BRAND NFT
SUCCESS GUIDE

Explore Brand Case Studies to Unlock the Potential of Web3

NiftyKit Pro   Launching Soon

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The evolution of the internet has brought about a new era of innovation and growth.

Web3, the next generation of the internet, is set to revolutionize the way we interact with the digital world. This new wave of technology is set to drive growth and engagement in ways we have never seen before. With Web3, brands can build a community around their content and engage with their most loyal fans. This creates new revenue streams, allowing brands to build quality loyalty programs that reward customers in unique and engaging ways.

Web3 also offers an emergence of non-fungible tokens (NFTs). NFTs are unique digital assets that are stored on a blockchain, making them secure and tamper-proof. These assets can represent anything from digital art to collectibles and even virtual real es-

tate. NFTs have the potential to unlock new revenue streams and boost customer loyalty for brands and creators, but the complexity of traditional NFT creation and management has made it difficult for many to take advantage of this opportunity previously.

As an emerging technology, NFTs have now evolved to a state and scale where mass adoption is possible. With the launch of Ethereum PoS, NFTs are carbon friendly and creating an NFT is easier than ever with a no-code solutions. Takashi Murakami, Rally, and VaynerSports have partnered with NiftyKit, a web3 no-code solution, to effortlessly create and manage their NFTs. NiftyKit handles the technical aspects, eliminating the need for coding, while brands concentrate on craft-

ing captivating digital experiences for their audience. This empowers brands to explore fresh growth avenues and enhance audience engagement.

In conclusion, Web3 is set to revolutionize the way we interact with the digital world. The emergence of NFTs and the need for simplifying NFT for brands is just one of the many exciting developments that Web3 has to offer. With the potential for new revenue streams, increased transparency, and community building, Web3 is a game-changer for brands looking to drive growth and engagement. No-code solutions like NiftyKit Pro are making it easier than ever for brands to take advantage of this opportunity. Let's explore brand use cases to unlock the potential of Web3 for your brand.

WEB3 INSIGHTS

Web3 marketing is expected to be a $100 billion industry by 2030

82% of Fortune 500 businesses plan to explore Web3 in 2023

70% of people in the United States feel they have no control over how Web 2.0 social media sites manage their personal data

46% of finance apps take advantage of Web3 technology

Statistics and Survey by PwC and MarketsandMarkets

grow with **NiftyKit**

CASE STUDIES

Legendary artist Takashi Murakami successfully connects the contemporary art world with digital art community through NFTs.

Takashi Murakami, a renowned Japanese artist, launched an NFT project called Murakami Flowers. The project is an extension of his signature flower artwork, expressed as dot art reminiscent of Japanese TV games from the 1970s. Murakami Flowers is inspired by Superflat theory, an art movement established by Murakami, that delves into the post-war Japanese culture. The project aims to create a worldview that combines the existing art community with the new NFT art or digital art community.

Exploring the World of NFT

In March 2021, Murakami launched the initial version of the project on OpenSea through an auction. However, he decided to take down the listing as he wanted to prepare his own smart contract. He decided to enhance convenience for collectors and explore the most effective approach for presenting NFT works. This involved assessing the requirement for independent smart contracts, selecting between ERC721 and 1155 standards, determining the necessity of constructing a dedicated storefront, and considering the utilization of IPFS.

Adding New Dimension

Partnering with NiftyKit was the breakthrough needed for Murakami and his team to get seamless and unique features. NiftyKit provided Custom Development, Delayed Reveal, ERC-721 Drop Collection, and Batch airdrop in Murakami's NFT collection. These features added a new dimension to the project and made it more accessible to a wider audience.

Seamless Integration

The addition of NiftyKit's features has made Murakami Flowers more accessible and user-friendly. Custom Development allowed Murakami to add his personal touch to the project, making it more personalized and unique. Delayed Reveal gave buyers the option to reveal their NFTs at a later date, allowing them to hold onto their purchase and potentially increase its value. The ERC-721 Drop Collection made it easier for Murakami to manage his NFT collection, while Batch airdrop made it easier for him to distribute his NFTs to a larger audience.

