

# FrequenC Case Study

**NEXT! FURTHER**

# WHO WE ARE

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**FREQUENC** is a global strategy and marketing firm. We power game-changing companies of every size. With a sense of curiosity in the age of machines and technology, we understand that our humanity is what drives us to achieve greatness.

We are a team with a deep understanding of tech, creators, and pop culture.

We believe that storytelling is a powerful tool to convey ideas and emotions, and we use it to create campaigns that resonate on the same frequency.

# ABOUT FREQUENC

# 181M

**181 MILLION+** TOTAL SOCIAL IMPRESSIONS AS OF MARCH 2023 FOR OUR CLIENTS AT FREQUENC

# 7.1M

**7.1 MILLION+** TOTAL SOCIAL LIKES AS OF MARCH 2023 FOR OUR CLIENTS AT FREQUENC

# 1.1M

TOTAL REACH OF OVER **1.1M** FOR PRODUCT MARKETING ACTIVATIONS FROM FREQUENC

# 30000%

OVER **30000%** AVERAGE GROWTH FOR CLIENTS ON SOCIAL

# 250K

WE HAVE GENERATED OVER **250K** SIGNUPS FOR PRODUCT LAUNCHES

# 26

WE HAVE WORKED WITH OVER **26** PRODUCTS IN 5 COUNTRIES IN YEAR 1

# THE OVERVIEW

NEXTCYPHER IS A NEXT GENERATION SCI-FI STUDIO FOUNDED ON THE PRINCIPLES OF DECENTRALIZATION AND USES EMERGING TECHNOLOGY TO PUSH BOUNDARIES AS TO HOW STUDIOS ENGAGE WITH THEIR COMMUNITY.

CRYPTO PIONEER JEFF GARZIK CAME TO FREQUENC AT THE BEGINNING STAGES OF NXC TO COLLABORATIVELY DEVELOP THE CONCEPT, STRATEGY, DESIGN, MARKETING, PARTNERSHIPS AND MORE.

OUR TEAM ACTED AS SECOND IN COMMAND FOR MR. GARZIK IN ALL ASPECTS OF THE PROJECT LAUNCH AND FOUNDATION.

IN THE FOLLOWING SLIDES YOU WILL SEE THE DEVELOPMENT OF VISUAL IDENTITY, BRANDING, CREATIVE, 360 MARKETING, AND EXAMPLES OF SUCCESSFUL STRATEGIES TO ENGAGE WITH A SPECIFIC SCI-FI AUDIENCE WITHIN WEB3.

BE MORE THAN A FAN.

# NEXT OVERHER

Is a new independent entertainment company formed to develop and produce premium scripted content for film, television, streaming, and other emerging platforms and technologies. Specializing in science fiction and fantasy storytelling.

# ACTIONS

CREATE A NEW BRAND BIBLE, WEBSITE, AND THE OVERALL LOOK AND FEEL OF NEXTCYPHER IRL AND ONLINE.



CREATE A 360 MARKETING STRATEGY FOR NXE AS WHOLE.



PLAN AND EXECUTE A STRATEGY TO INCORPORATE NFTS, EXISTING IP, AND A PHYSICAL COMIC BOOK INTO THE BRAND.



CREATE AN ORGANIC AND PAID COMMUNICATION AND BRAND LAUNCH STRATEGY.



DEVELOP AN NFT FROM CONCEPT TO LAUNCH WITH REAL WORLD SCI-FI UTILITY.



CREATE AN AMBASSADOR PROGRAM FOR CHAMPIONS OF NXE



GROW A SOCIAL MEDIA FOLLOWING FROM SCRATCH



HIRE AND RECRUIT TALENT TO JOIN NXE TEAM



CREATE AND PRODUCE AN ONLINE YOUTUBE SHOW FEATURING SOME OF THE BEST SCI-FI WRITERS, PRODUCERS, AND TALENT.



CREATE A MARKETING STRATEGY FOR EXISTING IP, SCRIPTS, AND TV SHOWS WITHIN THE NXE ECOSYSTEM



GO-TO-MARKET STRATEGY AND EXECUTION OF NXE FAN PLATFORM



MANAGE DAY TO DAY OPERATIONS OF NXE AS SECOND IN COMMAND FOR ALL THINGS NXE IN WEB3.



CREATE A PARTNERSHIP STRATEGY, OUTREACH, AND MATERIALS FOR NXE BRAND AWARENESS



CREATE A GO-TO-MARKET STRATEGY FOR LOOKING GLASS, A NXE ORIGINAL COMIC BOOK



# SCOPE

## \_BRANDING & STRATEGY\_

- \_BRAND RESEARCH
- \_CONCEPT & NARRATIVE
- \_BRAND CREATION & GUIDELINES
- \_STRATEGIC BUSINESS DIRECTION
- \_ORGANIZATIONAL DEVELOPMENT
- \_NEW VENTURE STRATEGY
- \_ANALYTICS AND REPORTS
- \_360 MARKETING STRATEGY

## \_PLANNING & MANAGEMENT\_

- \_AUDIENCE SEGMENTATION
- \_TIMELINE CREATION
- \_CREATIVE CAMPAIGNS
- \_COMMUNICATIONS STRATEGY
- \_SOCIAL MEDIA STRATEGY
- \_SOCIAL BRAND STANDARDS
- \_DISCORD ACTIVATION
- \_DISCORD MANAGEMENT

## \_BRAND ACTIVATIONS & LAUNCHES\_

- \_NFT & COMIC BOOK LAUNCH
- \_SOCIAL MEDIA MANAGEMENT
- \_AMBASSADOR PROGRAM
- \_INFLUENCER MANAGEMENT
- \_PRODUCT GO-TO-MARKET STRATEGY
- \_PARTNERSHIPS
- \_NFT CREATION & DEVELOPMENT



# 450K

OVERALL IMPRESSIONS GREW **450K** MORE

# 1600%

AMOUNT OF RETWEETS INCREASED BY OVER **1600%**

# 3200%

FOLLOWERS GREW BY OVER **3200%** ON SOCIAL

## NXC METRICS

# OVER 100K

SIGN UPS FOR NXC'S FIRST **1,138** EDITION NFT

**FXC**  
**CREATIVE**

NEXTCYPHER | CREATIVE

# THE ASK

FrequenC was tasked with developing a brand identity as a first step with NextCypher.

