be working across it. Brands will want to be playing in this space long before that happens.
3. With Superf3st, we're trying to use the tools of web3 including NFT's, smart contracts and the ownership economy it brings to build a new IP business model that will not only provide value and utility to those who work with us but support brand partners that want an on ramp into web3 through cultural passions.

## **Avery (VaynerNFT)**

1. Along with the tech industry (and overall global financial market), the Cryptocurrency asset class has seen significant volatility over the last few weeks. However, in the midst of volatility, we see enterprises continue to build, activate and educate employees about Web3, as evidenced at Cannes Lions and NFTNYC last week
2. The Metaverse continues to be built out as Web2 becomes Web2.5. Established social media platforms like Meta, Spotify, Twitter announce and implement blockchain/NFT pilots while decentralized upstarts like Sandbox and Decentraland announce new brand partnerships (e.g. NYX, Acura, etc)
3. Despite the hype - we are really early and mainstream consumers are still getting educated about digital asset ownership and metaverse experiences. Balance speed + strategy...don't get MetaFomo ;)

## **Jason (NTWRK)**

1. Storytelling is paramount, the narrative and history of the subject matter to connect with the consumer. NFTs can simply be visually stunning, however with no story it must be extraordinary.
2. Having an existing community who is passionate about the subject matter, is the best way to increase your probability of success.
3. Provide utility! What sort of utility can you provide beyond the release of the NFT? What access and or value can you provide currently or guarantee in the future? Will you create multiple versions/chapters enticing holders to complete the set for additional value?

# CAMPAIGNS

## VAYNERNFT



## NTWRK



## SUPERFLY





# MENTOR READING LIST

## Rich (Superfly - Bonaroo & Outside Lands)

1. "Bankless Podcast" - 120: Marc Andreessen and Chris Dixon
2. "The Tim Ferris Show" - 542: Chris Dixon and Naval Ravikant
3. "Zima Red Podcast" - Eric Elliott (Nov 2020)

## Jason Brown (NTWRK)

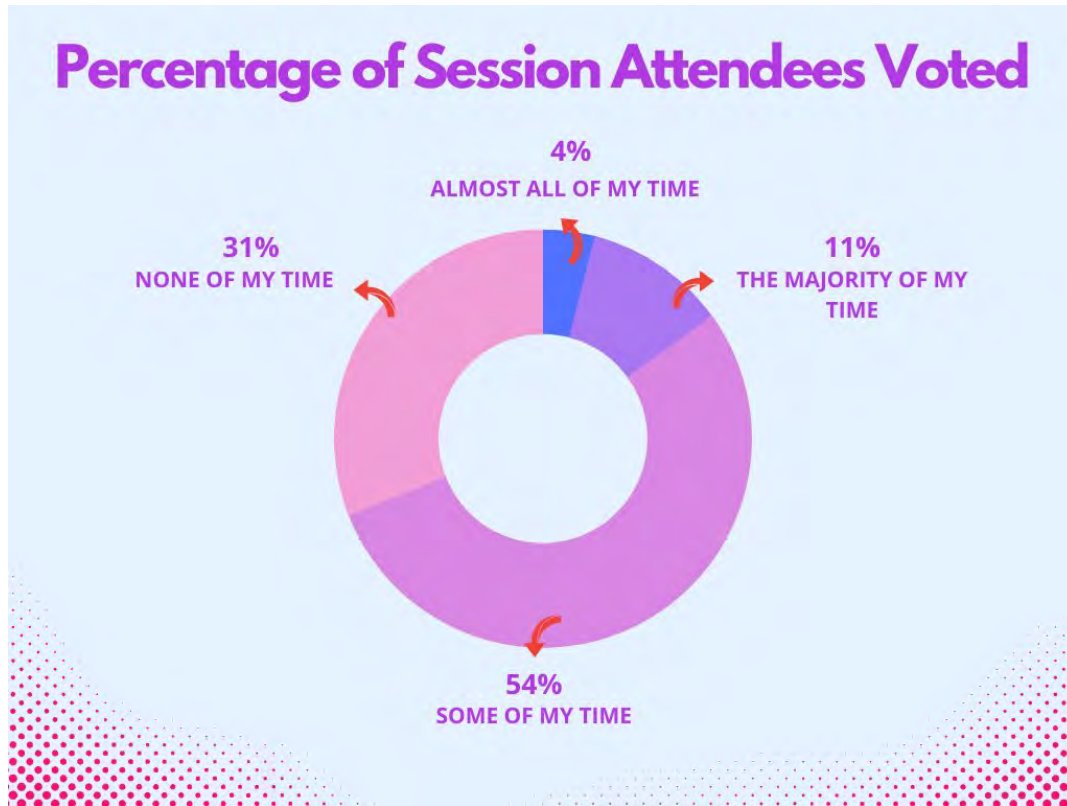
1. "The Prof G Pod with Scott Galloway - Crypto, NFTs, and Blockchain ft. Raoul Pal
2. "Bored Ape Goes Hollywood" (Apple News)
3. "Modern Finance Podcast" - Beeple: His Story, The Future of NFTs, His Favorite Digital Artist, and More
4. "The History and Future of the Bored Ape Yacht Club" (YouTube Video)

## Avery (VaynerNFT)

1. "Reddit x VNFT" - NFT Whitepaper
2. "A16Z State of Crypto"
3. "Deloitte - Merchant Crypto Adoption"

## Session Poll

Q: How much energy are you spending on Web3.0?



Want to dive back in? Be sure to [CLICK HERE](#) to access the session recording.

