

# A WEB 3.0 GUIDE FOR BRANDS

ANDREA LORINI



CryptoPunk pendant by Tiffany & Co

I'm no Web 3.0 expert.

This world is so new that you should doubt of any so call "Guru". This is valid for everyone except for a few names that have created their status by delivering successful projects that are universally recognized as Icon of this new worlds. I'm thinking about the guys at Rtfkt, Ready Player Me, Yuga Labs and TokenProof. These are the real expert you should follow.

For the rest of us, Web3 is still a subject that needs to be studied everyday, as everyday things are evolving in ways that were unknown until yesterday.

What I'm trying to do here, it is just put some order on how brands can approach this new languages.

But, since this is an evolving science I decided to release it attached to an NFT. In this way I will be able to update continuously the file connected to the NFT without the need from readers to download the new version every time I will make updates and integrations.

The ebook is free.

If you want to be updated on this document evolution, follow me on my Twitter profile @AndreaLorini and on LinkedIn where I will notify you about updates, new files and research.

**ASK YOURSELF “WHY IS THIS A  
PROBLEM AND HOW CAN I USE  
WEB3 TO SOLVE IT?” NOT “WHAT  
NFTS SHOULD I DROP?”**

ANDREA LORINI - WEB3 3.0 & LUXURY BRANDS

**WHAT IS WEB 3.0?**

# WIKIPEDIA DEFINITION

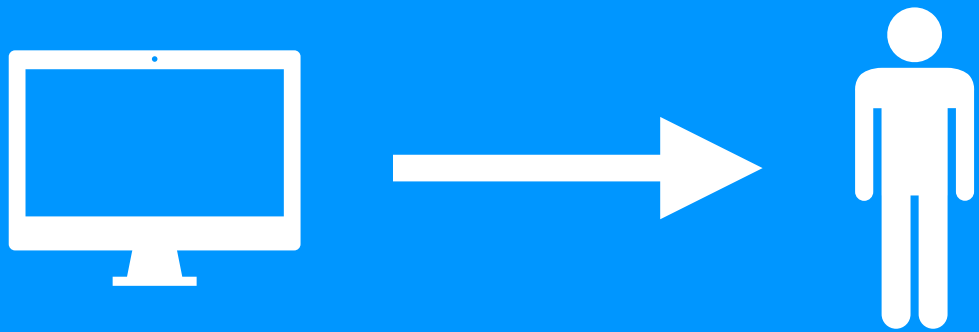
Web 3.0 is the last iteration of the world wide web. It incorporates concepts such as decentralization, blockchain technologies, and token-based economics and it includes DAOs, NFTs, Metaverse and Cryptocurrencies.



# WEB 1

CONSUME

READ ONLY  
DE-CENTRALIZED

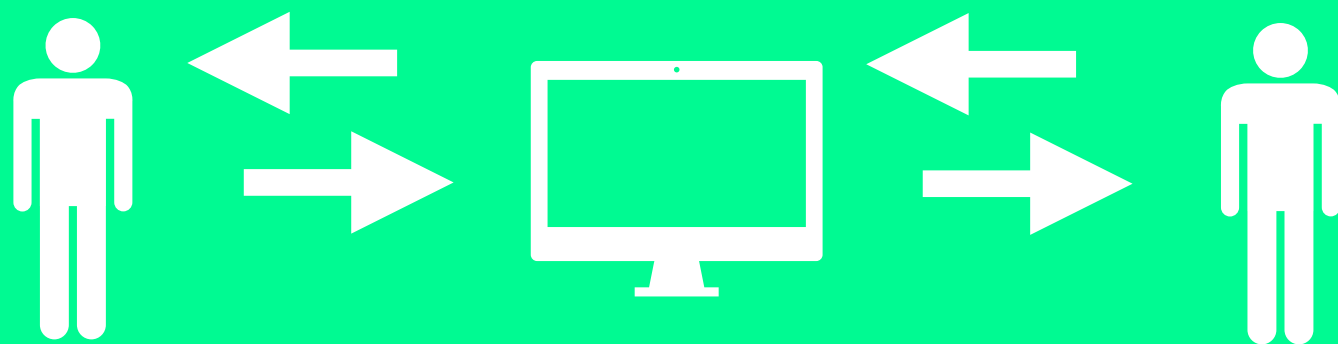


YAHOO!

# WEB 2

CREATE

PARTECIPATIVE  
CENTRALIZED

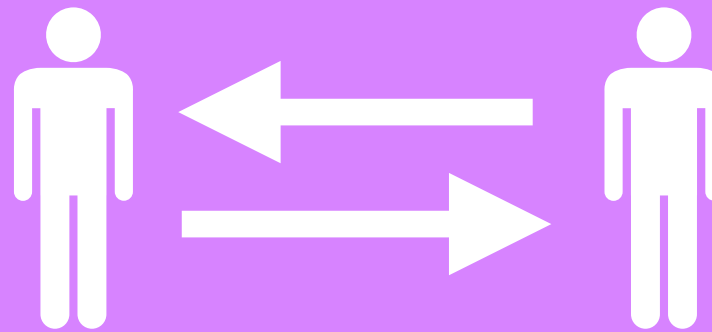


You Tube

# WEB 3

OWN

NO-INTERMEDIARY  
DE-CENTRALIZED



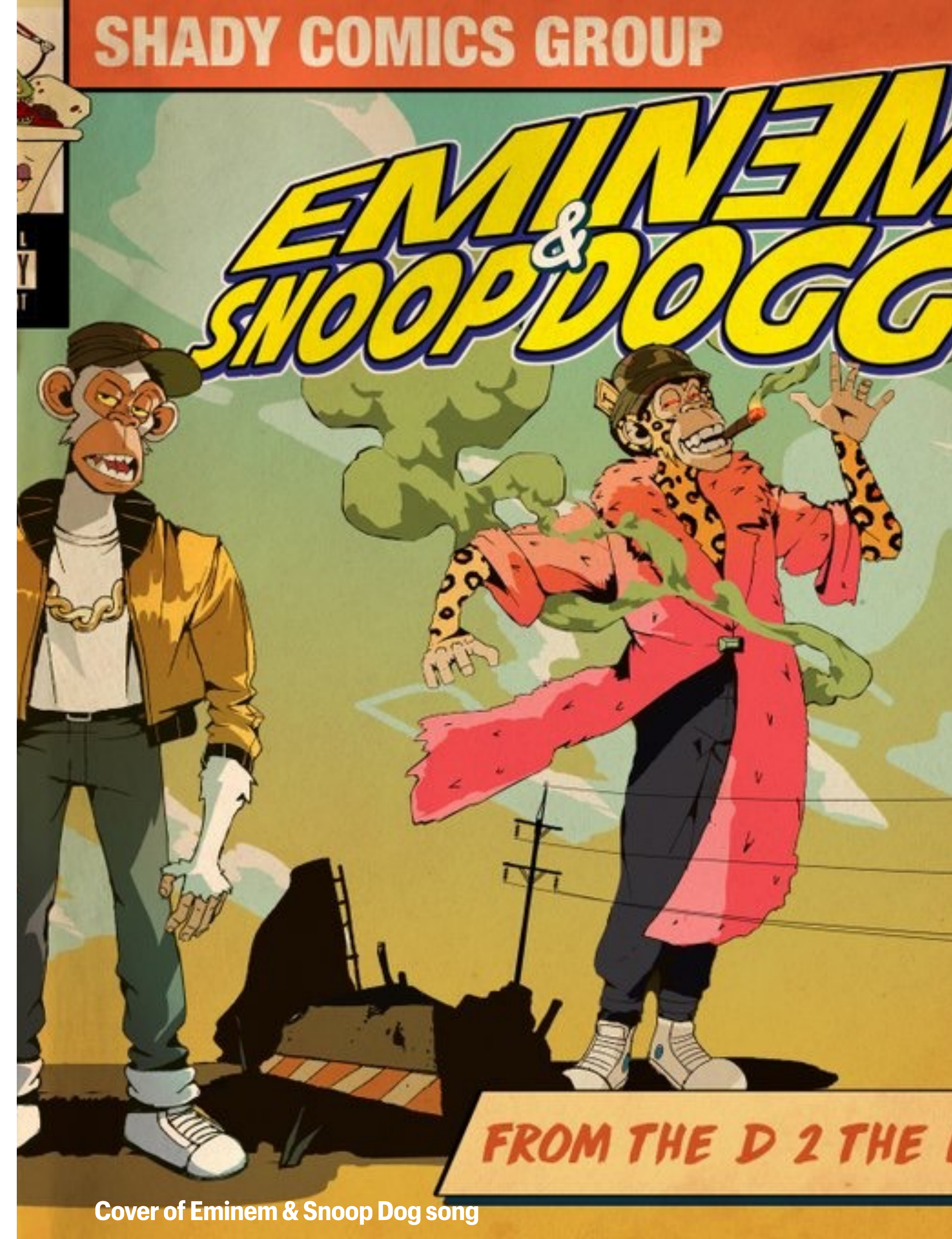
OpenSea

# HOW BRANDS CAN BENEFIT FROM WEB 3.0

# IT'S COOL

Don't worry for the long-tail...all the cool kids are already doing it.

Gucci, Ray-Ban, Nike, Luis Vuitton, Lamborghini, Prada, Coca Cola. Just to mention a few of them...



Cover of Eminem & Snoop Dog song

# A NEW STORYTELLING

NFTs, Games, Metaverse are all amazing tools to create new stories and take your clients into a real immersive experience into your world and values.

When everyone is using adblocks, visual storytelling is an amazing opportunity for brands.

The new tools offered by Web3 are expanding the ways stories can be created. Using games, collectibles, media and metaverse experience brands can now offer a deep experience.