Our team dove into the realm of sci-fi in order to distill branding and marketing that would resonate with fans but also be evergreen enough to use throughout development and production of tv series.

This branding needed to be applied to web, print and professional applications as it was not only fan facing but used in tandem to pitch shows as well. The overarching goal was to establish a high level design language that would grow with the brand.



# COLORS

BLACK

PANTONE :

11-0601 BRIGHT WHITE

RGB :

244 . 244 . 244

WHITE

PANTONE :

11-0601 BRIGHT WHITE

RGB :

244 . 244 . 244

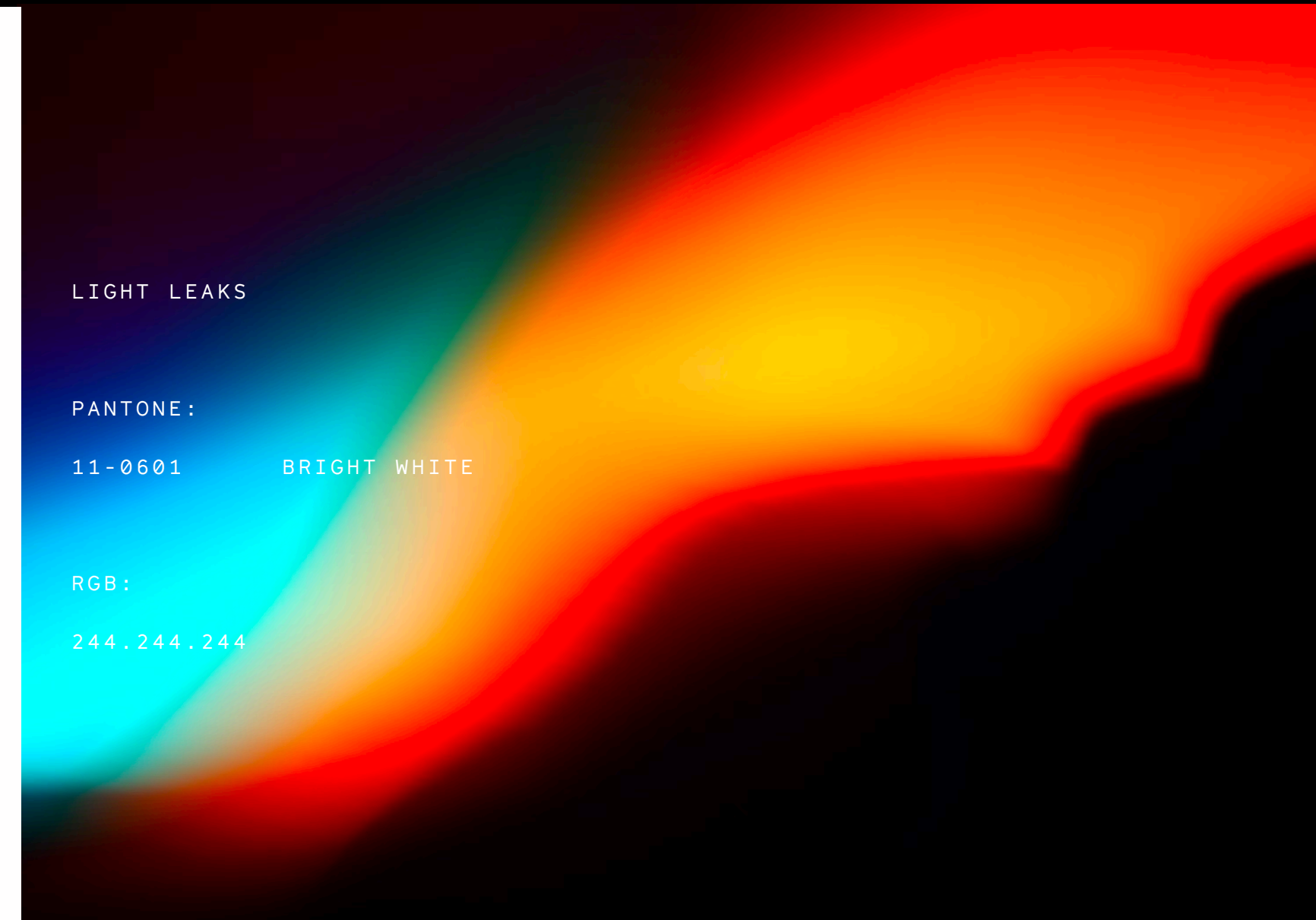
LIGHT LEAKS

PANTONE :

11-0601 BRIGHT WHITE

RGB :