Takashi Murakami

Conclusion

The partnership with NiftyKit has added significant value to Murakami Flowers, creating a versatile and user-friendly NFT project that blends traditional Japanese art with the digital art community. This unique endeavor showcases Murakami's artistic vision and his pioneering spirit in the digital art world.
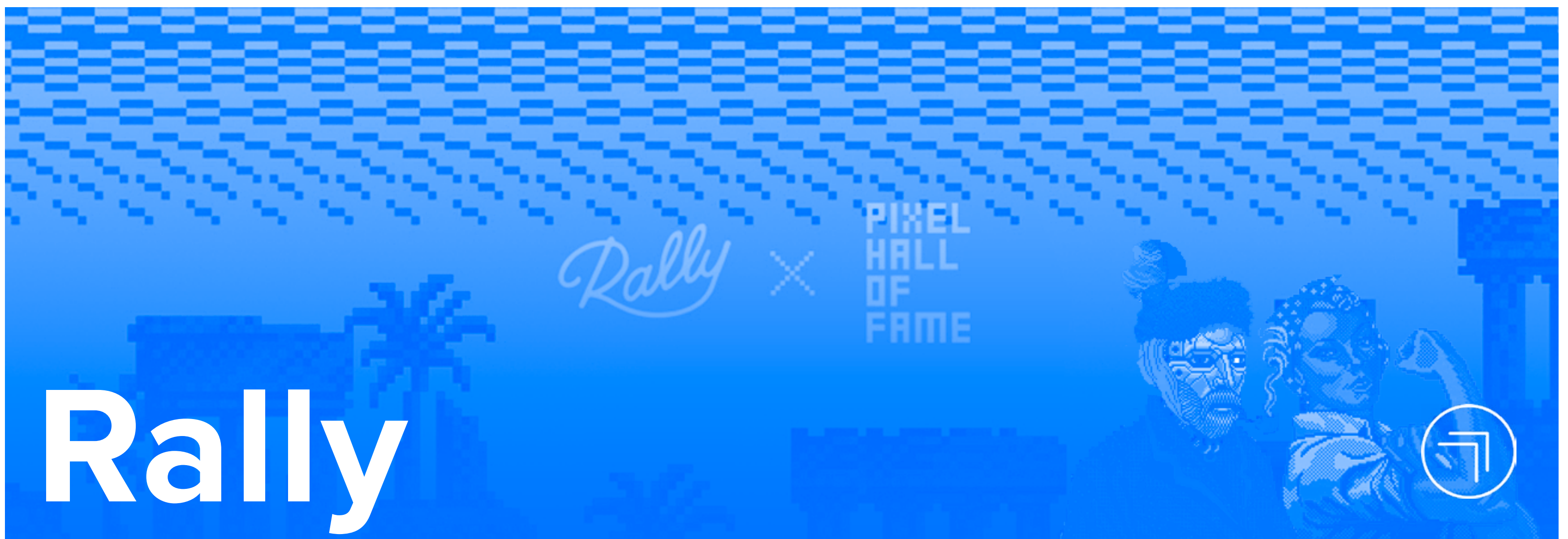
Rally

Rally NFT drop for "Future is History" project successfully launch with purchase options in Ethereum and fiat.

Rally, a cross-platform app for trading collectibles, partnered with NiftyKit to offer NFTs. Using NiftyKit's platform and Software Developer Kit (SDK), Rally created a unique collection of NFTs called The Future Is History, featuring 8-bit vintage character drawings of notable figures. Each NFT was linked to a pack of premium physical cards containing cut signatures, holograms, and relics. This case study explores how NiftyKit created a memorable and nostalgic experience for Rally's users.

Technical Challenges

Rally had a clear vision and design for their NFTs, but they needed technical expertise to implement it for their new NFT collection. Rally needed a partner with the right tools and NFT smart contract expertise to launch their NFT collection successfully.

Customized User Experience

NiftyKit took a comprehensive approach to solve Rally's problem. They created a landing page and microsite using Rally's design, linked the microsite to Rally's deployed smart contract, and provided platform-related services such as smart contract creation and deployment. NiftyKit also provided a Mint Link API for NFT minting and a custom smart contract for multi-tier sales and bulk purchase discounts. They developed a widget for customers to mint NFTs on Rally's website and enabled credit card minting for simplifying the user's NFT experience.

Power of Self-serve Platform

As a result of NiftyKit's partnership, Rally was able to successfully launch their NFT collection and achieve their goals. The self-serve platform provided by NiftyKit made it easy for Rally to manage their NFTs, and the platform's flexibility allowed them to create custom frontends without the need for a developer. NiftyKit also provided assistance to Rally through the drop, ensuring a smooth and successful launch. With NiftyKit's dashboard, Rally's frontline team was empowered to launch and manage NFT projects without the need for a developer.