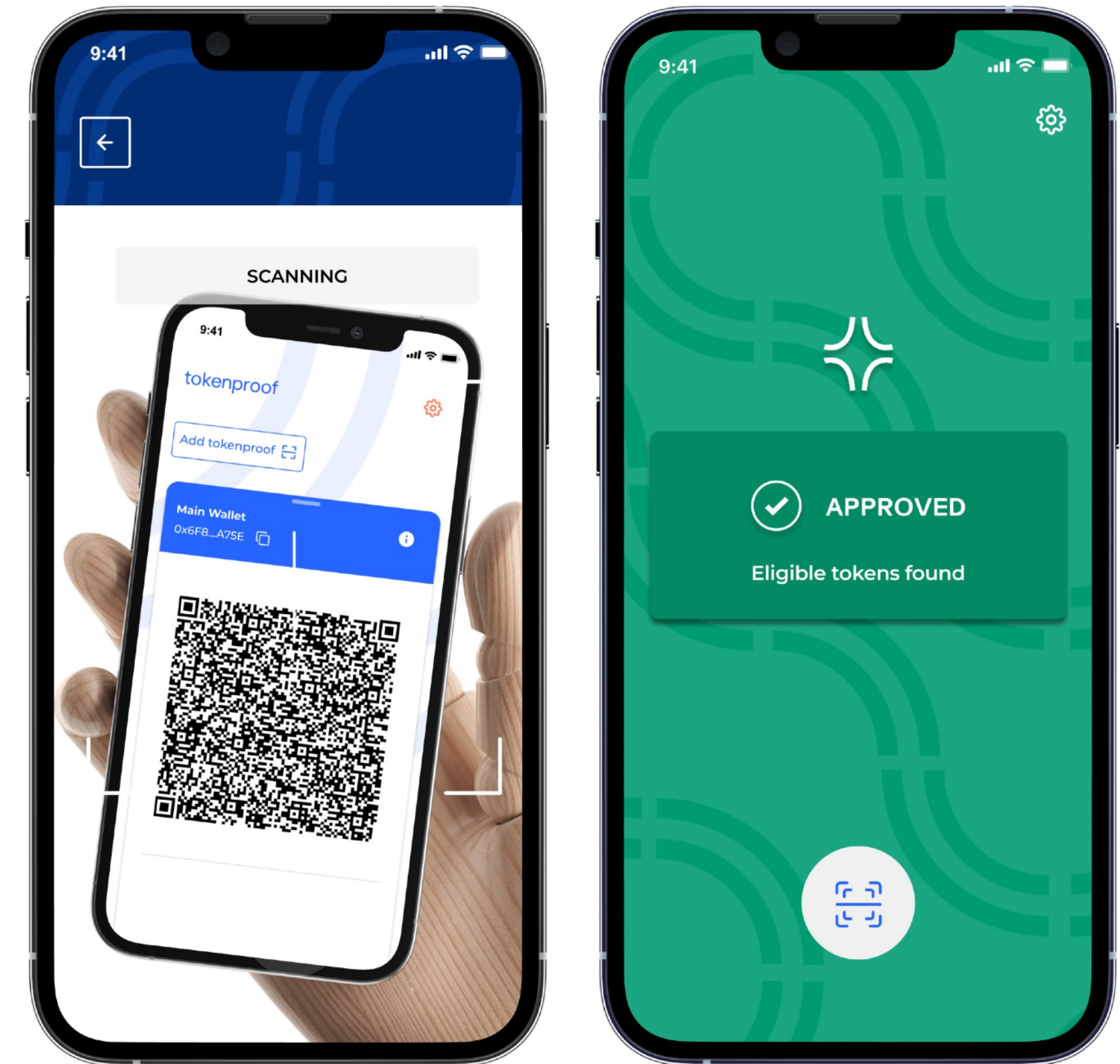
# BLOCKCHAIN INNOVATION

Web 3.0 is about blockchain and the infinite innovations that it will allow.

Everyday new technology are developed and many of them can help brands on many levels; finance, product, marketing, communication and legal.

Some examples are:

- StoryTelling Deployment
- Fidelity Programs
- Product counterfeit
- Value Chain tracking
- Ip management
- Distribution solutions



**[tokenproof.xyz](https://tokenproof.xyz)**

# CREATE VALUES FOR BRANDS & HOLDERS

After the sneakers frenzy, NFTs are becoming the new way in which values is passed & shared between brands and clients. The Sneakers secondary market is a great example of what's happening in the space. Minting a limited and desired NFT can bring the same or more monetary value as buying the latest limited edition sneaker.

When this dynamic happens both brands and consumers benefit from this;

- clients benefit as they make money by reselling the Sneaker/Nft
- brands benefits cause their products are perceived as desired and more valuable.

The good news is that the blockchain enables a full transparency on these dynamics as anybody can know who sold what to whom and for what price.

I won't be surprise if Nike decide to leave the SNKRS app for the release of limited edition products, in favor of a blockchain based solutions.



**RTFKT Nike Air Hoodie #2466**

# SUPPORT CAUSES, COMMUNITIES & ARTISTS

Talking about transparency, one of the great things of Web 3.0 is the possibility to raise money and awareness for various causes, communities and even artists without the need of intermediaries. Many brands have successfully used NFTs for this scope as it allows to quickly create fundraise that are cheap and quite easy to implement.

But the greatest innovation here is once again the blockchain transparency which allow to track who is donating, to who is donating and most important to track where the money are going.

During the first days of the Russian invasion of Ukraine, blockchain technology was the most reliable and fast way to send funds to the Ukrainian forces who created a wallet to receive cryptocurrencies from all over the world in instants, we almost 0 fees.

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## NFT FOR CHARITY



FONDAZIONE  
MILAN



Fansea

# A NEW KIND OF CRM

Blockchain is a going to change the way clients contacts are managed and resourced and how we study clients types for our marketing campaigns.

We are probably going to arrive to a point in which marketing campaign will be created based on “wallets” instead of “personas”. Brands need to be prepared for this future revolution.



# COMMUNITY

WHY YOU NEED TO BUILD ONE AND HOW YOU CAN DO IT USING WEB3

***IN 10 YEARS YOUR BRAND WON'T  
BE VALUED BY YOUR “MARKET  
CAP”, BUT BY YOUR  
“COMMUNITY CAP”***

**B. PAGOTTO FOUNDER RTFKT**

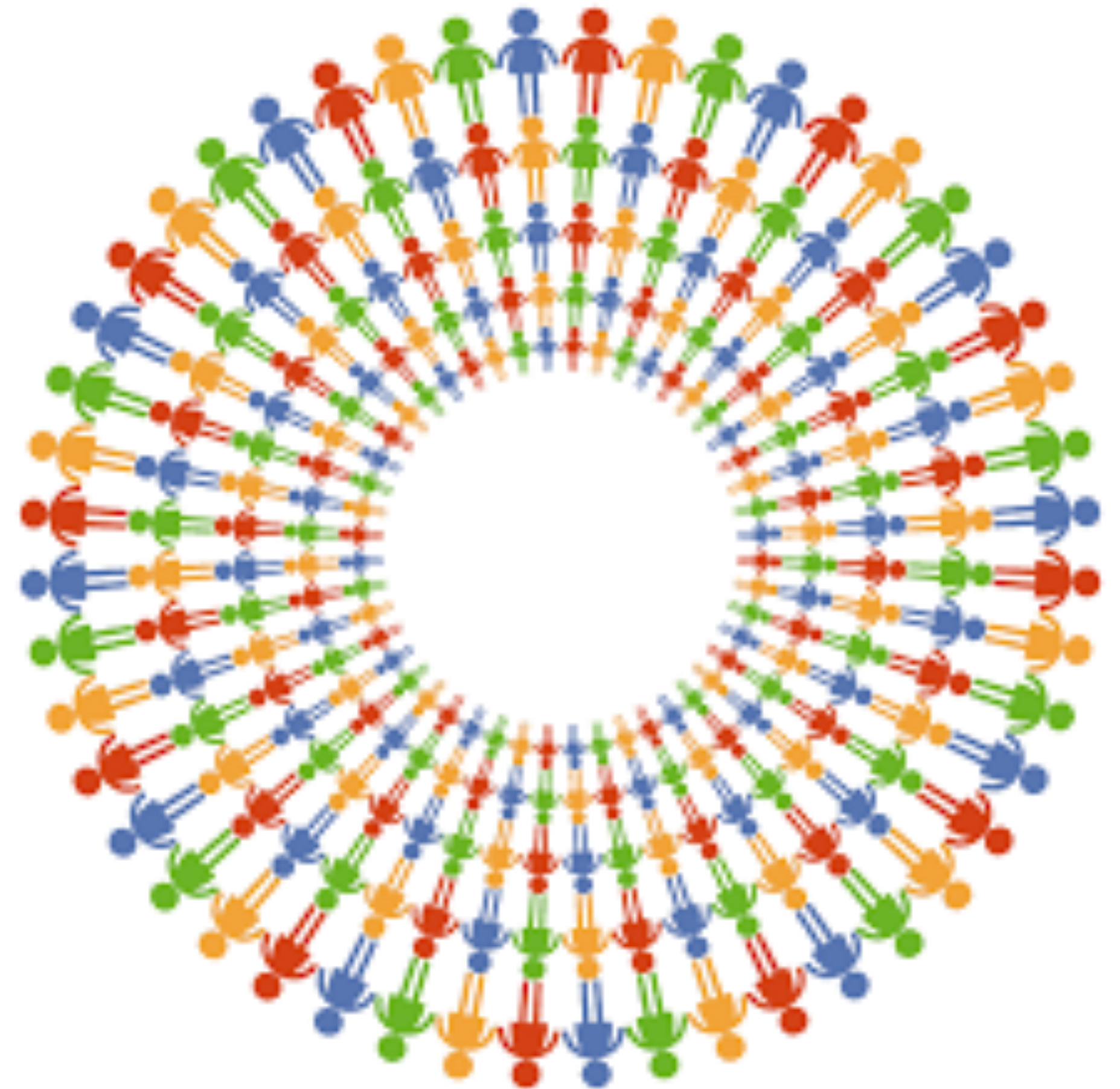
# COMMUNITY

One of the pillars of Web3 is community. Brands have the chance through NFTs, Metaverse, Gaming & Crypto to create communities where they can interact with their clients directly and in new immersive ways.

Creating a strong community is the first step you should focus on. They are the center of all successful projects and they can be your ambassadors but also contributors of your brands narratives and products.

The challenge comes with the fact that Web3 communities need to be constantly engaged and the relation between clients and brands needs to be continuously cultivated.

For these reasons brands need to plan carefully how they want to manage and talk to their community and what they can offer them.



# WHAT TO OFFER

To build a community brands need to share and deliver value to their clients in all the ways that have been enabled by Web3 tools.

Access to special events, promotions and services can nurture fidelity into your clients.

Think about your best clients, you can now reward them with an NFTs with special Utilities that can enable unique services for holders.

Think what Dolce and Gabbana did with their NFTs. They allowed Holders to attend the runway during fashion week or special private party during key moments in their commercial calendar.

Or even what Gary Vee did for the launch of his new fish restaurant in NYC. He financed the restaurant by restricting the access to the venue to holders of a branded NFTs that was sold months before the restaurant was even open.

Both D&G and GaryVee delivered value to their holders while earning money and expanding their brands reach.



**Flyfish Club NFT allows holders to access the Flyfish Club in NYC**

# COMMUNITY PLATFORMS

The most common tools used to communicate with communities in the web3 space today are still web2 platforms.

Platforms like Instagram and Facebook are enabling web3 tools on their app, but the “action” is still happening mainly on Discord and Twitter. They have been at the forefront of projects’ communication and they are great to foster a deep culture inside your community although they need a lot of effort to be “maintained”. Holders expect a lot of communication and engagement from the brand. You can’t launch and disappear as holders will immediately complain and leave your project if they don’t feel sufficiently engaged.

One of the biggest challenge brands will face is to understand the right community managers. This new language require a new set of skills that is hard to find on the market because it was born yesterday.

Quite often in web3 projects this profiles are found inside the same community between the most active and loyal Holders.

- **Communicate to “Everyone”**
- **Discover**



- **Build the relation**
- **Closed Communication to community**



# EVENTS

Even though Web3 is “virtual” and “online” a huge factor in successful projects has been the Event component.

Most successful projects have delivered special events reserved for their holders and even access to special events not hosted by the Brand.

Ape Fest and Doodles events during last NY Crypto week, have been iconic and are still generating hype for these brands with Holders that are still posting contents about these events to testify that they belong to those exclusive community.



