



CasperPunks

CasperPunks Prove Marketing ROI of NFTs

The first NFTs on the Casper blockchain unlock new levels of consumer engagement and utility



Bold Ambition

To celebrate Casper's third Birthday, our team decided to recognize the community who have been part of our journey and create rare gifts for them. Our idea was to give the entire community an opportunity to win one of the first, rare CasperPunk NFTs and to launch this idea at NFT. NYC, the biggest NFT event of the year.

At Casper, we don't settle for the status quo, so we created NFTs with utility that exceeds the ERC 721 NFT standard set by CryptoPunks.

"We are excited to unlock the benefits and utility of the first CasperPunk NFTs on the Casper blockchain and demonstrate the full potential of NFTs for enterprise customers. Each of our CasperPunks is embedded with smart contracts that have a built-in ability to direct royalties and revenue to multiple accounts. Just imagine the potential!"

- **Medha Parlikar, Co-Founder and CTO of Casper Labs**

Challenges

- How to get the word out when social media platforms do not typically allow crypto brands to run paid media campaigns?
- How to measurably heighten Casper brand awareness and engagement?
- How to capture the imaginations of digital natives on Twitter?
- How to show enterprise customers the marketing value of NFTs on the Casper blockchain?
- In just 72 hours, how to move this idea from concept to launch?

How We Helped

90,000 entrants
30,000 retweets

Casper Twitterbase grew from **71,000** to **110,000** followers with no media budget!