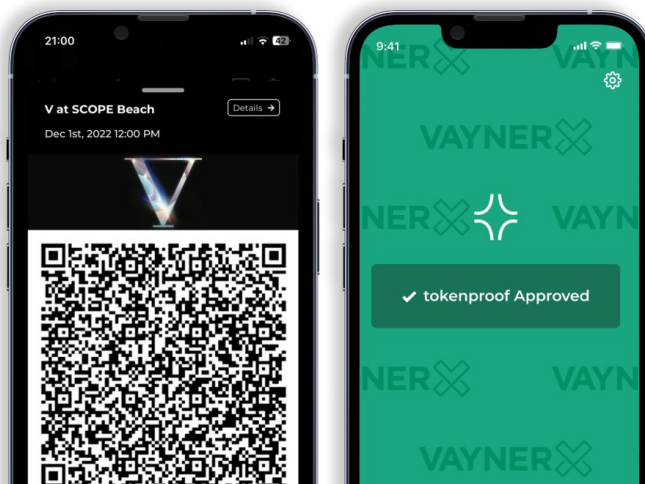# Token-based Experiences

Blockchain-Backed Ticketing

Blockchain technology promises disruptive potential, in the long-run, across virtually every industry, from healthcare to supply chain. In the near-term, though, we are seeing a clear use case emerge in linking enterprise organizations' experiential and digital strategies. On December 1, Vayner hosted an incredible 2500-person exhibit and event during Miami Art Week at SCOPE Beach. It was made possible by partners like Johnnie Walker, AXE, Coinbase, PepsiCo, and St. Jude Children's Research Hospital. **But, the best part: every single ticket was a Web3 token.**

To pull this off, we worked with the emerging leader in token-based experiences, tokenproof. They have built a seamless mobile app that links to a consumer's digital wallet and NFT collection to verify ownership and enable QR-code based entry and access. V was one of over 40 token-ticketed events powered by tokenproof at Miami Art Week.

When planning this event, Avery Akkineni, President of Vayner3, wanted to showcase the power of tokenized ticketing:

> *Vayner3 believes token-gated experiences (both digital and IRL) present a clear use case for enterprise brands, particularly those with deep event strategies and sponsorship commitments. We token-gated V at SCOPE Beach as a way to showcase the potential of token-gated events to our guests and brand partners.*

Token Tickets and Experiences:
An Overview

Enterprises cite common challenges with experiential activations: limited opportunities for data collection or sustained connection, challenges with impact measurement, and a disconnect between the activation and a broader campaign strategy. We believe that digital tokens present a compelling unlock for net new opportunities to address these key challenges.

Token tickets are non-fungible tokens (NFTs) that are used to verify entry to events like concerts, festivals, parties, networking events, business dinners, etc, just like traditional ticketing. These tickets, though, are blockchain-based smart contracts that are programmed for how and when they can be used, and they can evolve and upgrade over time. Tokenized tickets can only have one owner and are not susceptible to forgery or unauthorized distribution. These tokens aren't just tickets either; they are a new channel for consumer engagement before, during, and after an event.

Opportunities for Net New Engagement

Before the Experience
- "Functional Collectibles" that act as tickets but also as art, membership, or are linked to a physical item
- New business model for membership / subscription

During the Experience
- New forms of gamification and engagement
- Token-gated special areas for superfans
- Experiential "live creation" of new NFTs

After the Experience
- Re-engage with post-event rewards or promotions
- Commemoration / collecting to drive loyalty and future attendance
- Access to exclusive merchandise or other utility after attending the event

Case Studies for Token-Based Experiences

Before an Experience:
Engagement & Community-Building

Tokens are more than just tickets, and many enterprises have built engaged communities ahead of IRL activations by rewarding digital participation through POAPs, digital art as collectible tickets, and offering phygital (physical + digital) bundles

Case Study: VeeCon

A Web3-centric conference hosted by Gary Vee, VeeCon used tokens in a number of ways (before, during, and after the event). As a perfect example of pre-event engagement, all VeeFriend holders were airdropped a digital collectible NFT made by Web3 native artist Snowfro, which served as their ticket to the event. If holders couldn't attend, they could resell the ticket on the

secondary market with all secondary sales royalties benefiting the original creator. The airdrop of the token, the reveal of the artist and his artwork, and the secondary sales leading up to the event all created novel moments for VeeCon participants to engage around beyond the typical lead up to a marquee event.

During an Experience:
Special Access & Data Capture

Tokens give attendees new ways to engage, explore, and gain access. Some of the more experimental pilots include Universal's theme park scavenger hunt, where attendees can explore and collect a series of tokens throughout the park, which offer unique benefits and future rewards.

Case Study: Johnnie Walker

Johnnie Walker continues to innovate in Web3 through a recent partnership with the MyBFF NFT project. They were a leading sponsor for the *Bring Your BFF to Web3* event in Miami, which was powered by tokenproof ticketing. This event allowed crypto-natives to invite their BFFs to a multi-sensory networking and educational event that simplified the world of Web3. While there, more than 100 attendees claimed Johnnie Walker's free POAP that commemorated their experience, to which Johnnie Walker was able to add future utility. The brand collected all the wallet addresses that contained their POAPs and allowed them to get 24-hour early access to their upcoming NFT Bottle drop. JW has since continued issuing digital collectibles at all of their IRL events, aiming to educate and onboard more Web3 users.

After an Experience:
Re-engagement & Loyalty

With token tickets, you can re-engage collectors who have participated in past events by providing new utility and ways to engage. Tokens and digital wallets become a new channel for relationship and loyalty-building.

Case Study: Budweiser

Budweiser has built an active and engaged community of Heritage Can-holders over the last 12 months. These "Budverse" enthusiasts hold the Heritage Can NFT and have been rewarded for their engagement over the course of the year with special access to an IRL event at the Budweiser brewery, and multiple new tokens in partnership with athletes like Dwayne Wade and emerging music artists, as well as "virtual clydesdales" playable in Web3 game, ZED RUN. These holders are active on Budweiser's Discord server and provide real-time insights and data that the enterprise can use to shape its future Web3 programs and activations.

The Future of Tokenized Access

As Web3 adoption continues to grow, we anticipate continued evolution in token ticketing and token-based experiences. With emerging technology like tokenproof, brands are able to create, sell, distribute, and authenticate token tickets without the need of a third-party ticketing company, removing high fees and barriers associated with traditional ticketing platforms. Tokens are coming to real-world applications beyond events as well. Fonz paints a view for how tokenproof is poised to enhance traditional media:

> *Imagine a TV show offers you a token. As you watch, you can scan a QR code at various points to show you are watching. You accrue points that allow you to claim greater and greater rewards, and you get access to micro-experiences like in-show voting or other unique ways to engage.*

> *Imagine a sports team with a fan club. You receive a free token, which is your passport to the fan club. If you watch the game at home, your passport gets 50 points, but if you go to the game in person, your passport gets 500 points. Then, you receive different points-based rewards you can collect and trade on the secondary market.*
>
> **– Fonz, CEO, tokenproof**

Tokens offer a new link between a brand's experiential and digital strategies, and they offer a net new channel to drive engagement and long-term loyalty. As we help the largest enterprise brands navigate the new world of Web3, we continue to find ourselves more and more excited about the possibilities in token ticketing and experiences.

THANK YOU!

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