Pier 17, New York City  
06.20 - 23.2022

4 Days. 5-10pm daily.  
Pier 17, New York City.

Ape Fest NYC event 2022

***YOU DON'T WANT A  
CLIENT.***

***YOU WANT AN HOLDER.***

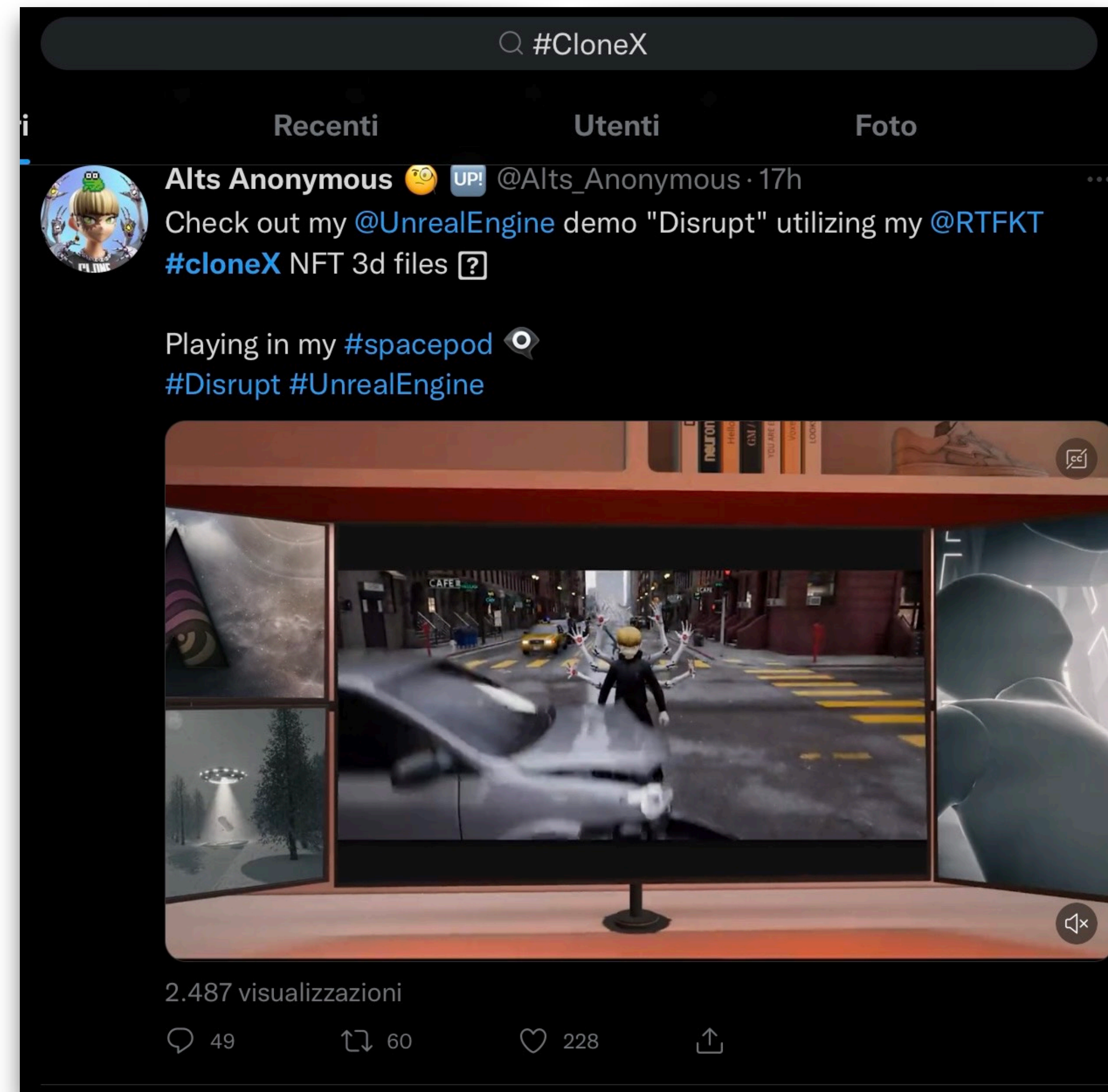
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# TRANSFORM CONSUMERS INTO “HOLDERS”

You should want “holders” not clients. Holders are not simple clients, they are the Ambassadors of your brand communications in Web3.

They create and promote your brand as no client has ever done before.

If you spend some time on twitter, you know how strong this communities can be. They are ready to storm on social media to defend your project and engage with friends to create new fans of your brands.



# HOLDER

Web 3.0 as seen the birth of a new type of consumer, the “holder”.

They strongly identify themselves with brands’ values and even use brand IPs to identify themselves on social media, web3 platforms and games.

They literally hold brand’s IPs and control valuation of brands’ assets.

To maintain “holders” you need to offer them value in the long period. As we said it could be a monetary value (with assets appreciation), it could be about exclusive services or it could be limited edition products. There are many ways in which you can do it, but you must do it.



# **TAKEAWAYS FOR BRANDS**

**YOU DON'T HAVE A CLEAR PLAN UNTIL YOU IDENTIFIED THE COMMUNITY YOU WANT TO ENGAGE.**

**WEB 3.0 COMMUNITIES REQUIRE CONTINUOUS ENGAGEMENT. IT IS NOT A ONE DIRECTION RELATIONS. YOU NEED TO TALK WITH THEM AND TO LISTEN WHENEVER THEY WANT TO TALK AND YOU NEED TO ANSWER...QUICKLY.**

**COMMUNITY MANAGEMENT IN WEB 3.0 IS WAY MORE DIFFICULT THAN WEB 2.0 AND A GREAT SOCIAL MEDIA COMMUNITY MANAGERS DON'T NECESSARY IS A GREAT COMMUNITY MANAGER FOR WEB 3.0. IT IS A NEW DIFFERENT JOB.**

**FORGET CLIENTS, YOU WANT HOLDERS.**

# NFTS

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BoonMirds #6054

# WHAT IS AN NFT?

## NFT=Non Fungible Token

A non-fungible token (NFT) is a unique and non-interchangeable unit of data stored on a digital ledger (blockchain).

NFTs can be associated with easily-reproducible items such as photos, videos, audio, and other types of digital files as unique items (analogous to a certificate of authenticity), and use blockchain technology to give the NFT a public proof of ownership.

Copies of the original file are not restricted to the owner of the NFT, and can be copied and shared like any file.

SOURCE: <https://medium.com/coinmonks/what-is-a-nft-8ec8d282d260>

# NFTS QUALITIES

## Indivisibility

NFTs have historically been indivisible when it comes to their utility. For example, a plane ticket cannot be purchased and used partially — someone must buy it in full because only a single person can use the seat.

## Scarcity

NFTs can be scarce, and that's one reason driving their value. Though developers can generate as many assets as they like, it is equally within their power to limit the number of NFT for scarcity..

## Ownership

NFTs live on a DLT within an associated account. The original creators of the NFT control the private key of that account where the NFT lives, and they're free to transfer that NFT to any account..

## Uniqueness

NFTs are also unique because no two NFTs are the same — they're not interchangeable. The metadata of each NFT is an unalterable record that gives it the certificate of authenticity.

## Transparency

Because public distributed ledgers are decentralized and immutable, where records of token issuance, transfer, and activity can be publicly verified, buyers can trust and verify the authenticity of a specific NFT.

## Interoperability

NFTs can be traded, purchased, or sold across various DLTs using a decentralized bridge or centralized custodial service.