244 . 244 . 244



# FONT S

PRIMARY

SECONDARY

# ABC 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

FONT: DRUK  
WEIGHT: MEDIUM

# ABC 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

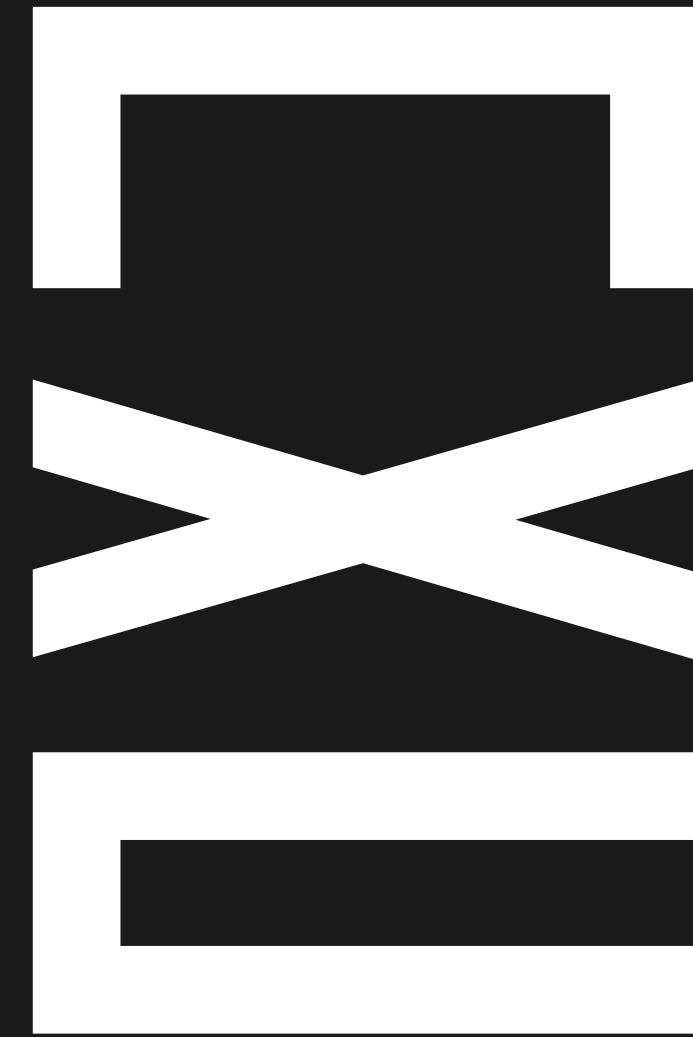
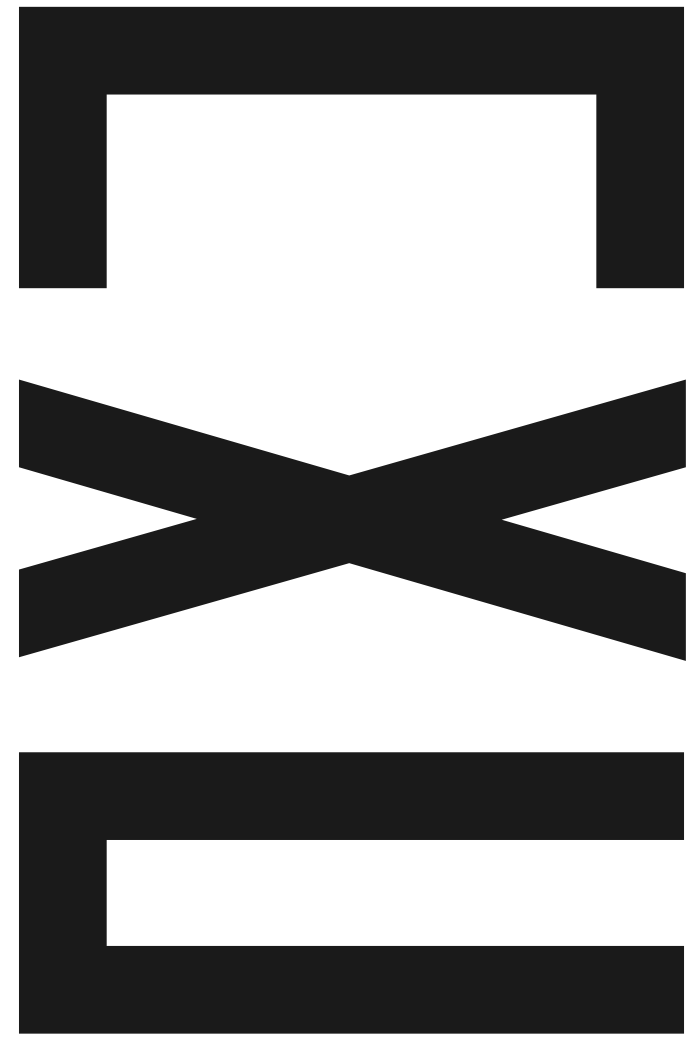
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WEIGHT: REGULAR

