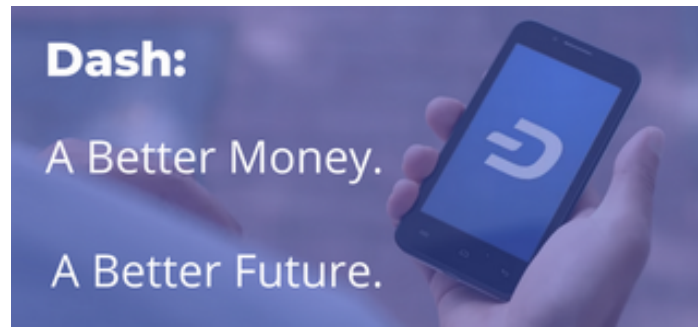




Dash: A Better Money For A Better Future

A Branding Vision and Identity For Dash

Foreword

This is a branding and vision idea for Dash that came about from watching an interesting Ted Talk by Simon Sinek called “Start With Why”, and reading some literature on the subject’s pros and cons. The following two videos are recommended to watch in addition to this report:

Dash: A Better Money For A Better Future (by CATV):

https://youtu.be/BDKCU3Df3_c

Steve Jobs (Think Different marketing strategy) Watch this video and picture Jobs as a leader in Dash. The promo video at the end could just as easily have been made for us. This is similar to my vision for Dash:

<https://youtu.be/keCwRdbwNQY>

Additional resources will be provided at the end of this report.

Starting with “why” is not right for every company and organization. For example, when looking for the best toilet paper, the average consumer is not going to ask “Why does this company make toilet paper?” They are more than likely going to go for the cheapest, or best quality paper, depending on the individual.

However, for an entity and organization such as Dash (dash.org), that aspires to challenge the banking status quo, to make value transfers seamless across borders, to change the world by providing a better money to solve multiple issues in first-world and developing countries, Dash would be foolish not to start with its powerful “why”

message. Our challenge, as a unique transformational organization, is to keep as much focus on why we are creating this digital money as we do on the digital money itself. This two-pronged approach is summarized with the above slogan/tagline, and the wording around it can be played with. This report will outline the reasons I believe that Dash will benefit from the message described herein.

The Problem

Dash is seeing its relevance in the crypto industry being marginalized. Traders and investors are not seeing the value proposition in Dash as compared to its competitors despite Dash having for the most part a better technological experience. Failures to meet deadlines have not helped, but for the most part the current corporate culture is not inspiring outsiders to join our effort. The movement that Evan Duffield began in 2014 may not be dead, but it's seriously fading when it comes to our messaging. In addition, we cannot agree on a united vision for Dash to consolidate and rally behind as a community. We are being relegated to a minor role in the space, despite having a talented and passionate community. As Ryan Taylor mentioned in a recent speech, Dash "needs its swagger back".

The Solution

Let's get our swagger back! I truly believe the solution that I will describe herein will create a coherent message internally and externally, highlight our strengths, make our weaknesses easier to understand and overcome, and give the community and Dash Core Group a new resolve to help change the world, and attract others to our cause. With this consistent message handled by professional marketers, we can take a more commanding presence in the crypto industry and make people think of Dash when they think of cryptocurrency.

Dash's Strengths

- Fantastic technology (Chainlocks, InstantSend, PrivateSend, Dash Treasury)
- A top quality Core Team with a focus on production and quality
- A high quality logo that functions as a currency symbol
- A passionate and talented community that conducts itself with respect for the most part
- A powerful "why" message of financial freedom and empowerment
- A solid plan from a product perspective moving forward

Dash's Weaknesses

- A low price due to an extended bear market
- A dominant corporate focus on product somewhat at the expense of the organization's vision and overall identity
- A community that has differing opinions on what they believe Dash represents
- Missed deadlines, lukewarm marketing attempts and internal community disputes have led to an erosion of confidence

How to take these strengths and weaknesses and turn them into a cohesive branding identity and vision?

The slogan/tagline that I'm proposing is "Dash: A Better Money For A Better Future". The alternate version is [Dash: A Better Money. A Better Future](#). Why do I feel that this phrase encompasses Dash's strengths and weaknesses, and gives the project a noble vision and identity moving forward? Let's examine the slogan/tagline.

[Dash](#): A great start. A portmanteau of "digital" and "cash". It's our "what". This messaging has taken us to where we are today. Our Dash logo is wonderful as well, also functioning as a currency symbol.

[A Better Money](#): This ties right into Dash's strengths, our wheelhouse. We have a fantastic product. Ryan Taylor observes that adoption and usage of Dash grows at a rate faster than our competition. Dash Core Group's focus on planning and producing that product is also a strength from a product perspective. Our plan for future development is solid as well. In short, we have the goods. We aspire to change the world financially and we aim to convey this message, and people will not be disappointed when they learn about our "how" and "what" behind the message. We also have a passionate and loyal community that can be counted upon to share with others any vision that we can arrive upon as a group. Support for our product is right around the corner, an important trait for a new type of money.

[A Better Future](#): This is where our "why" message comes in and begins to address our weaknesses. Conflicting identities for Dash exist at present. Some are here for the product, some are here for what it represents, some want privacy, some don't, some are

simply here to make money. There is a portion of the Dash community that are here to change the world for the better through Dash. This is a global movement started by Evan Duffield in 2014 that has suffered a bit from this visionary figure leaving the Dash scene. The ideology of a permissionless medium of exchange that is private and immutable is very important to this portion of the community. We need to reach out to them and include them in the vision, so that they may work hard for the cause and attract others to it. Why the term “future”? The Dash experience is very much a journey, a movement. How many times have you heard the question “Where can I spend Dash? Where can I use it?” There are not many places currently, but the vision of what Dash represents and we would like to see Dash become one day should be a big part of our vision and identity.