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# NFTS USES

NFTs can be used to

**Certify Digital assets  
ownerships:**

- Images
- Videos
- Music
- Game Assets

**Tokenization of real  
world assets**

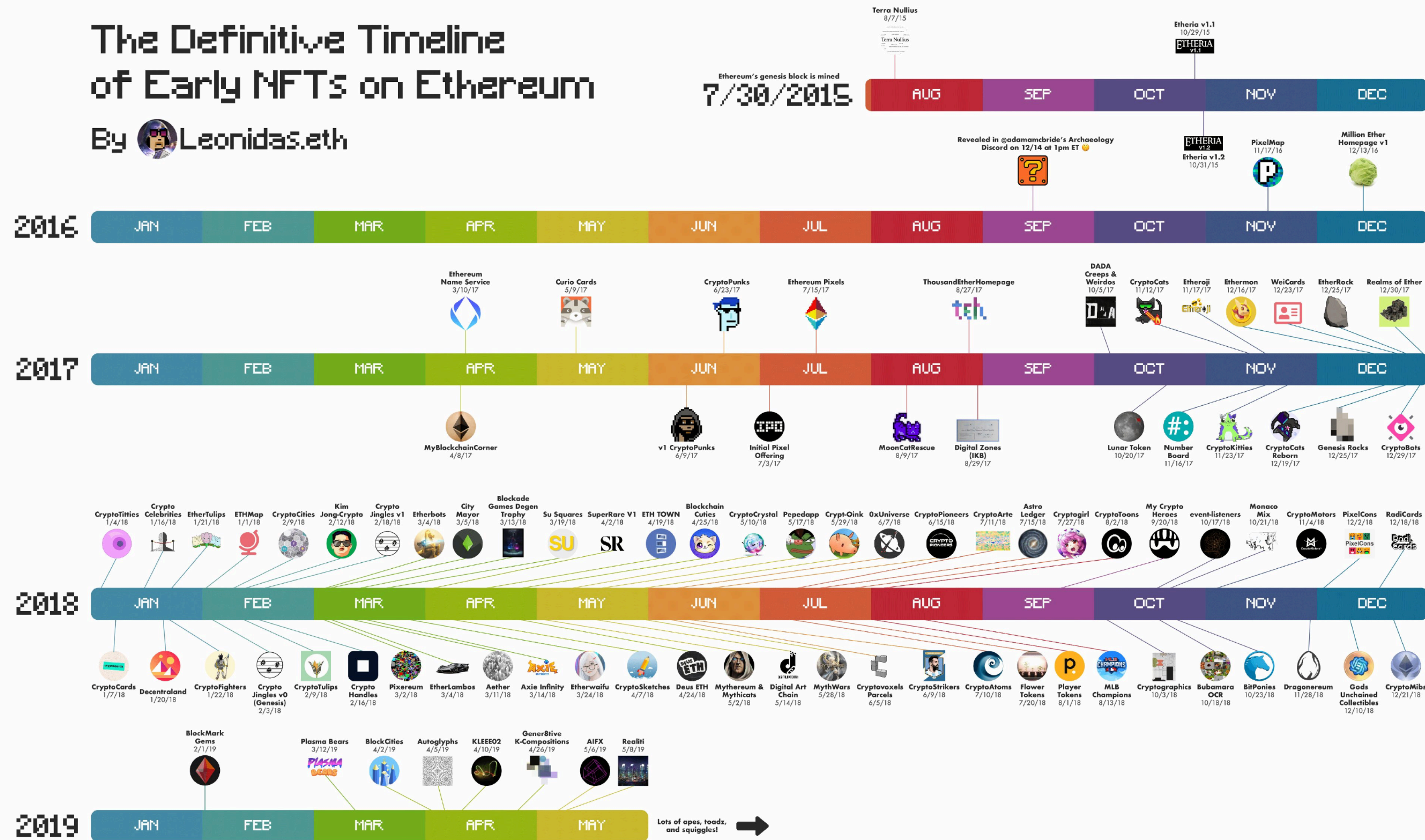
**Digital Identity**

**Ticketing/Credentials**

# SOME HISTORY

## The Definitive Timeline of Early NFTs on Ethereum

By  Leonidas.eth

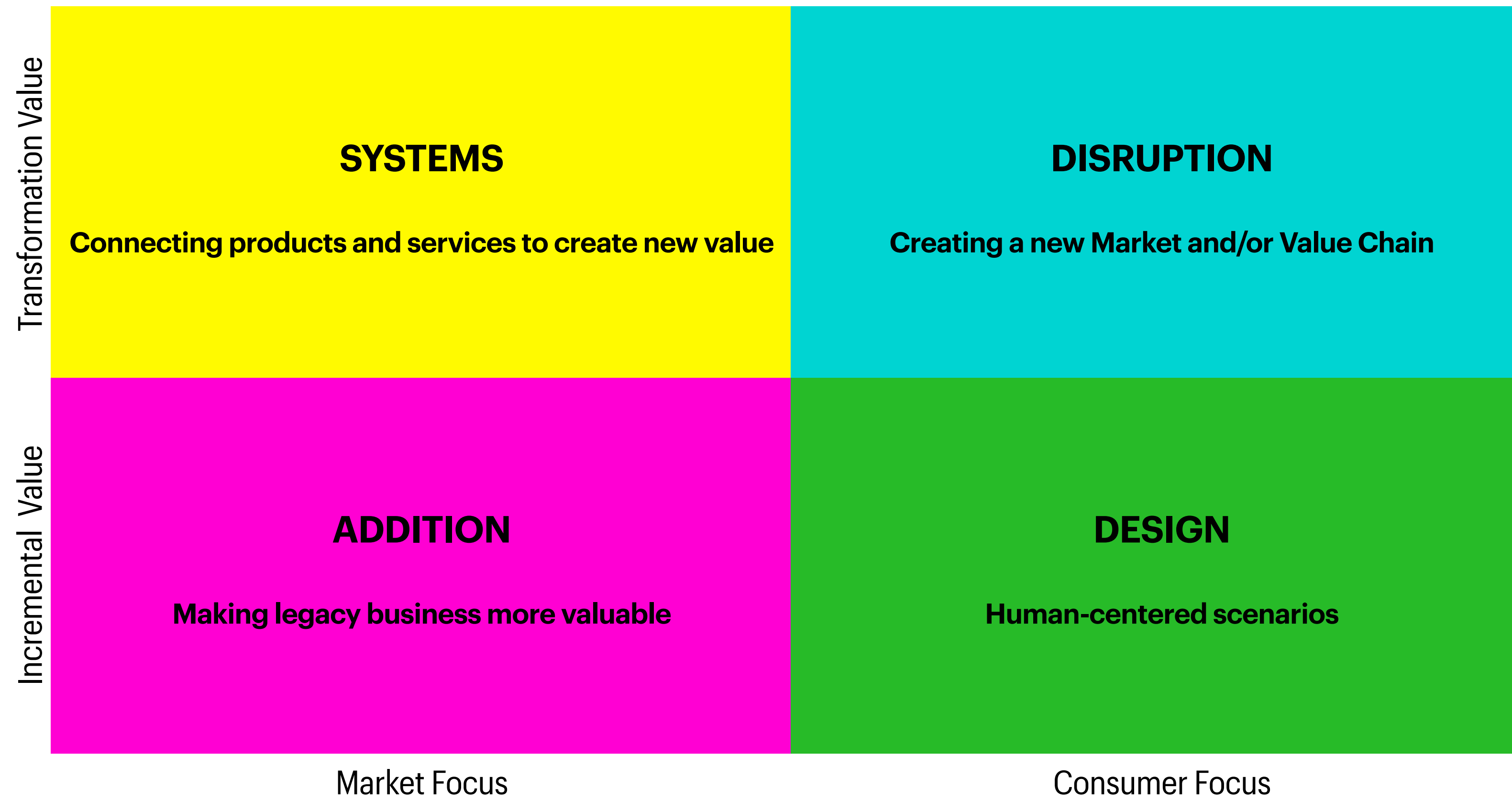


In the last few months, NFTs have grown into popularity as several companies and individuals jumped onto the bandwagon. But the history of NFTs started in 2015 with Terra Nullius, which basically was a service that allowed you to stake your claim on the blockchain. When you did so, you were able to write a message on your token making it unique.

If your curious about the history of NFTs collections you should follow @LeonidasNft on Twitter.

# DEFINE YOUR GOAL

# DEFINE YOUR GOAL



# ADDITION

## USE NFT TO ADD VALUE TO BRAND EXISTING BUSINESS

With this strategy, NFT are used simply as another Marketing channel. No real innovation as the focus here is on Market and incremental value.

Here you'll find in-game skins and NFTs with no-utilities.

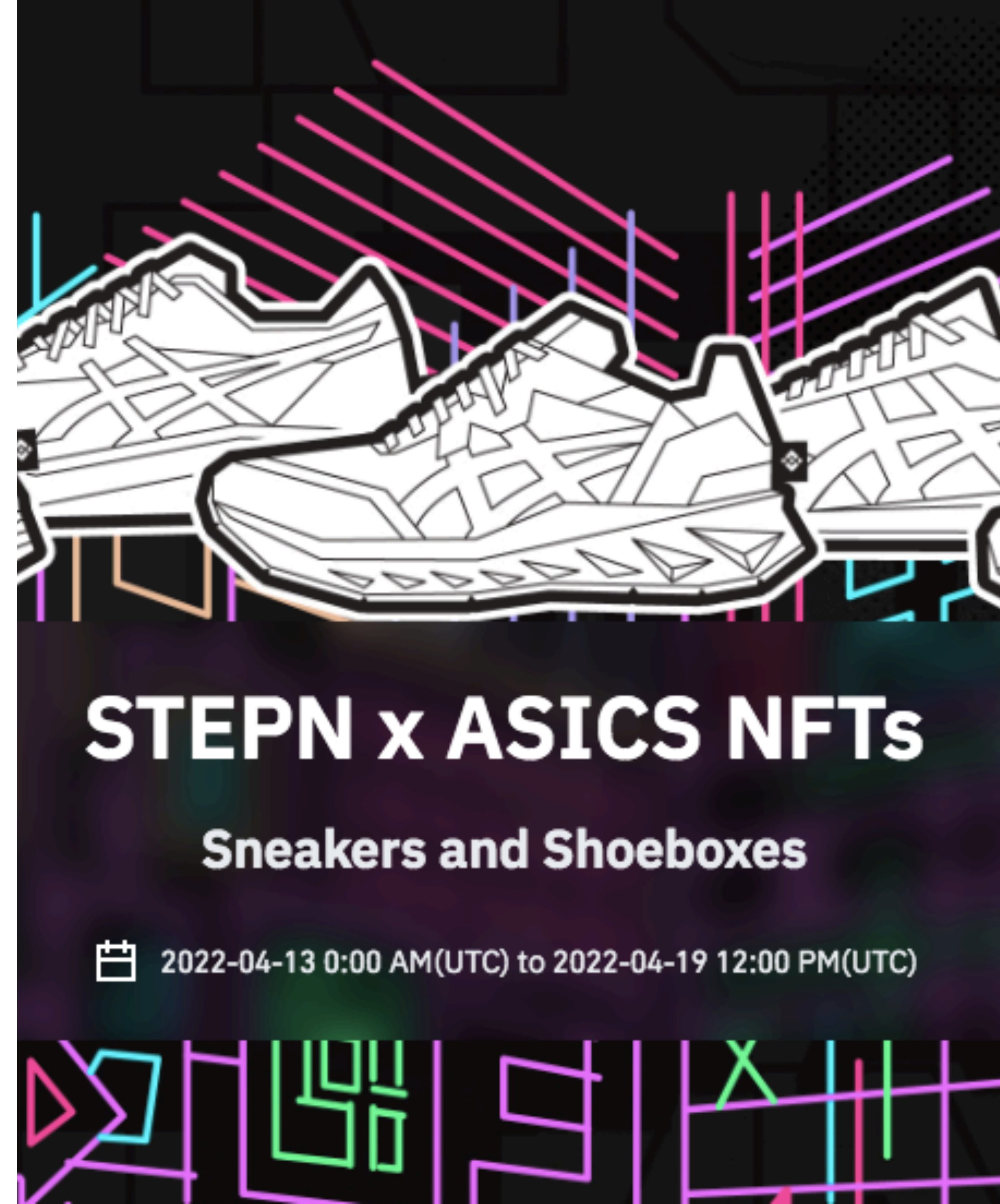


# SYSTEM

## USE NFT TO CONNECT PRODUCTS WITH NEW SERVICES

In this quadrant NFT are used to create a transformative value by mixing products with new services. ASICS did a great partnership with blockchain fitness app STEP N and now is paying NFTs owner for their activity in STEP N tokens.

Another example could be Maserati using NFT as a substitute of the classic service book or AURA with their blockchain for brands' goods



# DESIGN

## **THIS APPROACH REVOLVES AROUND CUSTOMER-LED INNOVATION**

With this strategy the focus is to allow customers to innovate, create and even monetize on brands IP or eco-system.

RTFKT is probably the best example on enabling holders to create value for themselves but most of all, for the brand.

Their creator program is a great example of how holders can become part of a brand narrative. When you enable your community by giving them a way to create using your assets or IPs, the results can really be amazing. In this specific case the community have created: video, songs, virtual outfits, accessories and other creations that are reinforcing the RTFKT brands and strengthen the community.