# PRIMARY LOGO

**NEXT SUPPLIER**

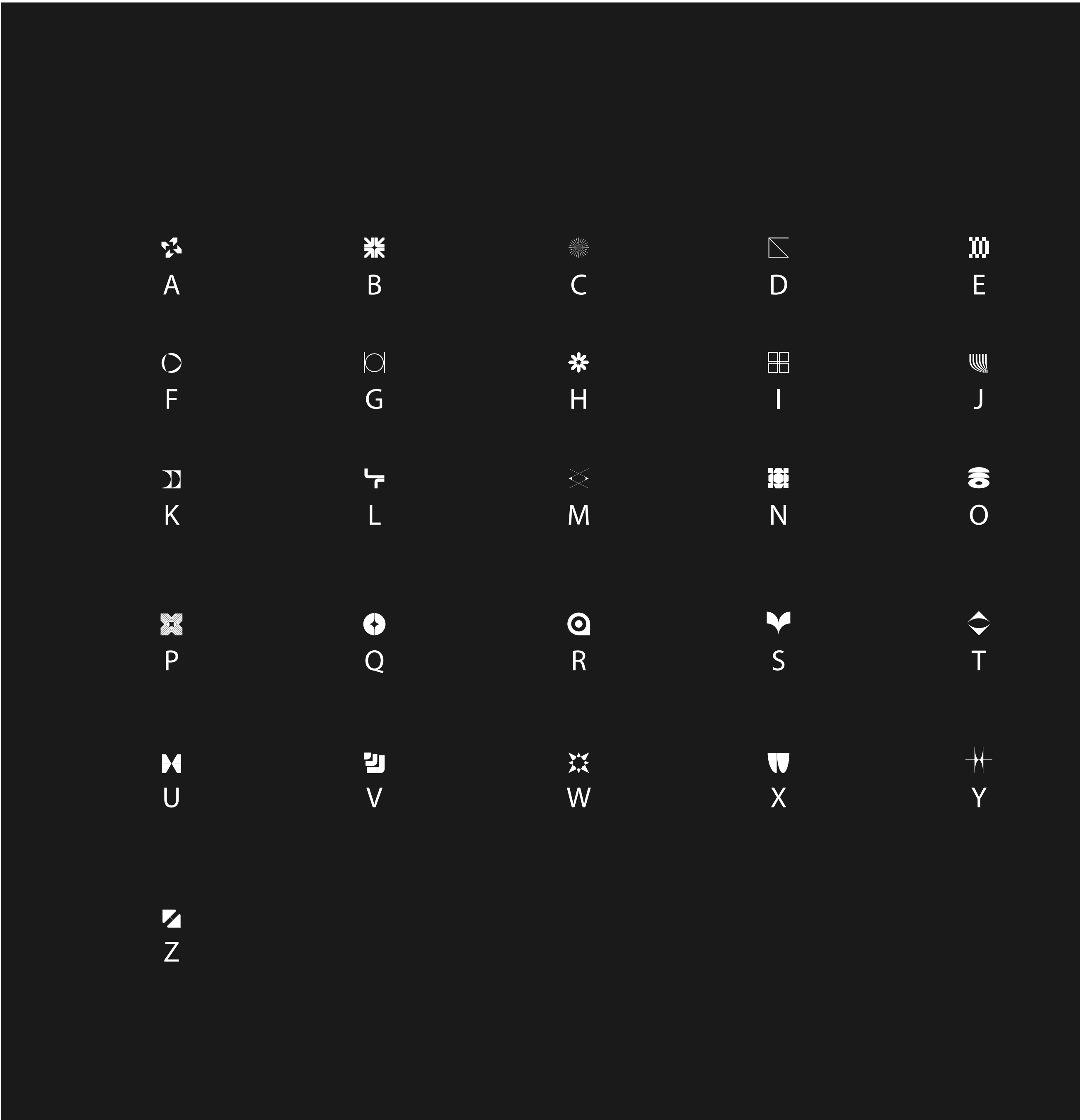
**NEXT SUPPLIER**

# SECONDARY LOGO



# ALPHABET

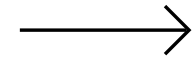
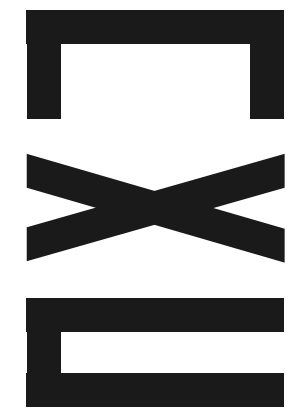
A	B	C	D	E
F	G	H	I	J
K	L	M	N	O
P	Q	R	S	T
U	V	W	X	Y
Z				



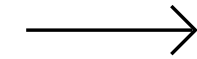
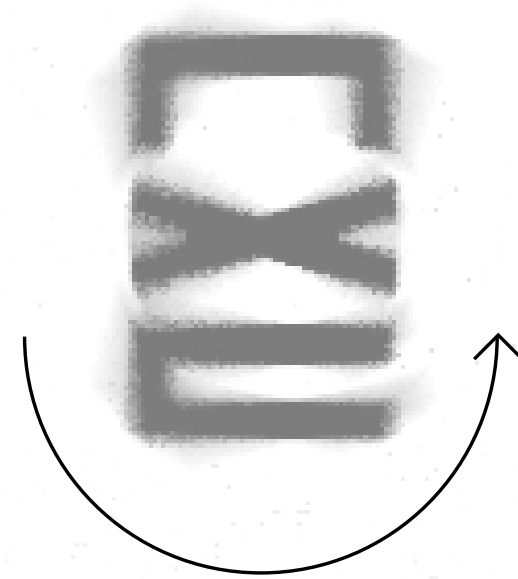
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F	G	H	I	J
K	L	M	N	O
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U	V	W	X	Y
Z				



