moonblock
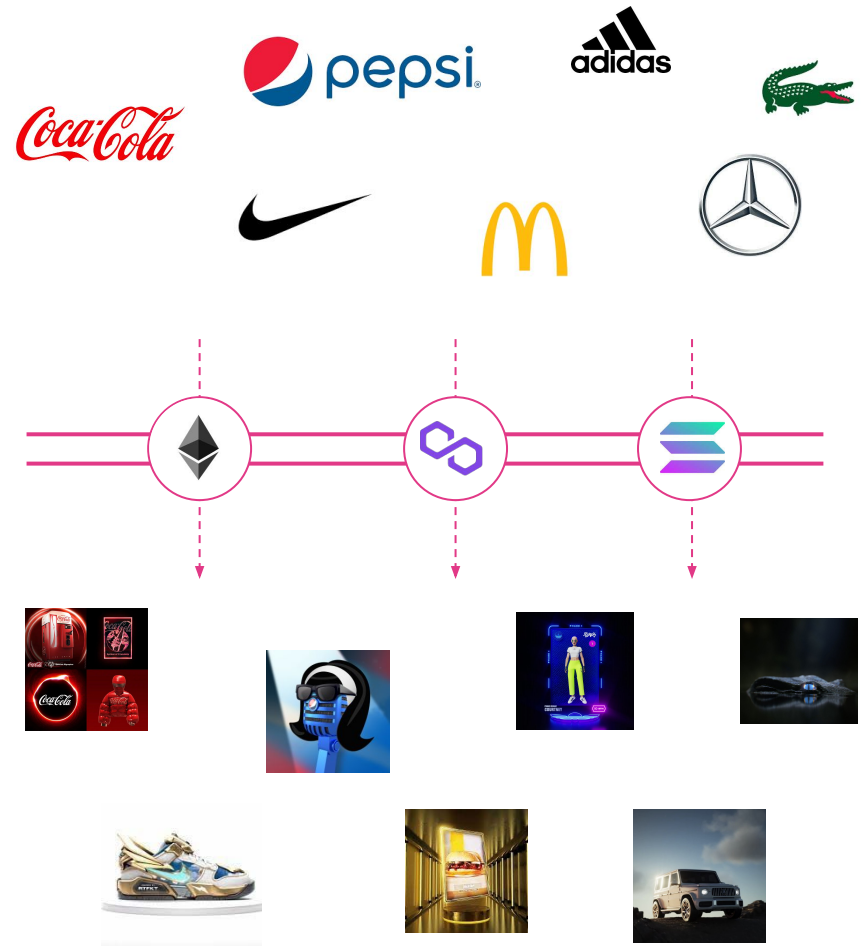
Brands and corporates entering the NFT Space

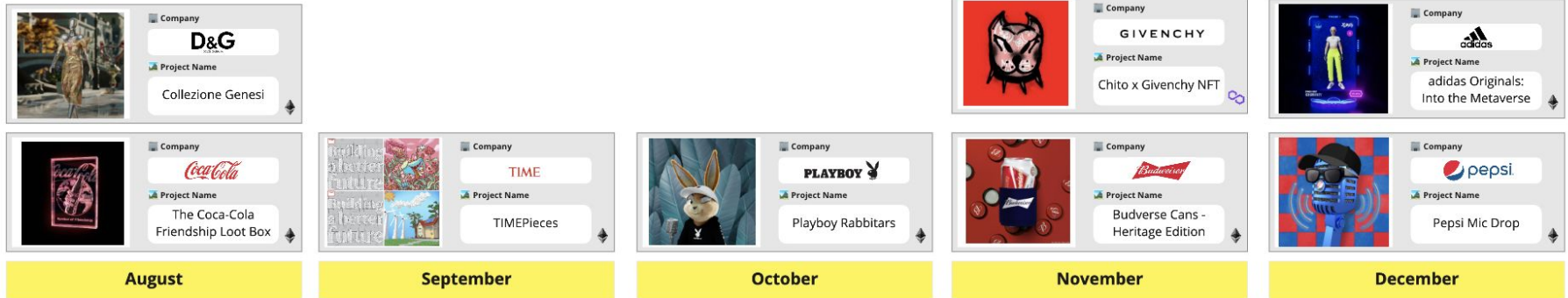*As of July 2022*

In 2021 first large brands began with isolated NFT experiments and launched charity NFT auctions or first collections ...

