

Objective

Increase deposits into Badger's bveCVX vault.

Campaign

The campaign used several media and tactics: Twitter, articles on the website, podcasts, community calls, and sharing information on vault performance with KOLs (not incentivized). The campaign was intended to show Badger delivering on its product roadmap, UX improvements, and prove how the product drives value to Badger token holders and our depositors.

Result

The result was that bveCVX became the top locked CVX product in DeFi (there were 3-4 other competitors at the time). Badger remained in this spot until the DAO decided to stop actively developing the product.

Campaign Overview

On official Badger channels, we released regular updates as product milestones were shipped ([full thread](#)).

In designing the roadmap copy, we emphasized the financial benefits the vault gave users (income, liquidity, use as collateral).





bveCVX: The Incredibly Hard Sell



Badger

707 subscribers

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13



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Hosted and released long form audio podcasts to show the team “building in public” where we dropped alpha about the roadmap and made the case for why people should deposit in our vault.

I believe longer form content like this is critical in building up confidence for large depositors. ([link to podcast episode](#))

We used Michael Saylor memes to communicate the Badger token buybacks that were part of the vault’s strategy.



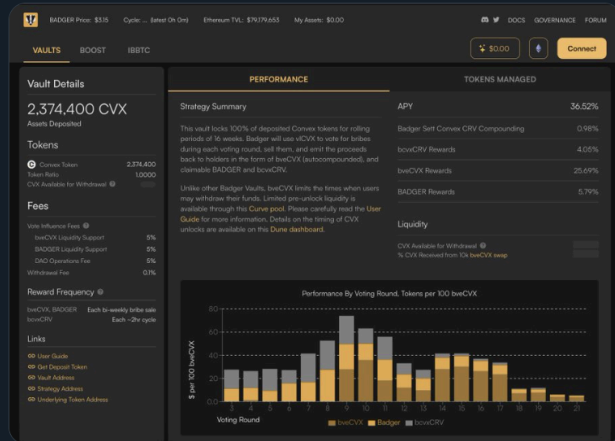
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CryptoCondom
@crypto_condom

Web3 take note: Legit 🐻 to @BadgerDAO devs (Jintao, Tritium & ZkProf) for the FE work they have done on the \$bveCVX vault.

I wish ALL protocols would offer the same transparency regarding strategy summary, historic performance, yield & fees laid out in a simple & clean UI. 🙌👉



1:21 PM · Jul 6, 2022

4 16 84 5



curvecap.lens @CurveCap · Jul 7, 2022

Replying to @CurveCap

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The flockening to wrapped \$CVX products continues.

- > @BadgerDAO gained 465K as \$bveCVX
- > @aladdindao's @0xC.Lever gained 311K \$CVX as \$slevCVX
- > @redactedcartel's #PIREX locked \$4MM worth of \$pxCVX since inception



Larger accounts (non-paid KOLs) began to notice and organically promote the vault.

Deposits grew, and we eventually became the #1 wrapped CVX vault in DeFi.