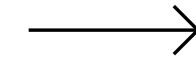
START



STEP 2



STEP 3



STEP 4



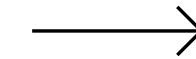
STATIC VERTICAL LOCK UP

ROTATING ON AXIS COUNTER CLOCKWISE

STATIC HORIZONTAL POSITION

LETTERS SPREAD OUT (KINETICLY) – INTRODUCING A NEW LANGUAGE OF SHAPES

STEP 5



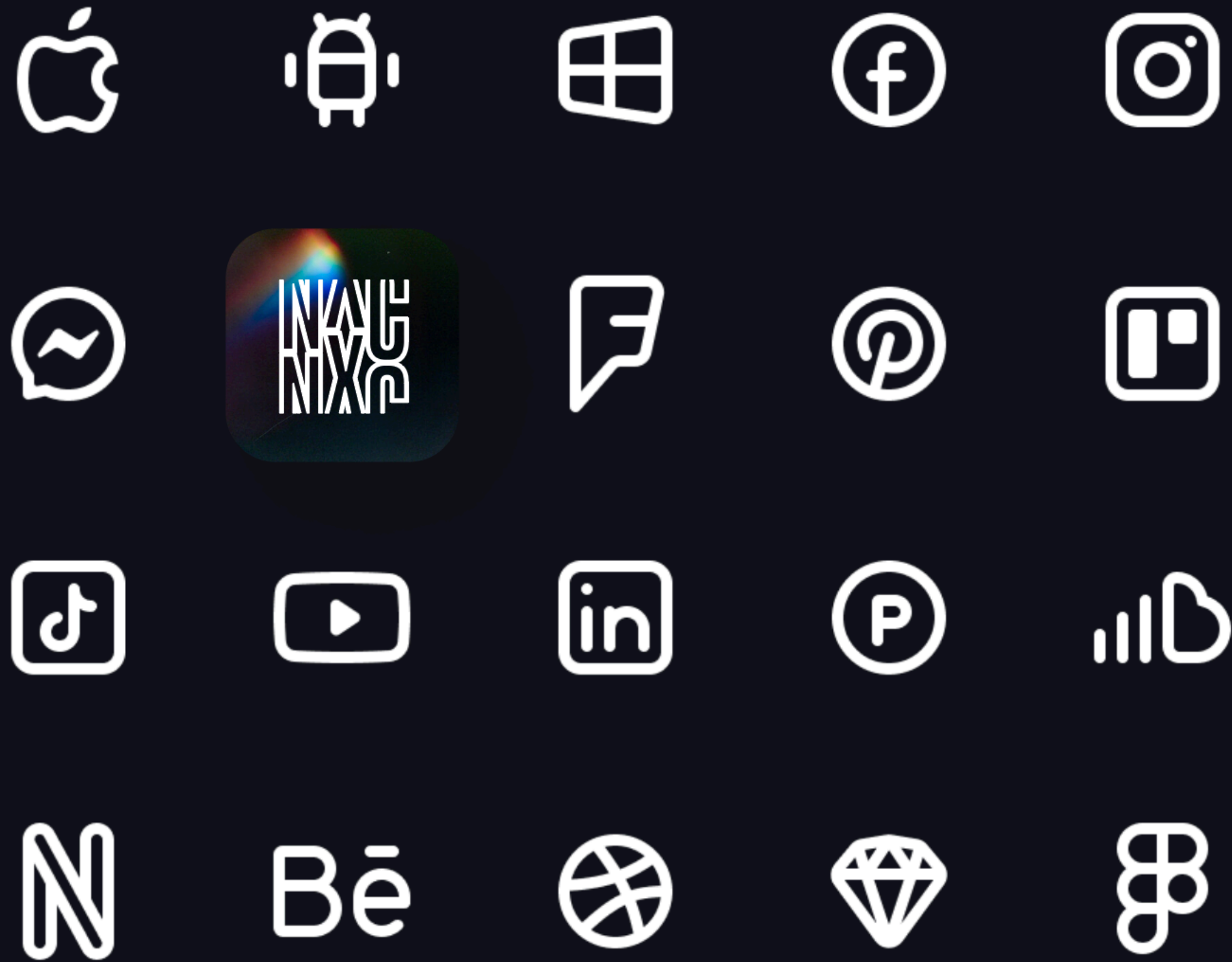
END



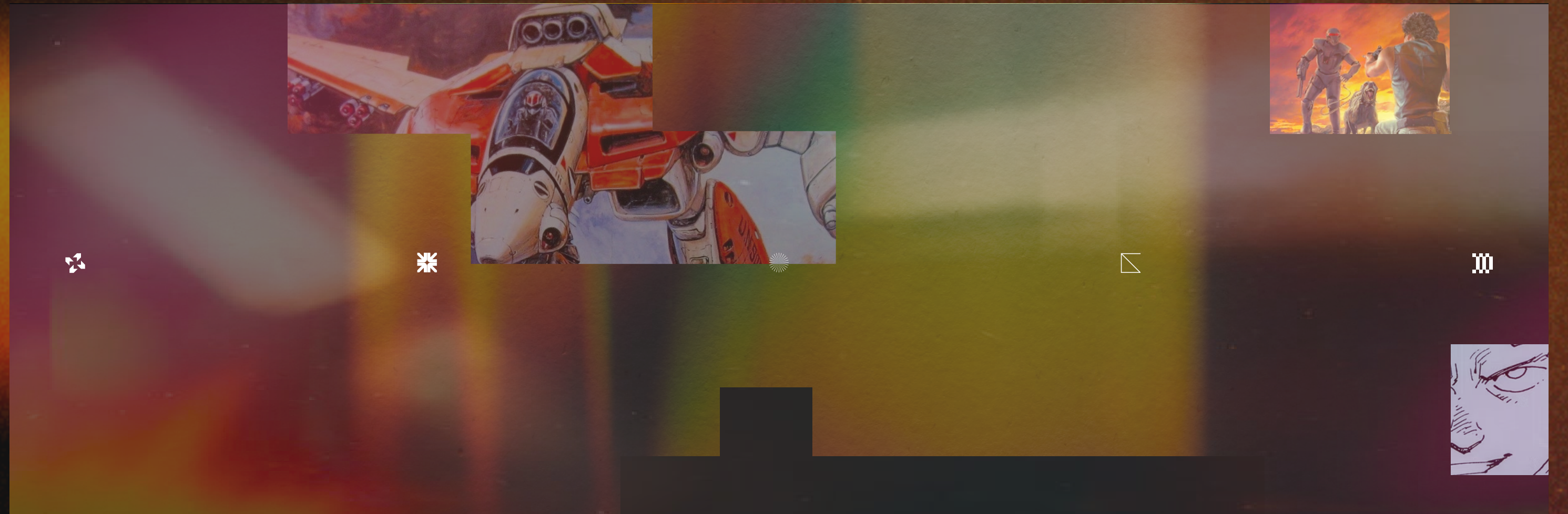
SHAPES FALL LIKE A SLOT MACHINE REVEALING THE LETTERS BEHIND THE SYMBOLS

WE LAND ON OUR LOGO

# SOCIAL



# SOCIAL BANNERS



# WEBSITE



next cypher

FILMS TV OTHER STUFF SHOP

PREV NEXT

## DEATH LANDS

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae

LOAD MORE →

ABOUT NEXT CYPHER

WE TURN IDEAS INTO WORKS OF ART.

