

## NEAR

Name for Campaign: NEAR. Generation Crypto

Company: Near (<https://near.org/>)

Track: Go-to-market

Requested Service: Seeking Unique Marketing Ideas

Bounty: \$50,000



---

### **One liner about your business/product:**

NEAR Protocol is a decentralized application (dApp) platform and Ethereum competitor that focuses on developer and user-friendliness. Its native NEAR tokens are used to pay for transaction fees and storage on the Near crypto platform.

### **In short, where we could use your help(scope):**

We are looking for the most CREATIVE, out-of-the-box approach to bringing the next wave of consumers to the NEAR ecosystem. Let's focus campaigns covering the top few rungs of the funnel (awareness, conversion, onboarding) and delivering a first class experience.

## **Any additional information about the problem:**

We'd like to see proposals that have not been done before in attracting users to crypto projects or communities. We are proposing the max budget on this item, so please get creative - we'd love to see ideas that are completely different.

## **Inspiration**

## **Are there any restrictions for the campaign:**

none

## **Goals and metrics for this campaign:**

While the obvious metric is new users, we are looking for a deeper and richer campaign. We'd like to see a campaign proposal designed around:

- NPS – or some satisfaction score of users who go through the process
- Virality (k-factor) – demonstrating a willingness to organically refer others

In your proposals please include what you believe best in class outcomes should be for this project.

## **Links and Resources**

<https://near.org/>