NOT EXHAUSTIVE

Company	Project Name
D&G	Collezione Genesi

Company	Project Name
Coca-Cola	The Coca-Cola Friendship Loot Box

Company	Project Name
TIME	TIMEPieces

Company	Project Name
PLAYBOY	Playboy Rabbitars

Company	Project Name
GIVENCHY	Chito x Givenchy NFT

Company	Project Name
Budweiser	Budverse Cans - Heritage Edition

Company	Project Name
adidas	adidas Originals: Into the Metaverse

Company	Project Name
pepsi	Pepsi Mic Drop

August **September** **October** **November** **December**

2021

... followed by multiple further NFT initiatives with especially strong adoption in automotive and fashion/luxury

NOT EXHAUSTIVE

January	February	March	April	May	June

Currently reasons to enter the NFT space are mainly centered around innovation, marketing, and product

Innovation

- Keeping up to date with **latest technology trends** and exploring potential **use cases**
- Gateway for initiatives to enter the **metaverse**

Marketing & PR

- Generating **publicity and awareness**
- Reaching **new customer target groups** (e.g. millennials)
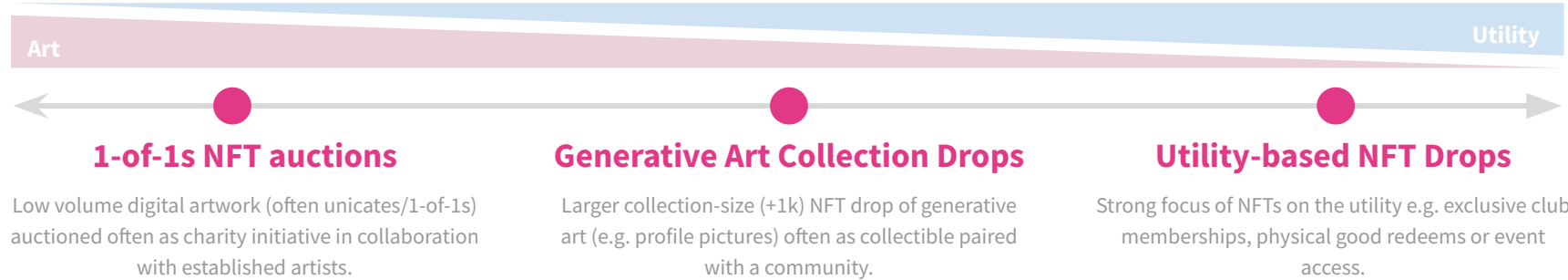- Rewarding **existing customer base** (e.g. loyalty programs)

Product

- Create new **NFT-enabled digital product** offering or extension
- Increased **liquidity and flexibility** for customers to **resell product**
- Additional **revenue streams** via secondary sales

We see a spectrum of 3 different NFT archetype projects that were launched by brands and corporates

Art   Utility

1-of-1s NFT auctions

Low volume digital artwork (often unicates/1-of-1s) auctioned often as charity initiative in collaboration with established artists.

Generative Art Collection Drops

Larger collection-size (+1k) NFT drop of generative art (e.g. profile pictures) often as collectible paired with a community.

Utility-based NFT Drops

Strong focus of NFTs on the utility e.g. exclusive club memberships, physical good redeems or event access.