# DISRUPTION

**THIS APPROACH DISRUPTS THE VALUE CHAIN IN AN EXISTING INDUSTRY AND CREATES VALUE THAT DIDN'T EXIST BEFORE**

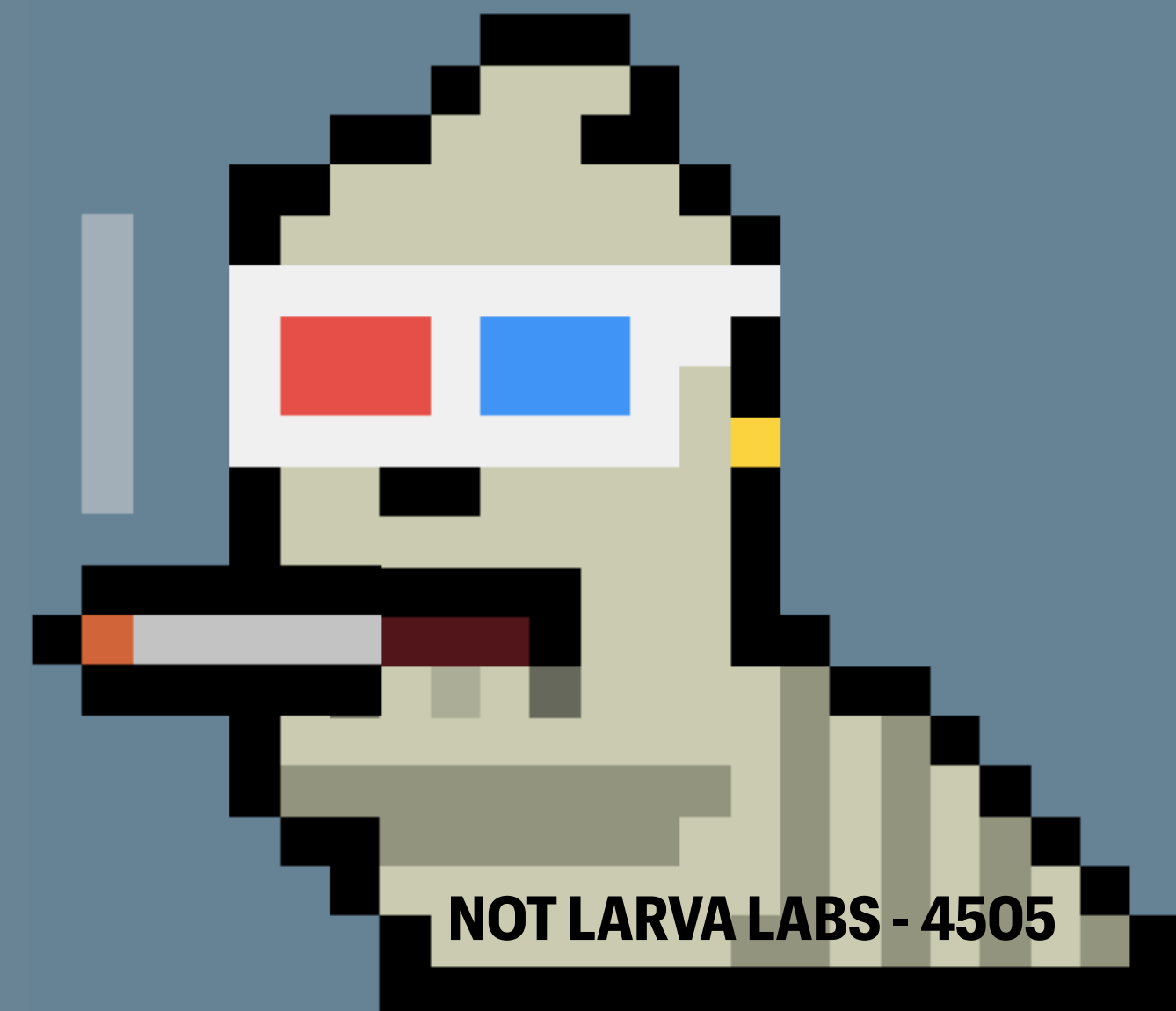
As this is the quadrant of disruption, operating with this approach means disrupting the “old ways” and implementing web3.0 tools to create new approaches. LinksDao is the perfect example.

They disrupted the world of golf clubs by selling NFTs that allow holders to access their virtual golf club. With the money raised they are now creating a real golf course where only holders of the NFT will be able to become members and play on the course. Using NFTs allowed LinksDao to create a golf club before owning a golf club.



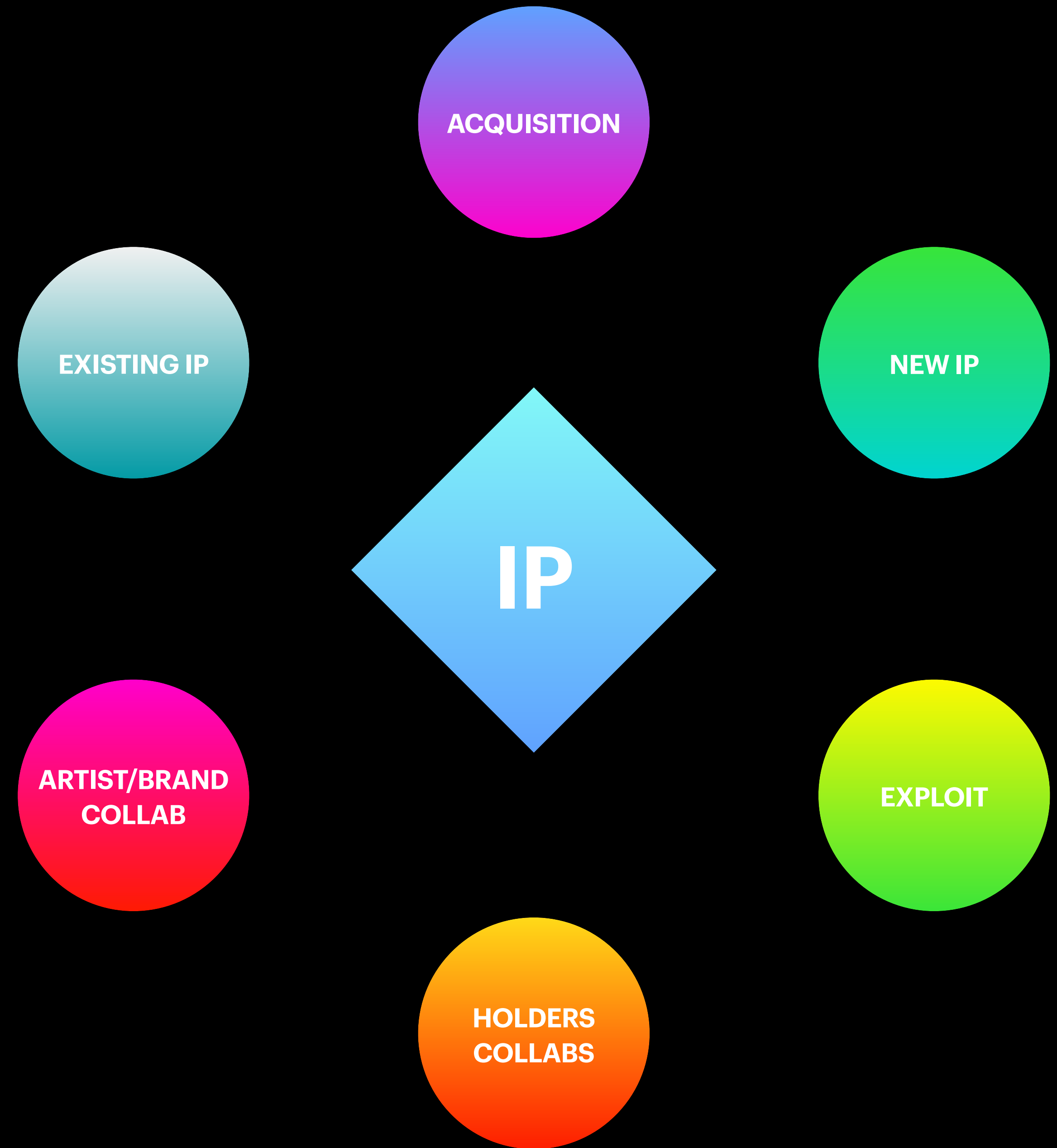
# IP NFT STRATEGY

USE OF IPS FOR NFT PROJECTS



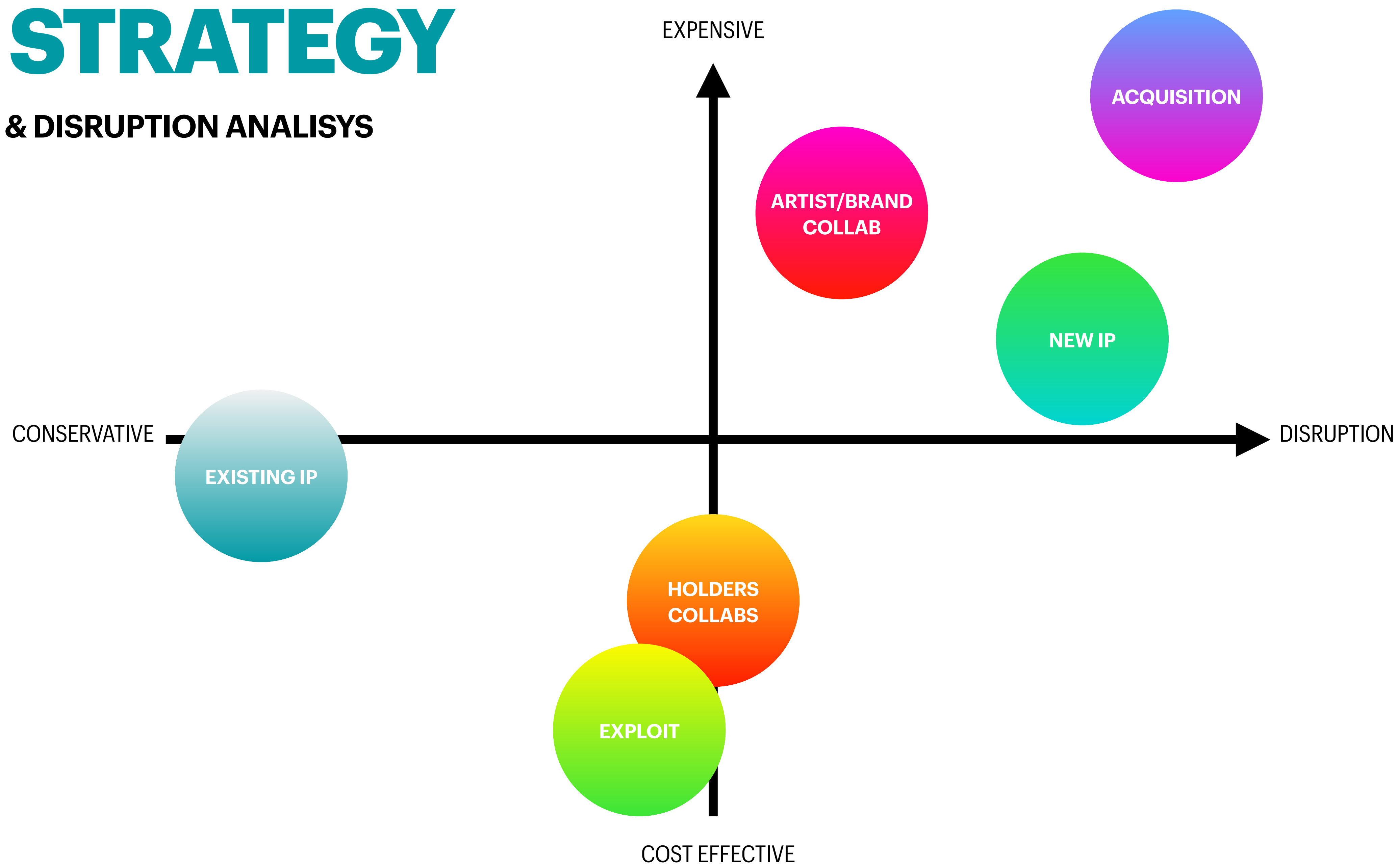
NOT LARVA LABS - 4505

# DIFFERENT TYPES OF IP STRATEGY



# IP STRATEGY

## COST & DISRUPTION ANALISYS



# ACQUIRING IP AND KNOWLEDGE

## NIKE - RTFKT

In November '20 Nike acquired RTFKT. The move makes a lot of sense for the swoosh brand as RTFKT has already become the leader of “crypto sneakers” and AR clothing in general.

With this acquisition Nike secured control over one of the best and most effective web 3.0 teams while being at the forefront of sneakers innovation.

This approach is clearly expensive but it could be the greatest accelerator of disruption.



