

Proposal for a Polkadot Advertising Campaign on Brave Browser's Platform

Executive Summary:

This proposal details a strategic three-month advertising campaign to enhance Polkadot's visibility and engagement on Brave's platform. With a budget of 58,902 DOT, based on an EMA7 rate of \$9.762 as of March 20, 2024, our goal is to leverage Brave's unique crypto-sophisticated audience to drive awareness, education, engagement, increased Parachain monthly active addresses, developer engagement, and conversions for the Polkadot Ecosystem.

Project Overview and Strategy:

Through the strategic deployment of Brave's New Tab Takeover, Push Notifications, and News Display Ads, our campaign caters to diverse segments of the crypto-native audience, generating over 150 million impressions and 1.0975 million clicks. This approach not only amplifies Polkadot's presence but also could significantly boost exposure for pivotal projects within its ecosystem, such as Moonbeam, Nodle, Astar, Bifrost Finance, Phala Network, OriginTrail, Frequency, and the upcoming Snowbridge, alongside Composable's Liquid Staked DOT and the integration with the Kusama bridge. Our campaign strategy elevates these projects' profiles and potential through targeted awareness, education, and conversion efforts, ensuring comprehensive visibility and engagement across the crypto-aware audience on Brave.

Target Audience:

Our target audience is Brave's crypto-native user base, known for their high engagement with web3 projects, both users and builders, making them the ideal audience for Polkadot's ecosystem.

Expected Outcomes:

- [New Tab Takeover](#): Focus on increasing site traffic and brand awareness.
- Push Notifications: Aim to enhance ecosystem engagement and new user acquisition measured by monthly active wallets.
- Brave News: Target improvements in click-to-visit rates and brand perception.

Budget Justification:

The 58,902 DOT budget will be allocated across campaign components, including ad spend, content creation, and partnership collaborations, ensuring optimal utilization for the highest impact.

Timeline and Implementation:

- Preparation Phase: 2-3 weeks post-approval for ad creative development with Brave's assistance.
- Monitoring Period: Three months with bi-weekly performance reviews.
- Post-Campaign Analysis: Comprehensive analysis and reporting on campaign outcomes.

Detailed Implementation Plan:

- Phase 1 - Launch Preparation: Finalize ad creatives, targeting strategy, and content themes.
- Phase 2 - Execution: Launch ads across selected Brave platforms, monitoring real-time performance.
- Phase 3 - Optimization: Adjust strategies based on performance data to maximize campaign outcomes.

Explicit Reporting and Communication:

Bi-weekly reports will be delivered to stakeholders, detailing performance metrics such as impressions, clicks, and engagement rates, utilizing preferred communication channels for transparency.

Milestones and Deliverables:

- M1: Campaign Launch - Achieve 25% of targeted impressions and clicks.
- M2: Mid-Campaign Review - Adjust strategies based on performance.
- M3: Campaign Conclusion - Meet or exceed targeted KPIs, complete brand uplift study.

Market Rationale and Timing:

The campaign leverages the current market context, where engagement with Web3 ecosystems is high among Brave users. This makes it an opportune moment for Polkadot to increase its visibility, development, and adoption.

Community Engagement and Feedback:

Plans for engaging with the Polkadot community through forums, social media, and the BAT Community Discord, incorporating feedback to refine the campaign.

Campaign Overview

Goal/KPI

Awareness, education, engagement, conversion.

Campaign Summary

New Tab Takeover

Upper funnel - awareness

132,000,000 impressions & estimated 660,000 clicks

News Display Ads

Mid funnel - education and engagement

2,500,000 impressions & estimated 62,500 clicks

Push Notifications

Lower funnel - engagement and conversion

15,000,000 impressions & estimated 375,000 clicks

Audience

Large global audience

65.2M Monthly active users

24.6M Daily active users

10.6M BAT wallets

<https://brave.com/brave-ads/audience/>

Top Interests of Brave Users vs the general population

Sources: Brave audience survey 3/23 - n = 2,435 SurveyMonkey online gen pop survey 3/23 - n = 1,024

Brave users are almost 3X as likely to be interested in cryptocurrency

+60% more likely to be interested in technology, finance, and politics

Brave Users Are Crypto Enthusiasts

Brave users are more than twice as likely to own cryptocurrency as the general online population.

Brave Users Trade Crypto More Frequently

Among those who own cryptocurrency:

56% of Brave users traded cryptocurrency in the past month (+54% higher than Gen Pop crypto-owners)

Brave Users More Likely to Own NFTs

1 in 5 Brave users own an NFT

- +56% compared to online general pop.

Only 8% of Brave users are unfamiliar with NFTs

- vs. 21% of the general online population (+171%)

Crypto Activities

- 6 in 10 Brave users are involved with Staking
- 1 in 4 with mining and day trading
- 1 in 5 with NFTs and Yield Farming

Crypto Networks Used

- 3 in 4 Brave users use Ethereum
- 6 in 10 Bitcoin
- Less than 10% use Polkadot

Ad formats

New Tab Takeover

Striking, high-definition images are featured in the Brave New tab image rotation and shown by default. The company can feature its brand prominently in this coveted space in front of millions of consumers.