OUR SPECIALIZATION:

LOREM  
LOREM  
LOREM

← PREV

PREV

NEXT →

NAV HERE

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# TRI-FOLD PRINT

SIT AMET

LOREM

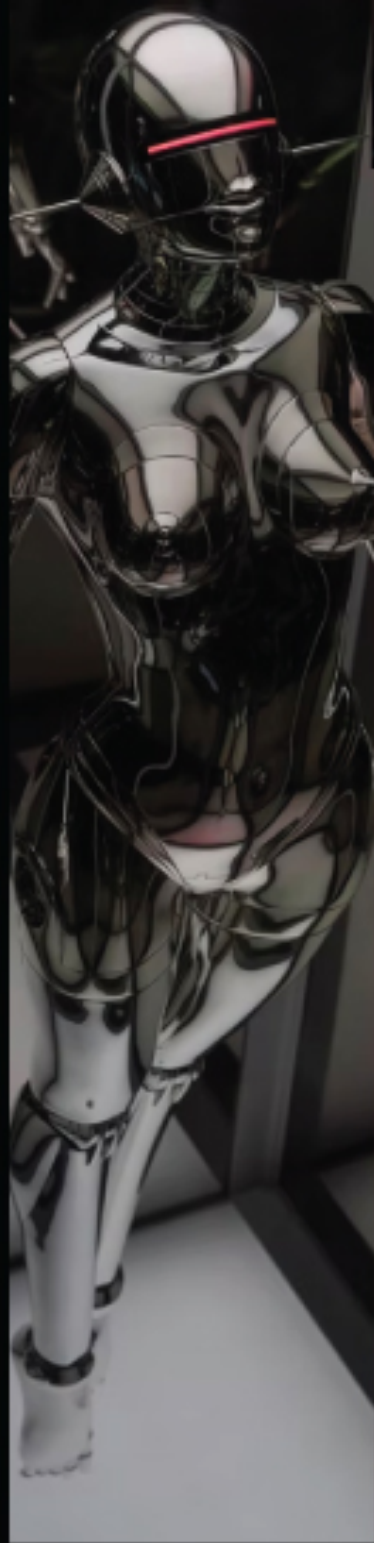
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NEXT CYBER