# EXPLOIT WEB 3.0 BRANDS IP

## TIFFANY - CRYPTOPUNKS

Probably one of the most brilliant activation done by a luxury brand.

Tiffany was able to leverage the CryptoPunks IPs and their community without the need of a formal agreement with the collection.

Tiffany knew that CryptoPunks are one of the most iconic collection and instead of spending money for a license, they leverage CP holders to create value and a new product channel.

They sold 250 NFTs for 30 Eth. Each NFTs granted the possibility for CP Holders of receiving an original Tiffany pendant resembling their CryptoPunk.

This approach is definitely cost effective as there are no deals to be done or royalties to be paid and could be considered conservative as there is no real disruption of brand's values and storytelling.



# COLLABORATION WITH WEB 3.0 HOLDERS

## ADIDAS

Many collections are giving full commercial rights to their holders. This new approach is creating new dynamics where brands are able to collaborate with Holders and use their NFTs IPs for products' collaborations. With the market still in his infancy the real influencers of Web3 are still easy to identify, but already expensive as their Web2 colleagues.

Adidas Into the Metaverse is a great example of this kind of project.



ADIDAS NFT CAMPAIGN

# COLLABORATION WITH WEB 3.0 BRANDS

## GUCCI-10KFT

In every field of life, use the helps of experts when doing something new, is always a smart choice. The same is for NFTs collection that are collaborating with established Web3 Brands and Artists.

They know how to approach the market and they already own a strong community of Holders.

This approach is often quite expensive as you'll need to pay the web3 brand/artist but it definitely helps in having a different point of view and approach on a new unexplored territory and most of all to start with an existing community.



# USE BRAND'S IP

## HELLO KITTY

Another approach is to use existing Brands' IPs to create the NFTs. Recently the Japanese brand Hello Kitty released a collection using the world-famous cat and her friends.

This is clearly the most conservative approach and it is also cost-effective without being the cheapest.

When using this approach you'll need to bear in mind that you are basically selling your IPs to holders (if not differently regulated) and that you can sell something only once....

 **DropToolz** @Drop\_Toolz · 9h

Sooo hyped for @RecurForever  
#HelloKittyandFriendsNFT dropping Aug  
24th -25th! Make sure you have a recur  
pass to get Early Access! To find the best  
pass to get Early Access! To find the best  
#recurpass for the best price, go  
droptoolz.com before buying!  
#hellokittyNFT



# DEVELOPMENT OF NEW IP FOR WEB 3.0

## D&G

When using this approach brands are developing new IPs to be integrated into their collections as NFTs. They can be IPs similar to their usual ones (D&G creating a “gold box”) or very different (LV building the game LUIS).

This is definitely more expensive than using existing IPs but clearly more innovative.



# **DISTRIBUTION MODEL**

***WHEN YOU RELEASE AN NFT YOU NEED  
TO CHOOSE A MINTING PLATFORM***

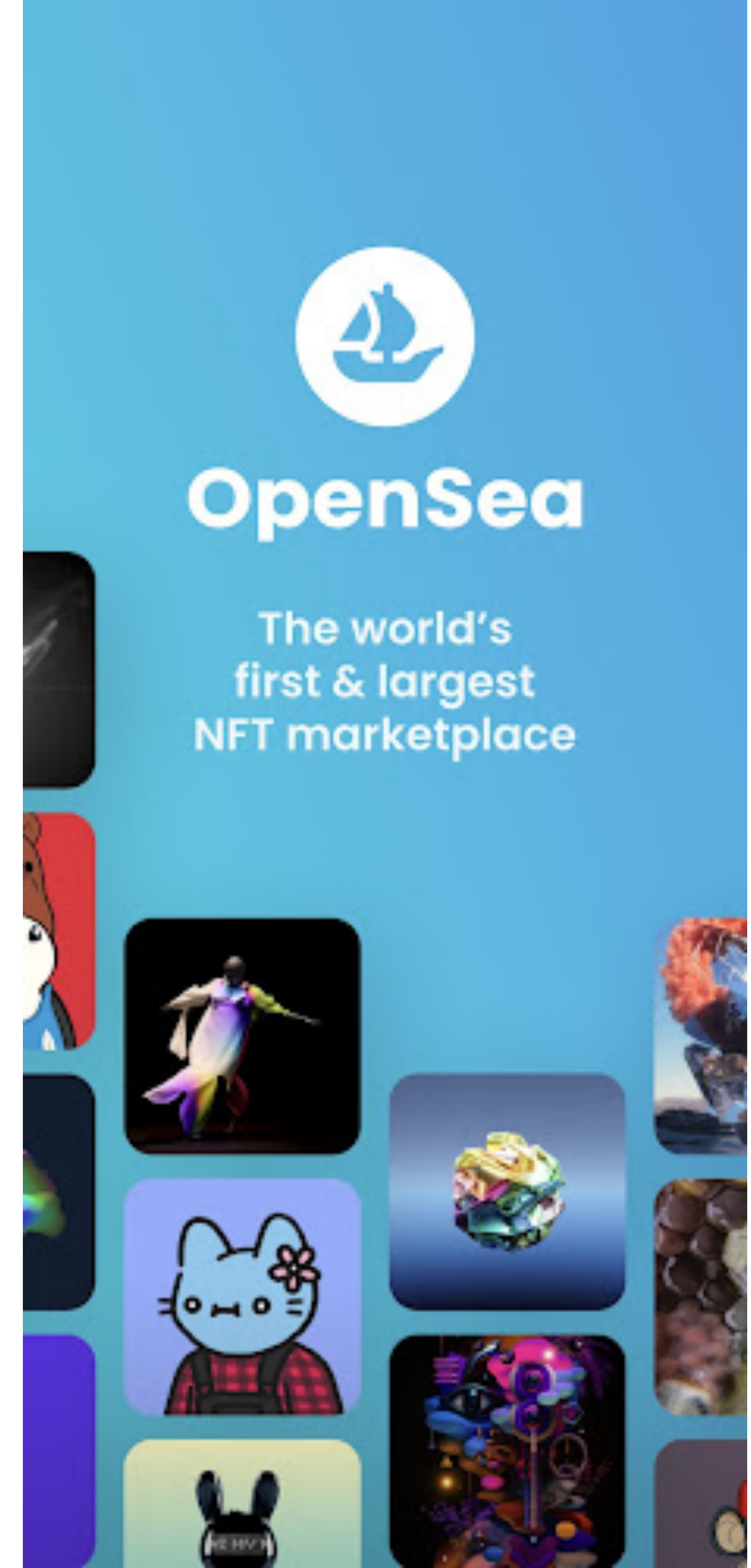
# THIRD PARTY PLATFORM

Opensea, Rarible, X2Y2 these are all examples of platforms that you can use to release your nfts without much effort or costs.

**Upside:** low costs, low effort, easy to deploy

**Downside:** low control, non proprietary smart contract, not customizable

**Web2 Alias** - Selling your products on Your Instagram Shop or Amazon



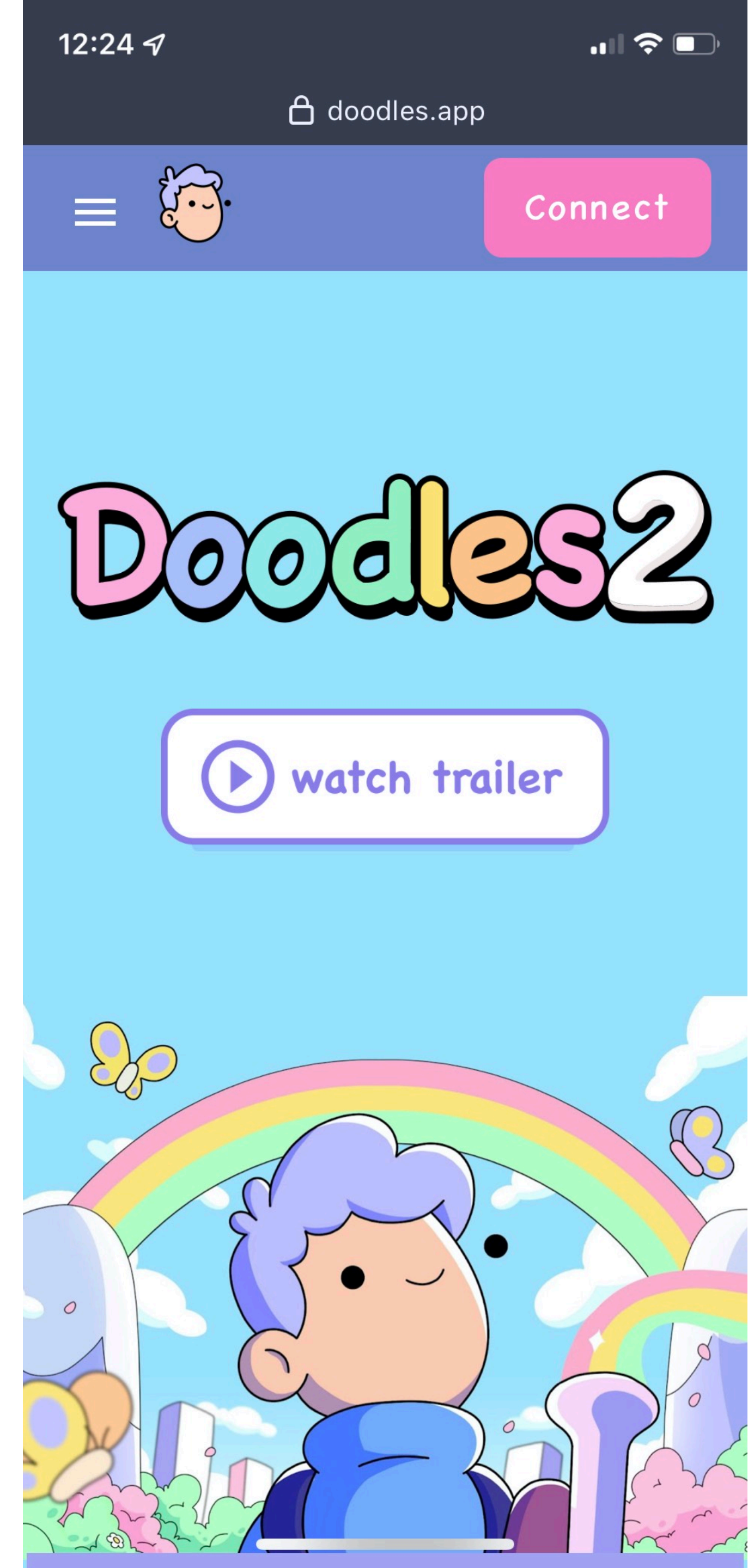
# PROPRIETARY PLATFORM

If you plan to release more than a few NFTs you should probably consider to develop your smart-contract and your minting platform. With this solution you will have a full control over all details and functions plus a real Hub for all your projects.

**Upside:** full control, hub for all web3 activities

**Downside:** high development costs, long development time.

**Web 2 Alias** - Selling your goods on your website with your terms and conditions and your CRM



# PARTNERS' PLATFORM

When you release your NFTs in collaboration with an established web3 brand/artist you may evaluate the option of releasing with their smart-contract on their minting platform.

