



2022 AGENCY OVERVIEW DECK

# NEARFUTURE





# THE DIGITAL WORLD IS COMPLETELY CHANGING



AND SUDDENLY TOMORROW  
DOESN'T SEEM SO FAR AWAY

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**WE ARE STANDING  
ON THE PRECIPICE  
OF GLOBAL  
BUSINESS AND  
SOCIETAL CHANGE.**

**NEW WORLDS. NEW ECONOMIES. NEW JOBS.**

In this new world, marketing goes beyond just advertising or storytelling.

Marketers must build communities to succeed. In the *NearFuture*, brands will ingrain themselves in the digital fabric of the new universes people are creating, and industries will adopt blockchain and Web3 technologies to create digital infrastructure with new ownership paradigms.

# WE ARE HERE TO HELP

BUILT FOR THE FUTURE, WE ARE YOUR FULL-SERVICE STRATEGIC PARTNER FOR CREATING NEXT-GEN MARKETING EXPERIENCES, BUILDING COMMUNITIES, AND HELPING WEB3 STARTUPS BRAND, BUILD & SCALE.

# WEB3 MARKETING IS EVOLUTIONARY

**Web3 introduces new ways** to connect and market to target audiences. In the emerging digital world, successful marketing campaigns will use a combination of new and traditional tactics to reach audiences, drive awareness and generate business. We provide traditional and new services together so that our clients generate value across the entire digital space and deliver on revenue-generating KPIs.



**Examples**

- ▶ WEBSITES
- ▶ EMAIL
- ▶ SEARCH
- ▶ TV, RADIO & PRINT



**Examples**

- ▶ SOCIAL MEDIA
- ▶ DATA
- ▶ DIRECT TO CONSUMER
- ▶ TARGETED AND SEGMENTED



**Examples**

- ▶ NFT'S
- ▶ DECENTRALIZED
- ▶ COMMUNITY-DRIVEN
- ▶ TOKENIZED AND OWNED



# HOW WE HELP

FOR WEB3  
STARTUPS

BRAND.BUILD.SCALE.

BRING YOUR VISION  
TO MARKET AND  
ESTABLISH YOUR  
BRAND'S FOOTPRINT

**Emerging companies face fierce competition** and strong demand from investors to find market fit and scale as quickly as possible. We help startups brand and position themselves for success. Then we help you grow to the next level using a combination of traditional, Web2 and Web3 marketing strategies.



**HIGHLIGHTED SERVICES:**

*BRANDING / PITCH DECKS / DIGITAL MARKETING /  
COMMUNICATIONS / TARGETING ADVERTISING*

FOR  
MARKETERS

CREATE. ATTRACT. OWN.

REACH AUDIENCES  
IN NEW CHANNELS  
TO BUILD STRONG  
AND ENGAGED  
COMMUNITIES

**Web3 is transforming digital communities**, content creation and ownership structures across the web. We help marketers engage with existing and new audiences in these new digital places and spaces, cultivate and empower new communities and use a combination of proven and emerging marketing strategies to attract consumers and generate revenue.



**HIGHLIGHTED SERVICES:**

DIGITAL MARKETING | METAVERSE CREATION | NFTs |  
CREATIVE SERVICES

# FOR ENTERPRISE COMPETE.LEAD.WIN.

LEVERAGE WEB3  
TECHNOLOGY TO  
SOLVE BUSINESS  
NEEDS AND ADAPT  
TO THE MARKET

**94% of Fortune 500** companies have plans to adopt blockchain technology for business applications. Is your enterprise ready to join them? *NearFuture* helps forward-thinking organizations to explore impact and opportunities with Web3 technology and the metaverse.



#### HIGHLIGHTED SERVICES:

WEB3 ADVISORY | STRATEGIC COMMS | MARKETING STRATEGY  
METAVERSE STRATEGY

# LET US BUILD YOUR METAVERSE EXPERIENCE



**NFTs**

**AR/VR**

**LAND  
DEVELOPMENT**

**TOKEN-GATED  
EXPERIENCES**

**MARKETING**

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## AN INTEGRATED APPROACH

*WE TAKE ON THE DESIGN, DEVELOPMENT AND MARKETING FOR YOUR METAVERSE EXPERIENCE*

# SERVICES



## STRATEGY

- ▶ PR & COMMUNICATIONS
- ▶ BRANDING & MESSAGING
- ▶ MARKETING & ADVERTISING
- ▶ METAVERSE
- ▶ WEB3, BLOCKCHAIN & TOKENS
- ▶ PRODUCT LAUNCH
- ▶ WHITEPAPERS
- ▶ AUDIENCE ID, SEGMENTATION & TARGETING



## CREATIVE

- ▶ BRANDING & DESIGN
- ▶ PITCH DECKS & PRESENTATIONS
- ▶ NFT'S & DIGITAL ASSET DESIGN
- ▶ SOCIAL MEDIA CONTENT
- ▶ ADVERTISING CREATIVE



## PRODUCTION

- ▶ WEBSITE DESIGN & DEVELOPMENT
- ▶ NOCODE / LOWCODE DEVELOPMENT
- ▶ VIDEO PRODUCTION
- ▶ AR / VR DEVELOPMENT
- ▶ NFT TOKENIZATION
- ▶ 3D ART PRODUCTION



## MARKETING

- ▶ TARGETED ADVERTISING
- ▶ SOCIAL MEDIA
- ▶ WHITELISTING CAMPAIGNS
- ▶ PR CAMPAIGNS
- ▶ MONITORING & LISTENING SERVICES
- ▶ INFLUENCER MARKETING
- ▶ FUNNEL DEVELOPMENT & OPTIMIZATION
- ▶ EMAIL & TEXT MARKETING
- ▶ COMMUNITY MANAGEMENT

# LEADERSHIP

**Our leadership team** is comprised of seasoned and award-winning creative, digital, communications and business professionals with over 40 years of combined agency experience. We've helped create and execute strategies and winning campaigns for clients across most major industries and sectors, winning numerous awards in Canada and the U.S.

# NEARFUTURE

## CONTACT

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