

Name of project and Project URL on IdeaScale/Fund:

<https://cardano.ideascale.com/c/cardano/idea/121388>

<https://projectcatalyst.io/funds/12/f12-cardano-open-ecosystem/consensus-hong-kong-rare-social-cardano-event-with-media-and-marketing-powered-by-rare-network-rare-evo>

Your Project Number: 1200086


Name of project manager: Wes Parkinson

Date project started: Upon F12 Approval Date

Actual Rare Social/Event Date: February 19, 2025


Date project completed: March 15th, 2025

Links to other relevant project sources or documents & closeout video:

Project Folder:  1200086 - Consensus Hong Kong Rare Social Cardano Event with...

Closeout Video & Vlog Teaser:

 Project Catalyst Close Out Report: Project ID 1200086 (with closeout narrations)

 Rare Social: Hong Kong Edition at Consensus (vlog preview without narrations)

List of challenge KPIs and how the project addressed them:

The goal for Rare Socials is to bring out hundreds of individuals from the crypto community, present at Consensus Hong Kong 2025, to a networking opportunity that exposes them to the Cardano ecosystem and Rare Network brand. Not only does this provide great in person marketing for Cardano, but it also allows us to gain online exposure through content produced from the overall trip, highlighting the social. The Rare Social took place on Feb. 19 2025 at Faye nightclub's rooftop.

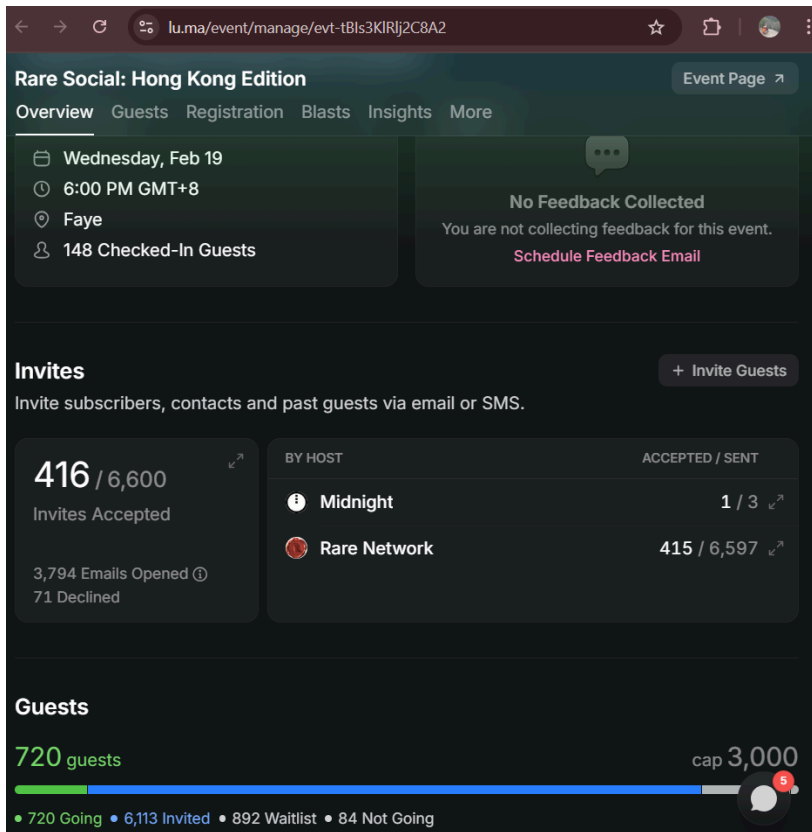
We got the word out by posting on X about our trip in general:

<https://x.com/lilybrodi/status/1892208869910175811?s=46>
<https://x.com/rareevo/status/1892187378392949072?s=46>
<https://x.com/rareevo/status/1892027949458608147?s=46>
<https://x.com/chelsea5201/status/1892068199442575587?s=46>
<https://x.com/rareevo/status/1892107150450651328?s=46>
https://x.com/nowpayments_io/status/1892116933643833422?s=46
<https://x.com/rareevo/status/1892419668121366695?s=46>
<https://x.com/rareevo/status/1892448135395287449?s=46>
<https://x.com/rareevo/status/1892470652537389287?s=46>
https://x.com/coz_official/status/1892617213695156587?s=46
https://x.com/sidan_lab/status/1892819854341918737?s=46
<https://x.com/rareevo/status/1892913152834027603?s=46>
<https://x.com/rareevo/status/1893589844720521605?s=46>

Key achievements (in particular around collaboration and engagement):

<https://lu.ma/m8cp6j1p> for reference on Luma... 6,113 invited – 200 individuals were in attendance at the venue. The team got great media coverage – see closeout video below – we will continue to release clips. The Rare Network team initially worked the door introducing ourselves to local teams and worked pure way to the rooftop to network. Guests came from projects far and wide, including many Cardano teams, such as Delta DeFi, Minswap, IOG, Cattle Daddy Media, and more. Additional sponsors, such as blockchain.com, Midnight, and SecondSwap joined us which helped us with covering all expenses and bringing in a multichain crowd.

See Luma guests stats for the event:



Event Photo w/ Guests:



... tons of Cardano community presence, along with other multichain project members. Notice the Project Catalyst projected on the building above? This Project Catalyst ad could be seen from many other parties hosted in the area.

Key learnings: Rare Socials are effective for Cardano marketing in greater conference environments, bringing the community together while onboarding more individuals and organizations to it. Not only do we produce great media from the event (see vlog), but we also had partners produce media highlighting the event for added network effect:

<https://x.com/lilybrodi/status/1892208869910175811?s=46> and <https://x.com/lilybrodi/status/1900597596177187326?s=46> (interviews filmed at our event with multiple Cardano folks including Wes a co-Founder of Rare). A key learning is that for international trips, it is great to have a team member in Southeast Asia who can easily travel with us to cut costs, rather than bring our US film crew. We also worked with local Hong Kong Cardano teams, such as Delta DeFi to scout the venue in person ahead of time, to ensure we were getting the best value for our money and to derisk before making large international money transfers to new vendors.

Next steps for the product or service developed: Continue hosting more Rare Socials worldwide. Directly after Hong Kong, the Rare Network team produced two side events for ETH Denver, one being sponsored by DeFi projects, while the other was a Rare Social in Breckenridge.

Final thoughts/comments: Rare Socials are key to our business efforts to gain media coverage at large conferences, while growing the Cardano community from within as well as outside of the echo chamber.

Beyond the current content, we'll be pushing out bonus content such as highlight reels, interviews, and clips from the project:

<https://x.com/rareevo/status/1900656238246969683?s=46>

<https://x.com/rareevo/status/1899837955302150193?s=46>

<https://www.youtube.com/watch?v=v-Z9mrkNajk&feature=youtu.be>

<https://www.youtube.com/watch?v=-cxbIOD4KJQ>

<https://youtu.be/iFFPNm6cgro?si=rD2yhYIXQNMEfSNI>

Other photos:





