**Upside:** low costs, low effort, fast delivery, save audience

**Downside:** not much control, enable to track activities.

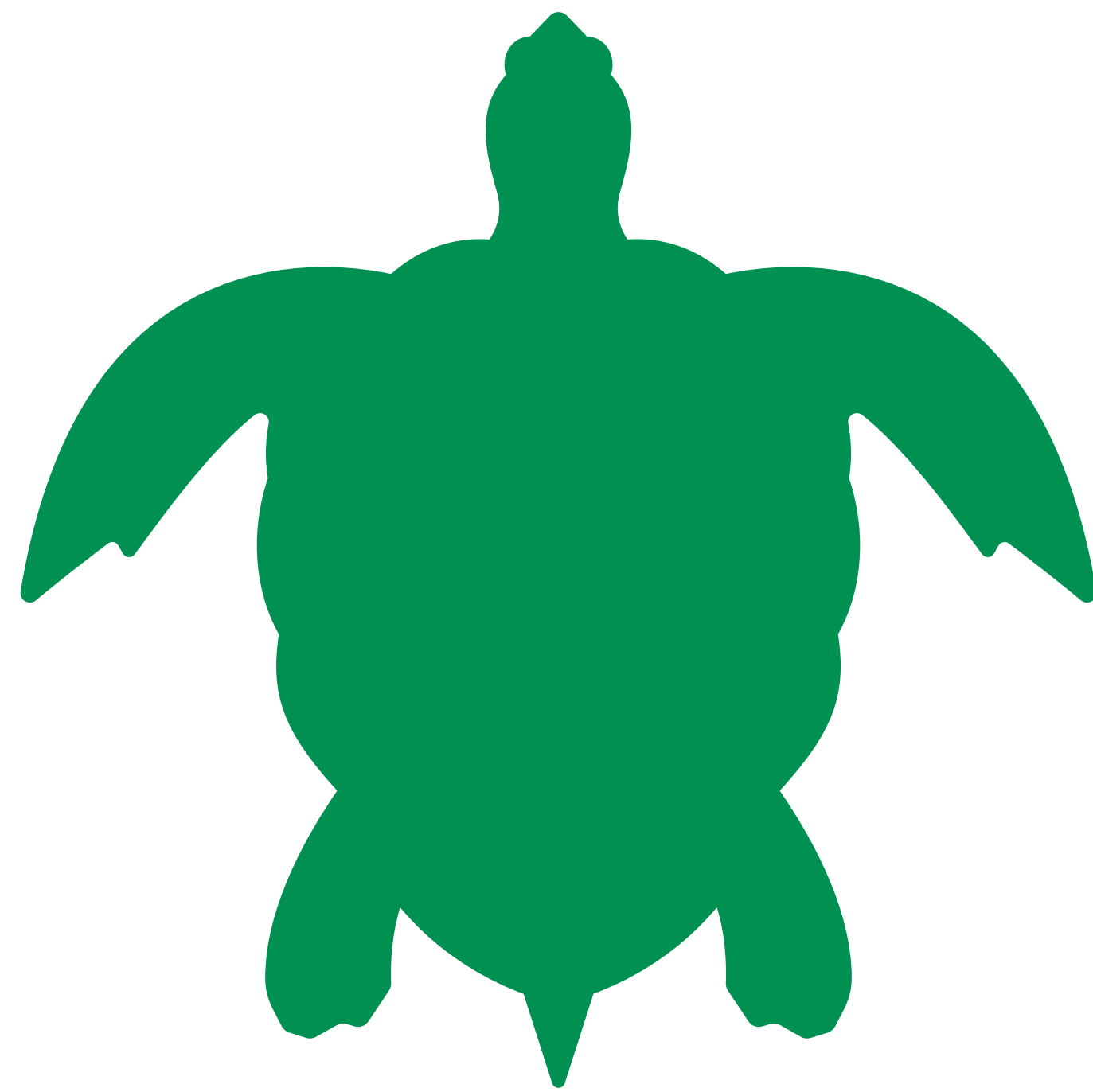
**Web2 Alias** - OffWhite selling collab shoes on Nike Channels



**Everyrealm X Atari. Retro Game Den Pod.**

# THINGS TO REMEMBER WHILE DEALING WITH NFTS...

# NOT ALL YOUR CUSTOMERS ARE READY SO DON'T LEAVE THEM BEHIND



While older generations are now officially onboarded on Web2 (everyone has at least a grandparent that is already using Facebook, WhatsApp), we can't say the same for Web3. Today the percentage of people who is able to interact with Web3 Apps and Tools is really small, as Tools and Apps are still hard to use for the vast majority of people.

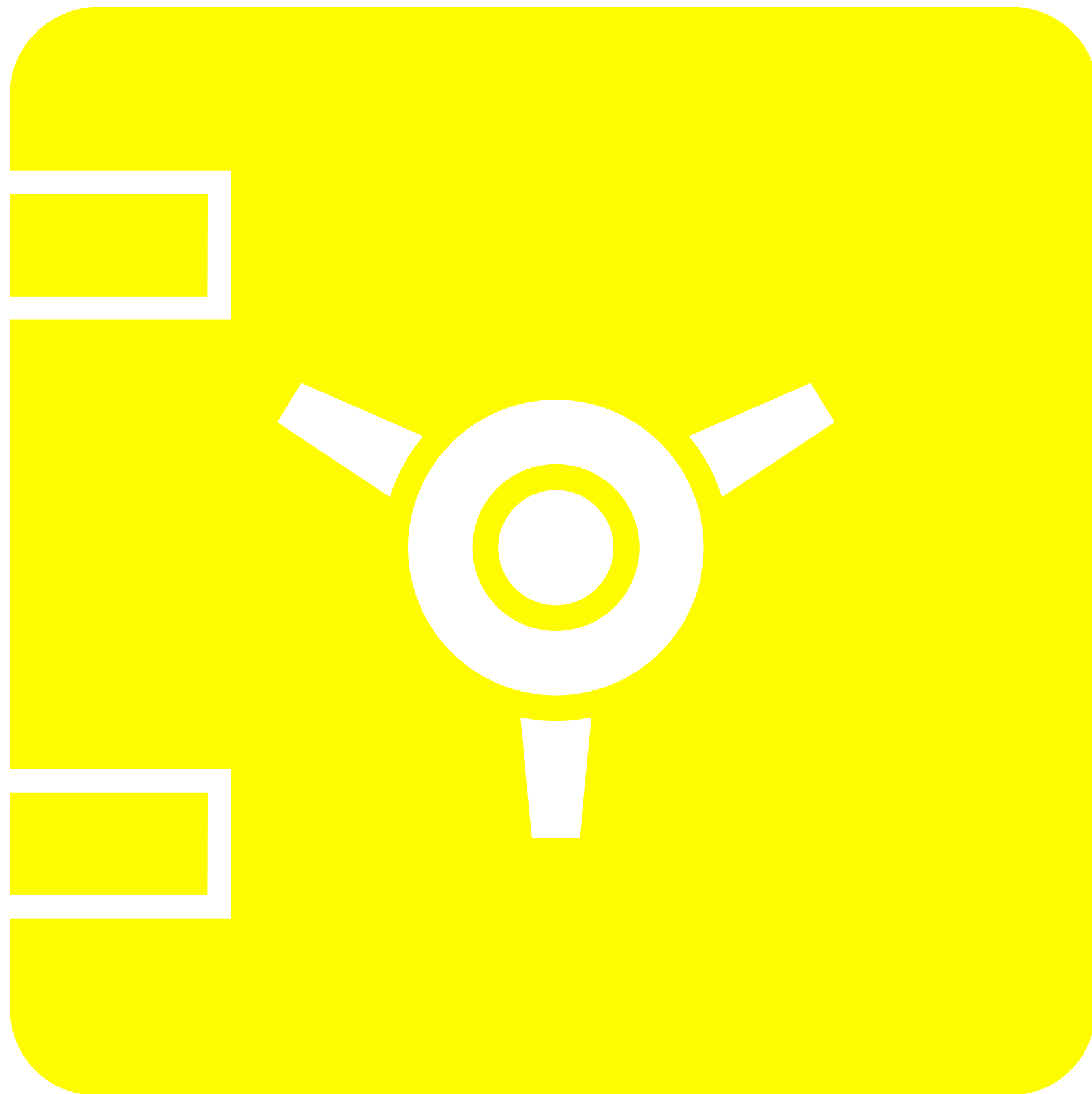
It is important that brands don't forget about these costumers when building a web 3.0 strategy.

# YOU CAN'T CALL YOUR COUSIN..YOU NEED EXPERTS.



This is a new territory. The technical and strategic challenges that brands will have to face in Web3 are enormous. You need to invest on professionals and technology and it is not cheap. Not many people know the subject and can manage it and for this reason, who is able to do something is very expensive.

# FOCUS ON VALUE

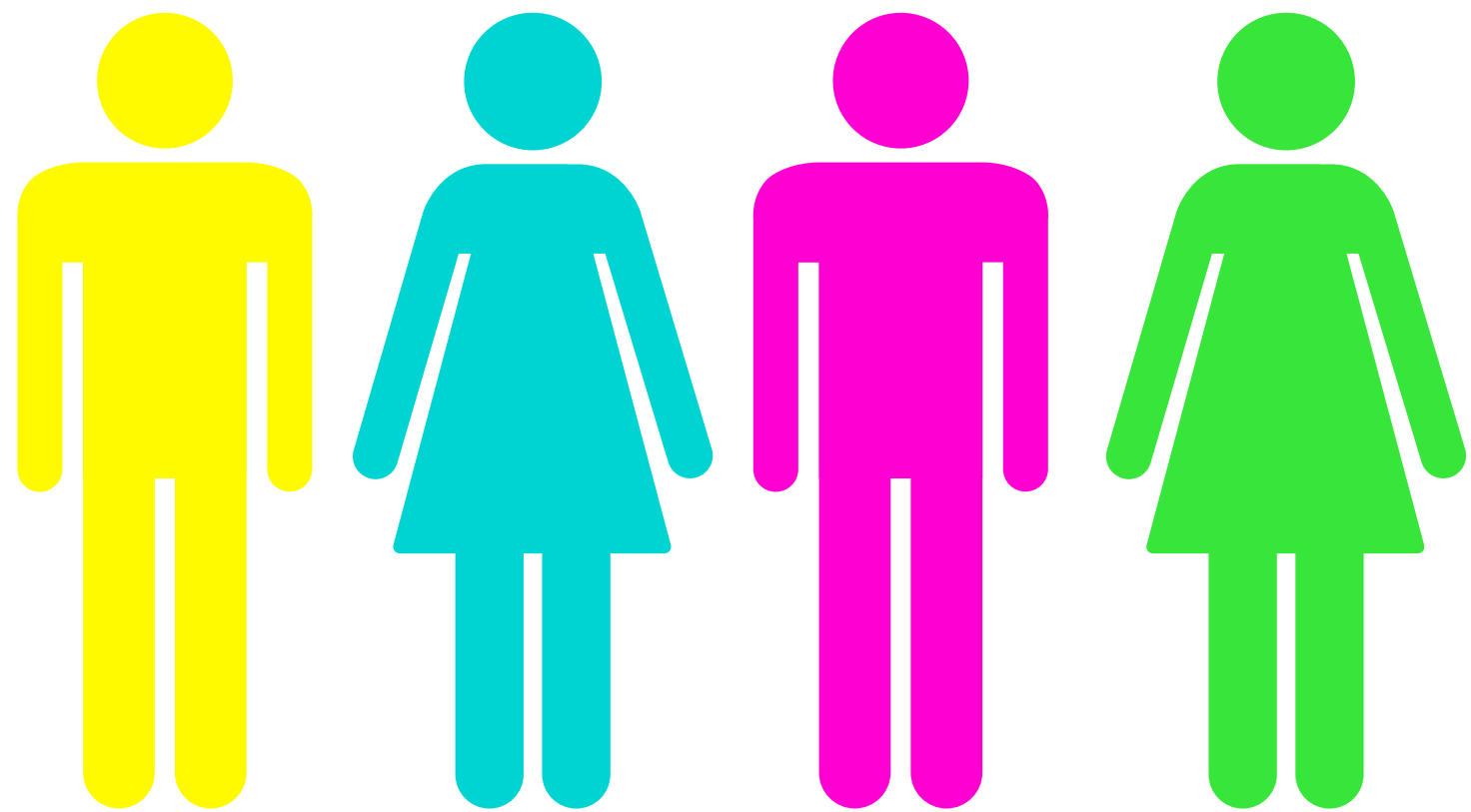


Value is King!