Conclusion

In conclusion, NiftyKit's partnership with Rally was instrumental in creating a unique and successful NFT drop. Rally aimed to create a nostalgic experience for their special NFT drop, and with NiftyKit's SDK and platform, they were able to achieve their goal. The Future is History is now a popular website that offers a collection of unique NFTs featuring vintage character drawings of notable figures from throughout history. The sales from Rally's NFT collection totaled 170 ETH, approximately 359,123 USD, a significant success for the project. With NiftyKit's tools and expertise, Rally was able to create a seamless and memorable NFT drop for their users.

VaynerSports

VaynerSports pass leveraging NiftyKit to drive engagement and reward holders during the NCAA March Madness tournament.

VaynerSports Pass (VSP) is a prominent sports utility non-fungible token (NFT) project that offers various premier sports experiences to its holders. This case study highlights how NiftyKit was effectively utilized to launch an exclusive NFT collection, enhancing user engagement and providing unique rewards to VSP holders.

NFT Utility and Airdrops

VaynerSports Pass NFTs feature distinct sports icons representing the specific utility accessible to holders. For instance, owning a Basketball VSP grants access to all basketball-related activations released by VSP. Prior to the commencement of the NCAA March Madness Tournament, holders of Basketball VaynerSports Pass NFTs received a random unrevealed ERC721 NFT, symbolizing one of the 64 teams competing in the tournament. These airdrops were executed seamlessly through the NiftyKit portal, using a batch airdrop mechanism.

Competition Structure and Prizes

The competition rewarded VSP holders based on the performance of their assigned teams in the tournament. The longer a team survived, the greater the potential prizes for its associated holders. The ultimate prize was guaranteed for those who owned the "Team NFT" representing the winning team, UCONN in this instance. These fortunate winners received an exclusive signed baseball from Alejandro Kirk, a renowned VaynerSports athlete and All-Star Blue Jays Catcher.

Additional Rewards and Raffles

Throughout the tournament, VaynerSports Pass holders who possessed "Team NFTs" advancing beyond the Sweet 16 round had opportunities to win various enticing rewards. These rewards included NFTs from Friday Beers, VF Book Game Tokens, sports jerseys, and Cryptoon Goonz NFTs. Raffles were conducted exclusively for holders of the qualifying "Team NFTs," further amplifying engagement and excitement among participants.

Custom Minting and Additional NFT Sales

To cater to enthusiasts seeking more "Team NFTs," a custom mint page was established on NiftyKit. For a modest fee of 0.02 ETH per additional NFT, interested individuals could acquire more team-themed NFTs. This initiative proved successful, with approximately 300 additional NFTs being sold, effectively expanding the participation and ownership base.

Conclusion

VaynerSports Pass successfully organized a captivating NFT-based competition for the NCAA March Madness Tournament with NiftyKit. Engaging holders with airdrops, rewarding their teams' performance, and offering additional incentives contributed to heightened user participation and enthusiasm. This case study highlights the effectiveness of utility-based NFTs in driving engagement and fostering a vibrant community within the VaynerSports Pass ecosystem.

NiftyKit Pro: Simplifying NFTs for Brands

NiftyKit Pro is a user-friendly platform that simplifies the NFT experience. With NiftyKit Pro, you can launch NFT projects that bring your digital assets to life without the complexity. This allows you to focus on creating engaging digital experiences for your audience.

However, NiftyKit Pro is much more than just an NFT creator; it's a gateway to unlocking new growth opportunities for your brand. It allows you to delve into new markets, enhance your brand's digital presence, and drive revenue.

A major challenge brands face when entering the world of NFTs is dealing with cryptocurrency and digital wallets. The setup process can be daunting, especially for those new to blockchain technology. NiftyKit Pro eliminates this need, making the process seamless and hassle-free for you and your team.

About NiftyKit

At NiftyKit, we empower creators, artists, brands, and businesses to unlock new economic opportunities and build community through NFTs. NiftyKit is a first-of-its-kind no-code NFT launchpad that allows people to easily create, manage, and sell NFTs on their own custom smart contracts. We provide true ownership of smart contracts and NFTs through easy-to-use, accessible, and affordable tools.

Learn more: www.niftykit.com
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