NTTs are private, first-party ads without user tracking. They are available across desktop and mobile devices and major operating systems. They are designed for high-impact branding and awareness campaigns. They're full-screen, 100% share-of-voice, and include a clickable CTA.

New Tab Takeover - Campaign Overview

This ad unit reaches a significant portion of Brave's daily users as a branding tool for upper-funnel awareness. It features a clickable call to action in the lower left corner, encouraging user interaction.

New Tab Takeover - Campaign Objective

The primary goal is to increase Polkadot's visibility and understanding within the Brave community. The campaign aims to educate users, stimulate interest, and drive engagement with the Polkadot ecosystem.

New Tab Takeover - Goal/KPI

Site traffic and brand awareness lift

News Display Ads

Build consideration for products or services through content-adjacent ads in Brave News, a private news reader in every Brave Browser. Display ads combine images and text to fit naturally among articles in the feed and are best used to drive traffic to content-rich pages.

Newsfeed ad units are engineered for viewability and offer a 100% share of voice; your brand's ad will be placed in an explicit sequence and will not compete with others for attention.

News Display Ads - Campaign Overview

This format allows us to present detailed information about Polkadot and its ecosystem. It's a suitable medium for mid-funnel storytelling and demand generation. Inform, educate, and generate awareness for Polkadot's narrative and campaign initiatives.

News Display Ads - Campaign Objective

Generate interest and educate users about Polkadot and its ecosystem.

News Display Ads - Goal/KPI

Click to 10s visit rate and brand perception improvements.

Push Notifications

While New tab takeovers and News Display Ads appear to all users, notification ads appear only to those who've opted in to see them. This makes notification ads the surface that reaches the most discerning—and engaged—audience.

As consumers browse, they are presented with Push Notifications featuring the brand name, a call to action that drives the user to the advertiser's desired landing page, and a click-through

URL. Push Notifications are ideal for advertisers looking to add engagement, quality site traffic, and DR/acquisition to their campaigns.

Push Notifications - Campaign Overview

These targeted, text-based ad units are suitable for reaching crypto-native users on Brave. We plan to deploy various messaging options, offering up to 10 variants. These messages will be adjustable based on performance metrics to ensure effective engagement.

Push Notifications - Campaign Objective

Drive engaged crypto-aware Brave users to participate in the Polkadot ecosystem.

Push Notifications - Goal/KPI

Engagement in the ecosystem and new users.

Brand Study

Brave Brand Studies measure the impact of Brave campaigns on crucial branding metrics. They utilize a "pre" and "post" survey methodology to compare brand perceptions among Brave users prior to the campaign launch and post-campaign.

Brand study

Before launch: Pre-survey

N = >1000 respondents

Survey invitations are sent through Push Notification to Brave users with the same interest areas and targeting as the Polkadot campaign.

Campaign Dates: Polkadot ad campaigns are live globally

Campaign completed: Post-survey

N = >1000 respondents

Survey invitations are sent through Push Notifications to Brave users with the same interest areas and targeting as the Polkadot campaign.

Objectives: Gauge whether advertising on Brave impacted brand awareness and consideration of Polkadot via ad recall and engagement

NOTE: Respondents had opportunity to see the ad; however, due to privacy protocols, we do not retarget to confirmed ad viewers or pre-survey responders.

Costs

New Tab Takeover

33,292 DOT (~\$325,000)
132,000,000 estimated impressions & estimated 660,000 clicks

News Display Ads
5,122 DOT (~\$50,000)
2,500,000 impressions & estimated 62,500 clicks

Push Notifications
20,488 DOT (~\$200,000)
15,000,000 impressions & estimated 375,000 clicks

Brand Study
Added value (free)
Measures brand awareness lift, perception and intent changes, as well as ad recall.

Total: 58,902 DOT (~\$575,000)

About us

Brave is a privacy-focused browser and search engine committed to empowering users with control over their online data and experiences. Our integrated Brave Wallet provides a seamless way to access Web3 with support for Ethereum, EVM chains, Solana, Bitcoin, and NFTs - no extensions required. Brave Rewards, our privacy-preserving ad platform, has the most crypto-centric audience available today.

Founded by JavaScript creator Brendan Eich, Brave is an open-source project fostering innovation through transparency and collaboration. The key team members involved in this proposal are:

Carlos Acevedo - Senior Director, Business Development
Luke Mulks - VP, Business Operations
Angelina Kraminkina - Senior Account Manager

Major brands across industries have trusted our advertising platforms, including Verizon, Ford, Lufthansa, Crocs, Venom, Mayfair, eToro, [Crypto.com](https://crypto.com), Solana, Upland, Near, and Nexo.

With privacy at its core, Brave aims to improve the way we interact with both Web 2.0 and Web3.