This must be your only focus when strategizing and planning for Web3.

NFTs, Blockchain technology and Metaverse can be an incredible booster for your brand, but they need to be nourished. Holders are your biggest fan as long as you deliver value.

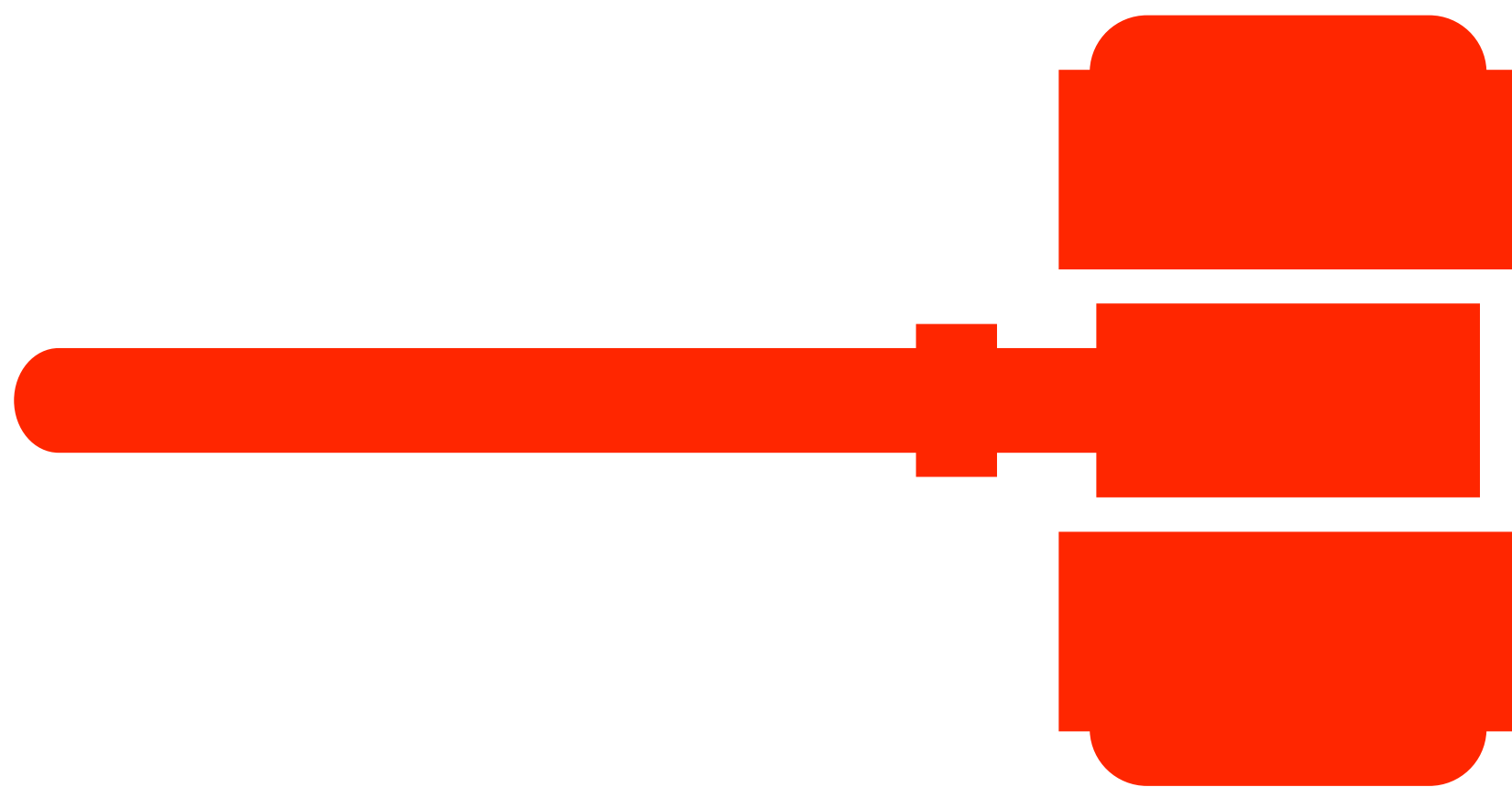
# COMMUNITY, COMMUNITY, COMMUNITY



Has we saw before, community is critical for a successful project and needs to always be at the core of your web3 strategy. To grow a community don't think about building a Seller/Client relation. You need to build a love relation where both partners are benefiting from the value exchange.

# IP & LEGAL CONTROL

When a brand plans to launch a new project, it is expected from them to do all the necessary legal and financial actions, the same happens when a brand works with NFTs. You need to protect your IPs, create consumers' policies as you were working in the real world with physical products and be fully aware about what kind of rights you are conceding.



# TAKEAWAYS FOR BRANDS

**NOT ALL YOUR CUSTOMERS ARE READY SO DON'T LEAVE THEM BEHIND.**

**YOU CAN'T CALL YOUR COUSIN...YOU NEED EXPERTS.**

**FOCUS ON VALUE**

**COMMUNITY, COMMUNITY, COMMUNITY**

**IP & LEGAL CONTROL**

# TRENDS VS VALUES

# TRENDS VS VALUES

One the crucial aspects when you develop your web3 strategy, is to understand what you should do; follow trends or stay true to your brands values?

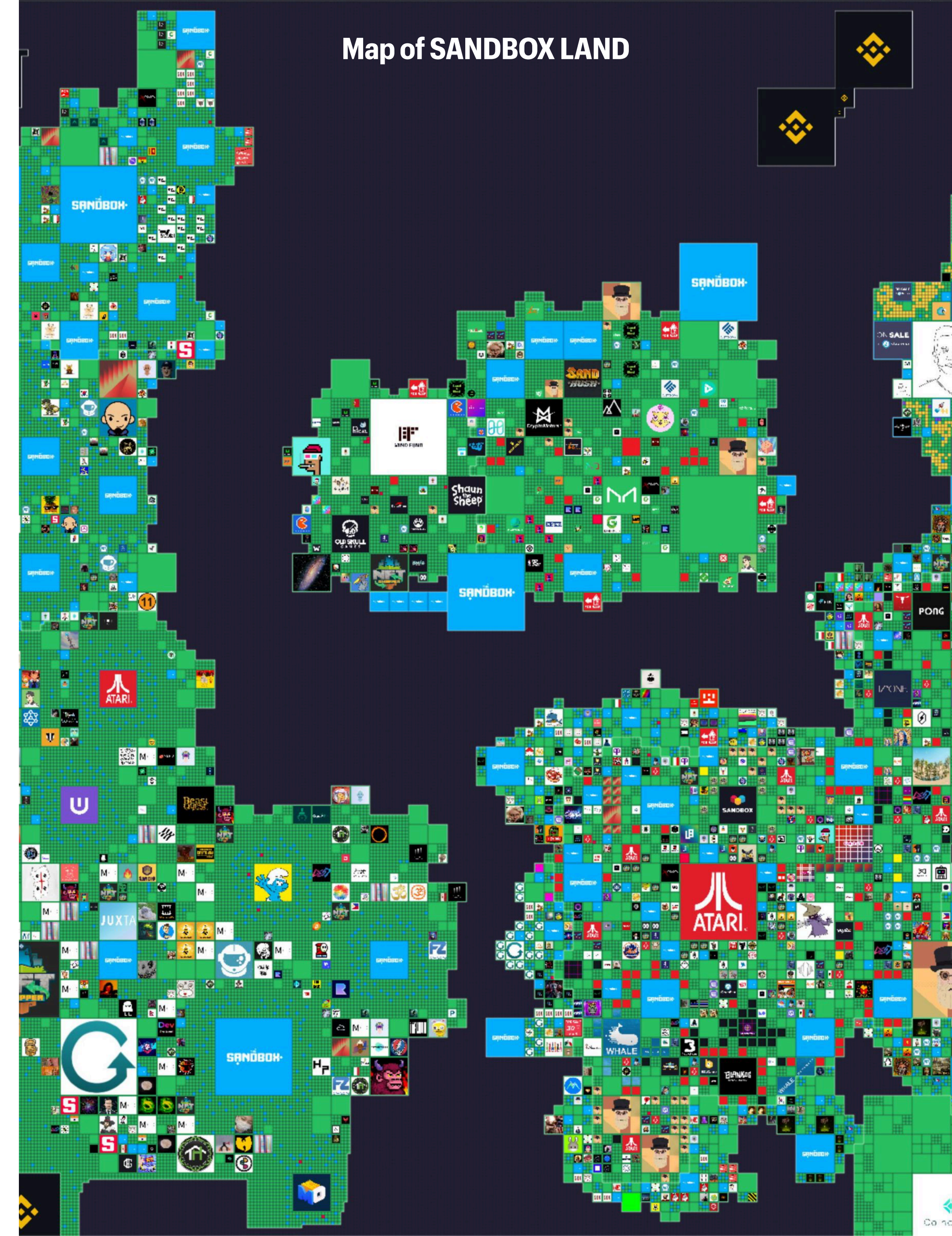
Is always tempting to follow the mass and deliver what everybody else is doing, but quite often is also the wrong approach and it can leads to ruin your brand's perception and positioning.



# TRENDS VS VALUES

During the NFT frenzy everyone was dropping PFP projects. It looked like the only way to create a successful project was to deliver some avatars even if your brand was selling tyres.

Same issue on metaverse projects. All brands are investing on lands, but few of them have a clear strategy tight to their values. Luckily we are still in the era of “testing” so brands can try this new worlds and understand how they can maximize their impact in the future.



# TRENDS VS VALUES

Your only focus should be to deliver value to your holders. Can you do it by creating avatars?

If you are Disney the answer is probably YES, but if you are in the business of watches, probably is not the best way to approach this market.

Instead you could create a line of watches for avatars or a watch that displays NFTs. In this way you are working with your values and skills and delivering what consumer know to want from you.



