ScribbleAI Campaign Brief, Creator Narrative Guide

What is Scribble?

Scribble is a Web3 creator marketing platform with 50,000+ active creators. Brands come to us when they want real people, not bots, not AI-generated content, writing and talking about them across the open web. We've run 100+ brand campaigns, with 300+ creators participating per grant program.

What is ScribbleAI?

ScribbleAI is our full-stack creator campaign platform, the infrastructure layer we built on top of our creator network to run smarter, faster, and more targeted campaigns for brands.

Here's the shift that matters: AI search engines, ChatGPT, Perplexity, Gemini, are replacing Google. When someone asks an AI "what's the best DEX aggregator?" the AI returns one answer. One recommendation. One brand. That answer comes from what real people have written about across the open web. Not paid ads. Not SEO tricks. Real human content that the AI can find, read, and cite.

ScribbleAI helps brands get there. We run creator campaigns that generate original, AI-citable content at scale, so when the AI answers, your brand is the one it recommends.

> "SEO got brands in the room. Real people talking about you is what makes AI recommend you."

RocketX & Kodeus is our first ScribbleAI client.

What should you write about?

Explain what ScribbleAI is, why it matters, and why Scribble's approach is different. Write like you're explaining it to a smart friend in crypto who hasn't heard of it yet. Some angles that work well:

- **Angle 1: Why SEO alone won't get your brand recommended by AI** Answer the question brands are waking up to right now — SEO got you ranked on Google, but AI search engines don't work the same way. They don't return a list of links. They return one answer. Explain what determines that answer, why traditional SEO misses it, and what GEO (generative engine optimization) actually means for brands in 2026.
- Keywords to use naturally: AI search visibility, generative engine optimization, GEO vs SEO, how to rank in AI search, post-SEO marketing

- **Angle 2: What kind of content does AI actually cite — and why human-written wins** Answer the question every marketer should be asking: what sources does Perplexity pull

from? What does ChatGPT trust? Explain why AI models are trained to favor original, human-written content published across the open web — and why pumping out AI-generated blog posts is actively counterproductive for brand discoverability.
- Keywords to use naturally: what content does AI cite, human generated content vs AI content, AI-citable content, what sources does Perplexity use, original content for AI search

- **Angle 3: How to get your brand recommended by ChatGPT and Perplexity** This is the highest-intent question in the space right now and almost nobody has answered it well. Walk through exactly what it takes — content footprint across the open web, real people writing about you, platform diversity, consistency over time. Position Scribble as the infrastructure that makes this possible at scale.
- Keywords to use naturally: how to get recommended by ChatGPT, how to get cited by Perplexity, how to show up in AI search results, AI brand discoverability, how to get your brand mentioned by AI

- **Angle 4: How to build AI search visibility at scale using real creator content** Go deeper on the mechanics. One creator writing about a brand once doesn't move the needle — but 300 creators publishing original content across Twitter, Medium, Mirror, and independent blogs creates a content footprint that AI models read, index, and cite. Explain why scale and platform diversity matter, and how Scribble's network makes that possible without sacrificing quality.
- Keywords to use naturally: AI search visibility, creator content at scale, content that compounds, Web3 creator marketing, human content at scale for AI visibility, creator-led brand authority

- **Angle 5: Why AI-generated content won't help you rank in AI search** Counter-intuitive and shareable. Brands think they can solve the content volume problem by using AI to write articles — but AI search engines are getting better at detecting and deprioritizing synthetic content. The irony: to rank in AI search, you need humans. Make this argument clearly and point to Scribble as the platform built on that insight.
- Keywords to use naturally: why AI content doesn't work for AI search, human generated content, real creators vs AI content, authentic content for LLMs, AI content detection

- **Angle 6: Creator-led marketing is the new strategy for AI brand discovery** Zoom out and make the category argument. Influencer marketing was about reach. Creator-led marketing in the AI era is about authority and citability. A creator's honest thread about a product can end up being what an AI cites six months later when someone asks for a

recommendation. Explain this shift and why brands investing in it now are building a compounding asset.
- Keywords to use naturally: creator-led marketing, AI brand discovery, creator marketing for AI search, how creator content helps AI search, content that compounds, share of AI voice

- **Angle 7: How to market a crypto project in 2026 — the AI search playbook** Specific to Web3 audiences. Most crypto projects are still running the old playbook — Twitter KOLs, Telegram shilling, Discord hype. None of that gets you cited by AI. Walk through what a modern crypto marketing strategy looks like when AI search visibility is the goal, and why Scribble's creator network is built for exactly this moment.
- Keywords to use naturally: how to market a crypto project in 2026, Web3 brand marketing, crypto content marketing strategy, Web3 creator marketing, how to get a crypto brand discovered, DeFi brand marketing