We as a community need to ask ourselves: What’s our endgame? What is our vision for a completed goal with Dash? What is our purpose and what needs to happen for it to be considered successful? All these are powerful messages that tie into the “Better Future” of Dash, and can be communicated to those who tend to think more in the present. This weakness turns into an enticing strength, the bonding and work that needs to be done to realize this vision.

Also, the phrase “Dash: A Better Money For A Better Future” appeals to the various interests in Dash: People who care about Dash as simply a payment network will relate to Dash being a better money, while privacy buffs and ideologues will relate to the better future that Dash represents. Even those who are in Dash simply to make money will like this vision because it gives us a better chance to be successful due to cohesive branding, and if we are successful the laws of supply and demand will lead to a much higher price. Having the community on the same page will lead to an energized team effort to move Dash forward.

From a marketing perspective, this phrase is very versatile and adaptable. For example, a marketing message to a third-world country will be very different in comparison to a message to a first-world country. How is Dash a better money for you? What pain points will it ease for you? How will it provide you with a better future? It’s also easily translatable (community translations from Dash Nation on Discord):

Spanish:

Un Mejor Dinero Para Un Mejor Futuro
Mejor Dinero. Mejor Futuro.

French:

Une Meilleure Monnaie Pour Un Avenir Meilleur
Une Meilleure Monnaie. Un Avenir Meilleur.

Japanese:

より良い未来のためのより良いお金。
より良いお金。より良い未来。

Italian:

Una Moneta Migliore Per Un Futuro Migliore
La Miglior Moneta. Un Futuro Migliore.

Polish:

Lepszy Pieniądz Dla Lepszej Przyszłości
Lepszy Pieniądz. Lepsza Przyszłość.

How to proceed with this branding vision and identity

Communications (Advertisements, materials, letterheads, etc.)

Main Slogan: [Dash: A Better Money For A Better Future](#)

Alternate: [Dash: A Better Money. A Better Future.](#)

Hashtags: [#Dash](#) [#ABetterMoney](#) [#ABetterFuture](#)

Accompanying mission statement

To be determined, based on SEO friendly terms, defining the vision for the future of Dash that the community envisions and stressing the journey, the movement behind the product and why it's important. In accordance with the Golden Circle and its accompanying benefits, start with "why", lead to "how", and finally close with "what".

Example: "At Dash, we believe that the banking system has failed us and the time has come for a legitimate alternative. We believe that digital currency represents this way forward. In fact, we have refined the digital currency experience to the point where it's ready to be that alternative. Want to learn more? Join the movement towards financial empowerment for all of humanity.

This message can be tweaked depending on the audience. Attracting developers would be a slightly different message in comparison to investors, and so on.

Dash.org

Share the message. Understand that Dash is a movement, not just a product, and as such our website should convey that. We are sending people to Dash.ORG, not Dash.COM. The organization that Dash is and what we represent should be equally represented alongside our fantastic product. We should also understand that human capital can be just as valuable as investment capital.

Here's my idea, subject to community and DCG moulding:

Formulate a message around the “[Dash: A Better Money For A Better Future](#)” slogan that makes sense for different country groups (developing countries get one message, first-world countries get another message). Give each country it's own page (if the country doesn't have a site, default to the main one) based on those templates (Example: [ca.dash.org](#) would lead to the first-world template, where [ve.dash.org](#) would lead to the developing country template in Spanish).

Why give each country their own page? Each country would get two calls to action. A “Buy Dash” button that leads to the easiest way to buy Dash from that particular country, while a “Help Us” button could lead to a way for them to volunteer their skills or time to help with the movement in that country. We must understand that human capital is important to a cause such as Dash, and encouraging non-financial contributions should be an important part of our messaging.

Benefits

With a cohesive branding message and vision, the community can finally all be on the same page and be a unified force. By taking a stand and defining our vision, our purpose, our identity, we will attract those who feel the same as us (such as the Occupy Wall Street movement) who can contribute investment or skills to help push the movement forward. Along the way, this approach will cultivate incredible brand loyalty due to people taking our cause and making it our own. Our standing in the crypto industry should improve and we can become a leader with this stated focus while other products incessantly focus on making a buck. If we do this right, people of the future will think of Dash when they think of cryptocurrency. An idea that's stronger than simply the product becomes much harder to stop.

Next Steps

I hope that you enjoyed this proposal that aims to consolidate and strengthen our message moving forward. As Simon Sinek says, people don't buy what you do they buy why you do it, and harnessing Dash's uber-strong why message will pay dividends moving forward. Science backs it up. I will now throw these ideas to the community and DCG to help mould them based on the good ideas I know you all have. After we do so, I intend to approach the masternodes as a governance proposal to proceed with this strategy moving forward.

Thanks for your time,
Christopher Carruthers (Tao Of Satoshi)

Resources

1. <https://www.inc.com/tom-searcy/great-companies-start-with-why.html>
2. <https://totalproductmarketing.com/company-core-values-start-with-why/>
3. <http://www.themarketingsage.com/the-why-in-your-brand/>
4. <https://www.referralcandy.com/blog/start-with-why-examples/amp/>
5. <https://velocitypartners.com/blog/why-most-brands-shouldnt-start-with-why>
6. <https://twitter.com/taoofsatoshi/status/1208786511350697988?s=21>