SED MAGNI QUIA

4.05.2022

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Nam libero tempore

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www.example.com

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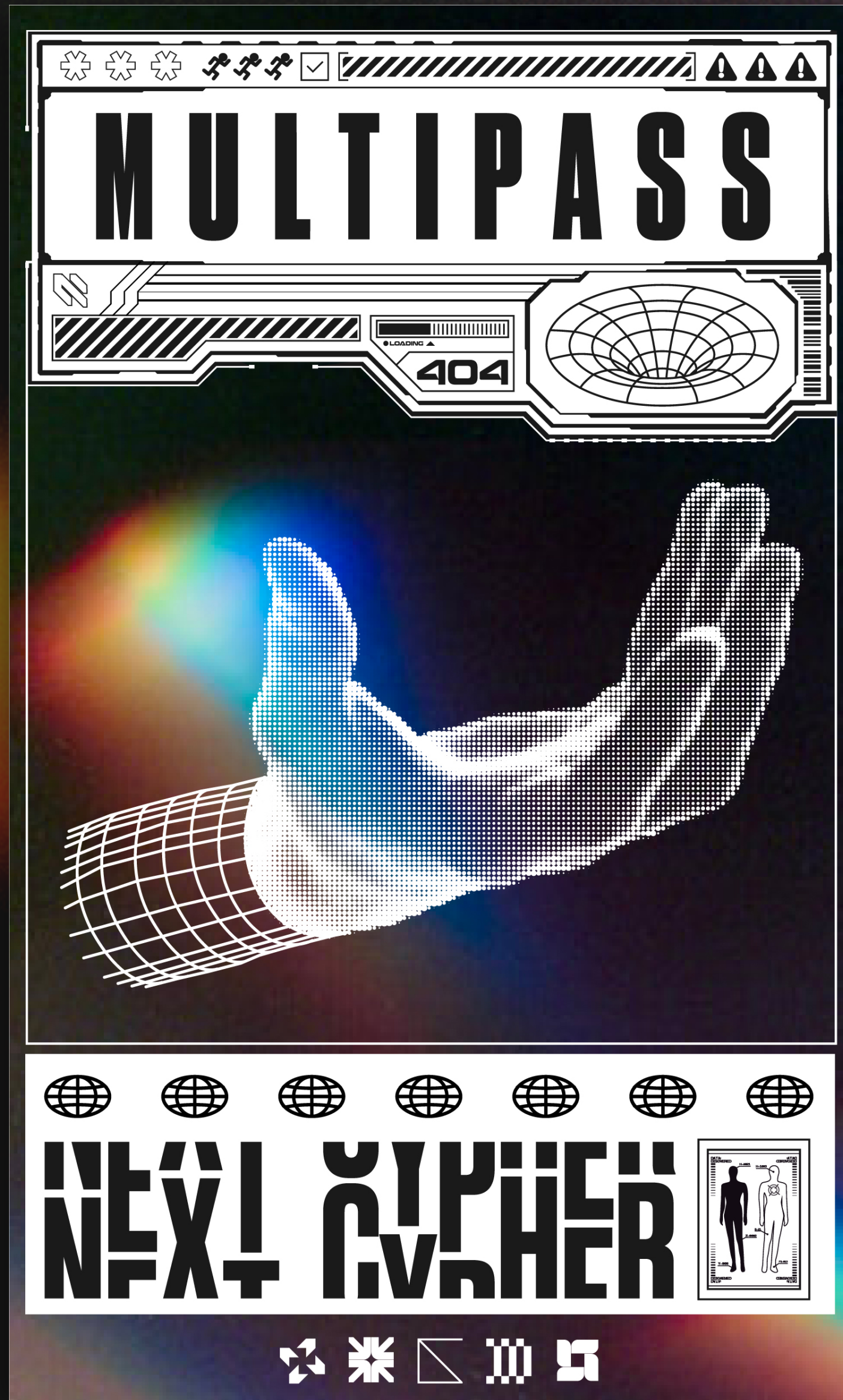
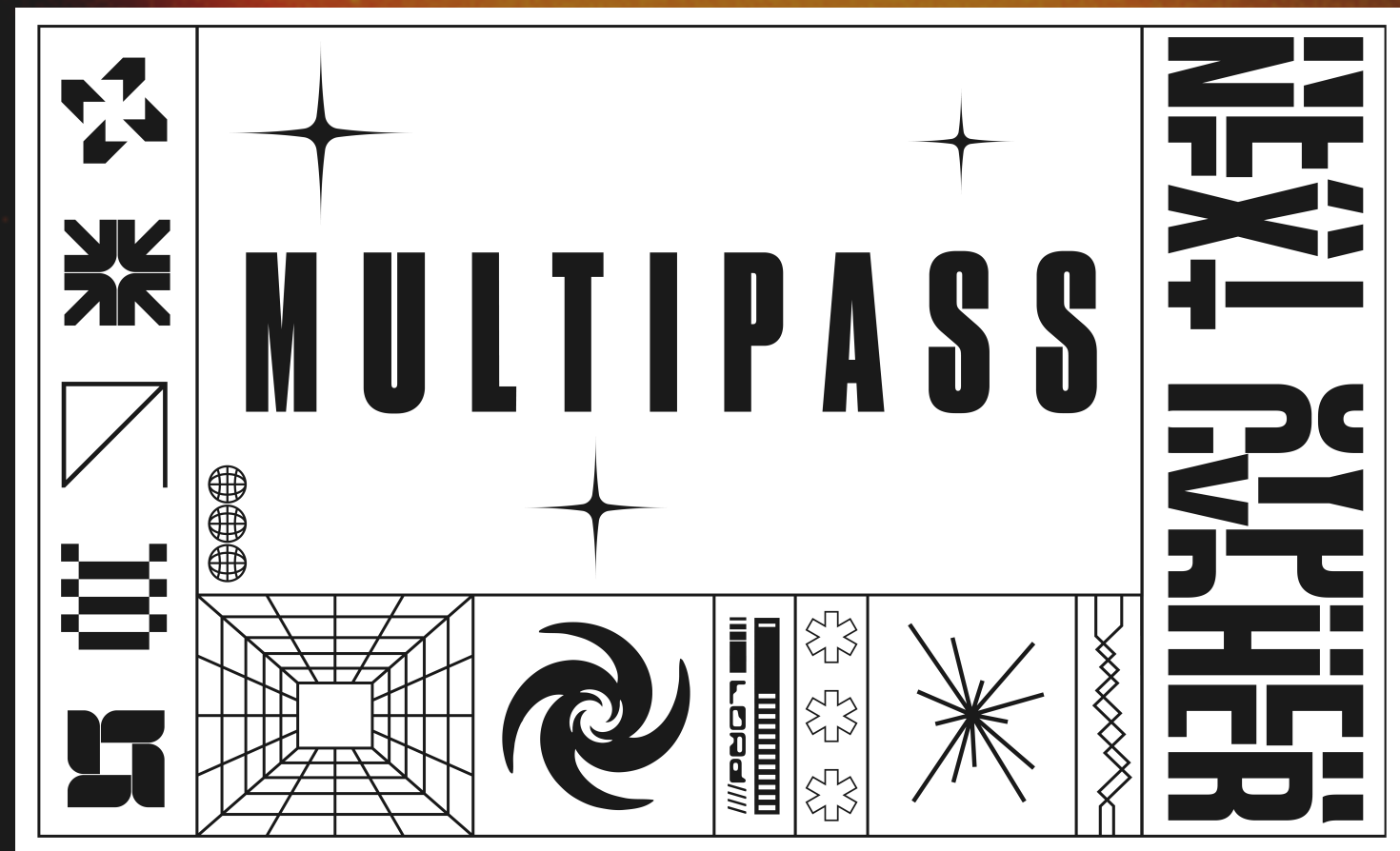
Cum soluta nobis est eligendi



# NXC MULTIPASS

THROUGH THE DEVELOPMENT OF LORE AND COPYWRITING, FQC'S STORYTELLING AND VOICE DEVELOPED THE CREATIVE DIRECTION IN TANDEM FOR THE EVOLUTION OF THE METAVERSE AS A WHOLE. THE CREATION OF A DIGITAL COLLECTABLE (NFT) WAS A WAY TO CONNECT TRADITIONAL SCI-FI FANS WITH WEB3 POSSIBILITIES.





# AFTER CREATING THE BRANDING, FQC WAS TASKED WITH DEVELOPING A STRATEGY FOR THE FIRST NFT WITHIN THE NXC ECOSYSTEM.

FQC SET ABOUT THIS TASK BY ASKING OURSELVES WHAT SCI-FI FANS WOULD WANT AND HOW WE WOULD REACH THEM.

AFTER DETERMINING OUR PRESCIENCE VIA AMBASSADORS WITHIN THE GAMING, TTRPG, FANTASY AND COMIC SPACES WE THEN DEVELOPED A ROLL OUT STRATEGY AND ROADMAP OF UTILITY FOR NXC.