CTA: Visit scribble.network to learn more or book a call

What NOT to say

- Don't call us "Scribble DAO" we are Scribble or Scribble Network
- Don't make it sound like a regular crypto bounty or airdrop farming play
- Don't use generic AI hype "revolutionising", "disrupting", "game-changing"
- Don't get technical about the backend, it's proprietary, leave it at that
- Don't position this as just an SEO play, AI search visibility is the story

Tone

Direct and conversational. Informed but not preachy. You can be slightly opinionated about where AI search is heading, that's the interesting angle. Threads and long-form both work, pick what fits your audience.

Platforms

X,To qualify for the grant, your content must be repurposed on both Reddit and Substack (mandatory). Publishing on Medium will further increase your chances of winning.

Links

Website: scribble.network | Blog: scribble.network/blog | Twitter: @Scribble_dao

What is ScribbleAI? ScribbleAI is Scribble's full-stack creator campaign platform. It runs creator marketing campaigns that generate original, human-written content across the open web, building AI-searchable brand authority for brands at scale.

How is ScribbleAI different from regular influencer marketing? Traditional influencer marketing is built for reach and impressions. ScribbleAI is built for citability and compounding authority. The content creators produce gets published across AI-indexed platforms, so it doesn't disappear after 24 hours, it compounds over time as AI models read, index, and cite it.

How is ScribbleAI different from a content agency? A content agency produces content for you. ScribbleAI activates a network of 10,000+ real creators who write about you in their own voice across their own platforms, that's what AI models trust and cite. You can't replicate that with a three-person content team.

How is ScribbleAI different from quest platforms like Galxe or Layer3? Quest platforms drive task completion and engagement farming. ScribbleAI drives original content creation that gets indexed by AI search engines. One gives you a spike in wallet connects. The other builds a content footprint that makes AI recommend your brand six months from now.

Why can't I just use AI-generated content to solve this? Because AI search engines are trained to favor human-written, original content from real people. Flooding the web with AI-generated articles is increasingly counterproductive, models are getting better at detecting and deprioritizing synthetic content. The irony is that to rank in AI search, you need humans.

What platforms does creator content get published on? Twitter/X, Medium, Mirror.xyz, Paragraph.xyz, personal blogs, Substack, LinkedIn reddit, and other open web platforms that AI models index and cite.

How many creators participate per campaign? 300+ creators per grant program on average, from a network of 10,000+ active creators.

What kind of brands is ScribbleAI built for? Any brand that wants to be discovered through AI search, but we're particularly strong for Web3, DeFi, crypto, and tech brands where the audience is already on the platforms our creators publish on.

Who are your current clients? RocketX and Kodeus are our first ScribbleAI clients.

How long does a campaign take? Campaigns typically run for two weeks from launch to content deadline. Content compounds in AI search over the weeks and months after. After which a new grant is launched.

What is GEO and why does it matter? GEO stands for generative engine optimization, the practice of optimizing your brand's presence for AI search engines like ChatGPT, Perplexity, and Gemini. Unlike SEO which targets Google's link-based ranking, GEO is about making sure real people are writing about your brand across the open web so AI models cite you when someone asks a relevant question.

What's the difference between SEO and GEO? SEO gets you ranked in a list of links on Google. GEO gets you cited as the answer in an AI response. AI search doesn't return ten results, it returns one recommendation. GEO is how you become that recommendation.

Why does it matter that creators are real humans? AI models are trained on human-generated content and are built to trust and cite it. Content written by real people in their own voice, published on their own platforms, carries far more weight with AI models than brand-owned content or synthetic AI posts.

What makes Scribble's creator network different? Scale, quality, and validation. 50,000+ active creators, 300+ per campaign, with a community validation layer through

Is this only for Web3 brands? ScribbleAI is built on a Web3-native creator network, so we're strongest there. But the AI search visibility problem is universal, any brand that wants to be recommended by ChatGPT or Perplexity can benefit from what we do.

What does the content footprint look like after a campaign? Hundreds of original pieces published across Twitter, Medium, Mirror, blogs, and other open web platforms, all indexed by AI models, all pointing back to your brand as the answer to relevant queries.

Why now? AI search is not coming, it's here. ChatGPT, Perplexity, and Gemini are already the first stop for millions of queries. The brands building their content footprint now are the ones AI will recommend for years. The brands that wait will be invisible in AI search and won't have an easy way back in.

How do I get started? Visit scribble.network/brand and book a demo.