

General Notes

Adrian

- chaotic, a million different events vying for people's attention, people are intoxicated so will need to approach marketing differently
- le: dababy showed up in a diaper to get attention at SXSW
- venues are already sold out, hiring speakers is too late, we need to be scrappy
- "what would a homeless man do to get a dollar" type beat
- "if we get kicked out, we get shut down" mentality but very common for unorganized events on the street got more traction than an event in the venue
- Content game will be Reels, TikToks, short form content
 - Gather inspiration from Mr. Beast's clickbait title and thumbnails
 - If Andrew Yang comes out, we pull a stunt and that's what we film
 - What is something ridiculous we can do with wallet beyond tokens for food? People download wallet to get an exclusive unhinged experience (think vitalik buterin in a bufficorn suit at EthDenver)

George

- Ground game needs to be intense
- creative guerilla marketing will be crucial
- having building or venue won't make type of impact we want

Zi

- SXSW is different from EthDenver. We need to partner and target musicians or artists who are culturally relevant.
- IRL activation rate will be low on the streets

Recap

- Secure upscale restaurants to host private dinner (not for activation purposes but more so for partnerships)
 - 20 capacity : VIP guest list
- Share the impact of Web3?
 - Need opportunity to explain core focus of 1 Wallet and what Harmony is
 - Andrew Yang hotel venue was very effective at EthDenver
 - not a panel, only around 30 people but the conversation was very focused
- THE HUSTLE
 - Guerilla Activation/Marketing/Warfare is key to succeeding at SXSW
 - Adrian giving out harmony beanies at the art hotel was more meaningful than having a booth in the hotel
 - Potential idea: instead of handing out breakfast we can hang out pizza/burgers/fries with 1Wallet QR code for late night munchies vibes since people will be drunk

Action Items:

- A. Hannah schedule working session with Essa on guerilla marketing ideas
-figure out merch (giant QR code rather than harmony logo, 1000 bandanas, needs texas vibe, lol the banana could be a logo)
- B. George will talk to Sammy about getting artists and performance
- C. Book hotels and Flights