# OVERVIEW OF OUR FLAGSHIP SERVICES:

- ✦ NFT CONCEPT AND UTILITY
- ✦ NFT ART DESIGN AND DEVELOPMENT
- ☀️ GO-TO-MARKET STRATEGY
- ☑️ NFT LAUNCH INFLUENCER CAMPAIGN
- 🎬 STREAMING SHOW FILMING & PRODUCTION
- 🕒 DEV TEAM AND SMART CONTRACT CREATION
- ✦ DIGITAL MARKETING CAMPAIGN
- 📖 COMIC BOOK PHYSICAL LAUNCH



**1138 PASSES WERE MINTED BY OUR COMMUNITY  
WITH A TOTAL OF OVER 100K SIGN UPS.**

**OUR STRATEGY WAS TO PROVIDE A UTILITY DRIVEN MULTIPASS THAT  
PROVIDES ACCESS TO SPECIAL ACTIVATIONS, PRIZES, VOTING,  
EXCLUSIVE SHOW BASED MERCHANDISE/ART/COMICS AND MORE.**

THIS PASS SERVES AS A GATEWAY TO BRIGE WEB2 AND WEB3 EXPERIENCES  
TOGETHER THROUGH THE CREATION OF A VISUAL FAN PLATFORM, PHYSICAL  
\* ACTIVATIONS, AND WEB3 TOKENIZED ACCESS TO COMMUNITIES AND PERKS. THE PASS \*  
GIVES OWNERSHIP AND POWER TO MEMBERS WHO WOULD LIKE TO PARTICIPATE IN  
SHOW PRODUCTIONS, SCRIPT WRITING, AND SET VISITS.

**THIS STANDS NOT ONLY AS A TESTAMENT TO THE INTEREST OF OUR COMMUNITY BUT THE POTENTIAL FOR FAN DRIVEN PRODUCTION AS A USE CASE TO SHOW BUYERS.**

**WE'RE CATALYZING A NEW CULTURE FOR ENTERTAINMENT COMPANIES WHERE COMMUNITY BUILDING AND SUPPORT IS INTEGRAL TO BUSINESS SUCCESS.**

**THE FOLLOWING ARE CLEAR AND CONCRETE EXAMPLES OF UTILITY THAT WILL BE PROVIDED. IT IS IMPORTANT TO NOTE THAT UTILITY INCREASES OVER TIME. THE LONGER YOU HOLD YOUR MULTIPASS, THE MORE BENEFITS YOU WILL HAVE ACCESS TO, AS WE RELEASE MORE SHOWS.**

<p>✱ DISCOUNT OR EARLY ACCESS FOR ALL NXC PRODUCTS</p>	<p>✱✱ FOR ALL FUTURE NXC NFTS: DISCOUNT (IF PRICED) OR ALLOWLIST ACCESS (FREE MINT).</p>
<p><b>Example:</b> Each Multipass holder will be able to claim one (1) Looking Glass prequel graphic novel, to be shipped directly to your mailbox, a \$19.95 + shipping value. Our target is to ship this to pass holders by end of year.</p> <p><b>Example:</b> Private first-look watch party for Looking Glass and Deathlands episodes, before they stream on major networks.</p>	<ul style="list-style-type: none"> <li>• Looking Glass, Deathlands NFT collections coming in 2023</li> <li>• Access to Multipass-only in-person events</li> <li>• Access to Multipass-only discord channels</li> <li>• Loot-style traits: Each Multipass has loot-like gaming traits. Pay particular attention to the “gp” value, which is intended to represent cyberpunk nuyen in a loot-like gaming context.</li> <li>• Access to Multipass-only tokenized NxC Fan platform</li> </ul> <ul style="list-style-type: none"> <li>• Sneak peeks into production as it films</li> <li>• Access to showrunners in Hollywood and producers</li> <li>• Pitch events, where OG Multipass holders can pitch stories to showrunners and producers! It is possible that NxC might fund production of your story idea, within one of our universes.</li> <li>• Exclusive Looking Glass, Deathlands, other NxC content drops</li> <li>• Watch parties, voting on show production</li> </ul>

# THE MULTIPASS

CREATIVE COPY

1 Dear cyberpunk gridrunners,

Thank you for sharing the journey into the future together with us.

NextCypher ("NxC") is a web3 media studio. In the old days, this was known as a film and television studio like Warner Bros. or MGM.

The NextCypher Multipass that you hold is intended to be a fast-pass and gateway to every single TV show and video universe that our studio develops. Every new show from NextCypher will feature a series of events and promotions that provide pass holders with exclusive benefits, discounts and insider access.

The utility of the pass multiplies with each property NextCypher's studio develops. We are currently developing three (3) properties, Looking Glass, Deathlands and Future Dot Gov. This means the Multipass will provide benefits and discounts for each of these 3x shows. This continues to multiply as NxC produces more web3 media.

2 Hello there Dear Anon,

You have been selected as one of the few amongst the many to receive the NextCypher Multipass via Airdrop.

Please respond to this email in order to verify your identity and claim your Multipass. You have 24 hours to respond, If you do not respond in the timeframe the next person in line will be chosen.

Thank you for your participation,  
Cypher Team

# THE FAN PLATFORM

CONCEPT, STRATEGY, AND UTILITY

The evolution of NxC has lead to the development of an NFT gated fan platform to bridge the gap between web2 to web3. This will act as a home to all fans of sci-fi but more importantly members of the NextCypher community first and foremost.

The platform represents the next stage of its NextCypher's NFT rollout, and is only available currently to Multipass holders. Upon entry into the platform, holders will enter their details to display their passes and receive first rewards. Perks include a physical copy of the Looking Glass comic (one of NxC's first television projects), watch parties for new content, giveaways and more to be announced soon.

NextCypher will launch tiered passes in the future to bring more fans to the platform, but Multipass holders will always have priority access to top rewards.

# TEAM



**JULES DUDKO**

Founder & CEO



**DUSTIN HELGESON**

Partner & Managing  
Director



**CAINON COATES**

Partner



**RANADEB MUKHERJEE**

Partner and  
Attorney

**\_THANK YOU**