Four 1-of-1 NFTs auctioned as a single loot box for charity

Coca cola released 4 one-of-one NFT collectibles as a single loot box in the international friends day charity auction. The winning bidder will also received an in-real-life Coca-Cola refrigerator.

- **Project Name**: The Friendship Box NFT
- **Launch Date:** 02.08.2021
- **Blockchain:** Ethereum
- **Supply**: 5 (Initial loot box + 4 x 1/1s)
- **Project Website**: https://maketafi.com/coca-cola-nft
- **Marketplace URL**: https://opensea.io/collection/coca-cola
- **Partner**: Tafi, Virtue

Source: https://www.coca-colacompany.com/news/coca-cola-to-offer-first-ever-nft-collectibles

Marketing-driven Pepsi NFT with a free ~2k generative art collection

Pepsi released a trait-based generative-style NFT collection as a marketing & branding initiative free of charge and without royalty fees.

- **Project Name**: Pepsi Mic Drop
- **Launch Date:** 14.12.2021
- **Blockchain:** Ethereum
- **Supply**: 1.893
- **Project Website**:
  https://micdrop.pepsi.com/
- **Marketplace URL**:
  https://opensea.io/collection/pepsi-mic-drop
- **Partner**: VaynerNFT

Adidas launched an utility NFT for physical product claims

Adidas launched in partnership with some native NFT brands an NFT collectible that grants holders access to physical merchandise claims as well as digital utility (e.g. metaverse experience).

- **Project Name**: Adidas Into the Metaverse
- **Launch Date:** 18.12.2021
- **Blockchain:** Ethereum
- **Supply**: 30.000
- **Project Website**: https://www.adidas.com/into_the_metaverse
- **Marketplace URL**: https://opensea.io/collection/adidasoriginals
- **Partner**: BAYC, Punks Comic, GMoney

However, there are also risks associated that brands and corporates should consider

Access and adoption

- Crypto and wallet **adoption** is still scarce with **limited user experience**
- **Barriers to enter** for existing customer base might be fairly high

Reputation

- **Missing fit** of the NFT project to the **brand identity** and **values**
- Frowning away **existing customer base** that don't identify with blockchain and Web3
- Reputational damage due to **fake collections** and **discord scams**
- Overall **high volatility** of crypto markets

Execution

- Limited **in-house knowledge** to execute project delivery and technical development

If you enjoyed our research, the NFT brand radar might be interesting for you
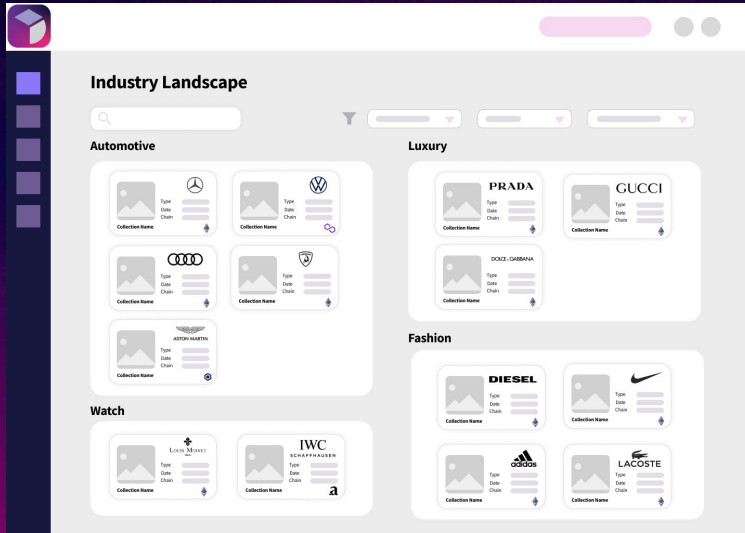
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Introducing the moonblock NFT Brand Radar

All the data you need to stay up to date with the industry and to make your next move.

Sign-up to our private alpha:
https://moonblock.io/nft-brand-radar

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