

NFTS

The New Way To Promote
And Grow Your Business!



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Introducing - The Exciting World of NFTs

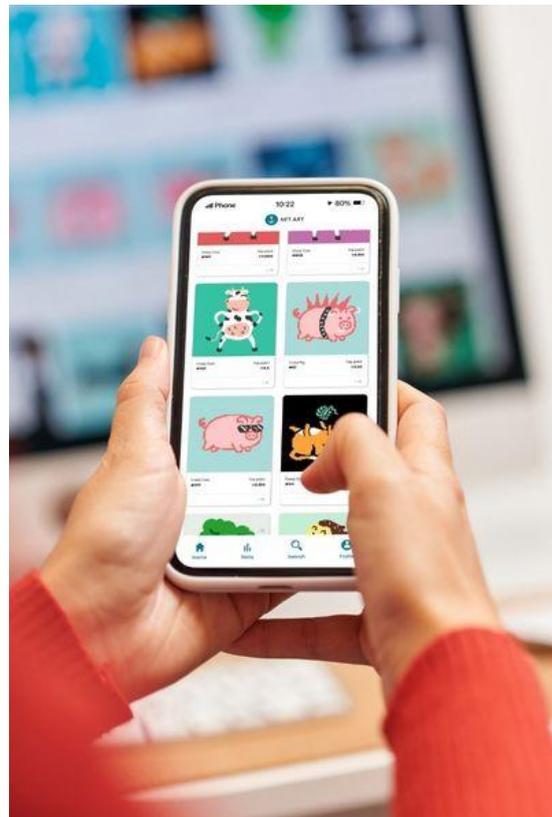
Brands are always looking for new and innovative ways to promote their products. One way that has become increasingly popular in recent years is through the use of NFTs.



NFTs, or non-fungible tokens, are a type of cryptocurrency that is unique and cannot be

interchangeable. This means that each NFT is completely unique and has its own specific value. Since they are unique, NFTs can be traded and exchanged in a way that is similar to physical assets. They are also stored on blockchains, making them secure and tamper-proof.

NFTs are often used to create digital collectibles, which are a great way to engage customers and promote a brand. These collectibles represent a particular item or series of items and can include collections of anything from rare baseball cards to unique pieces of artwork.



They have many other potential applications in the business world too, including the representation of vouchers, loyalty points, and tickets.

From fashion brands, sports clubs and record labels to museums and art galleries, NFTs can be applied to a wide range of businesses.

In this eBook, we'll take a look at all of the **exciting opportunities** that await businesses in a **variety of industries**, as well as explore some real-life **case studies**.

Keep reading to learn more.



Fashion Brands

In recent years, the fashion industry has seen a rise in the use of NFTs as a way to drive sales and create unique customer experiences.

In the past, fashion brands have been limited to using physical assets such as clothing and accessories to promote their brand.

However, with the advent of NFTs, fashion brands can now use digital assets to represent their brand. This could include anything from a unique logo or design that can be used as a digital asset on a blockchain, to exclusive clothing and accessories that can only be purchased with NFTs.



This gives fashion brands an advantage over competitors who don't use NFTs, as it creates a

sense of exclusivity and encourages consumers to buy their products.

Additionally, NFTs can be used to create digital collectibles that represent the brand. These collectibles can then be used to promote the brand and attract new consumers.

NFTs can also be used to reward loyal customers with exclusive discounts or access to special products. This gives customers an incentive to keep coming back to the brand and helps build long-term relationships between businesses and consumers.



Another potential application for blockchain in the fashion industry is tracking the provenance and authenticity of physical clothes and accessories.

This is an important issue for the fashion industry, as streetwear brands have become increasingly popular in recent years. These brands often produce limited-edition runs of clothing, which can be difficult to verify as authentic. By using blockchain technology to track the movement of goods from producer to consumer, it would be possible to ensure that all items are authentic and are not counterfeit.

Overall, there are many potential applications for NFTs in the fashion industry. While the technology



is still in its early stages, there is no doubt that it has the potential to revolutionise the way we buy, sell, and experience fashion. It will be interesting to see how the industry develops over the coming years and what role NFTs will play in its future.

Case Studies

RTFKT: A Luxury Brand That Offers Virtual Sneaker Drops

The RTFKT brand was established in 2019 and became a leader in the sale of virtual sneakers.

Early in 2021, the brand began collaborating with “Fewocious”, a popular artist in the crypto world. They released 3 virtual sneakers and gave bidders the ability to try on their shoes via Snapchat before entering into an auction.

Since then, RTFKT has developed a partnership with The Fabricant as well, and the pair have collaborated on a joint collection of seven virtual items.

Nike also plans to support and grow RTFKT's creative communities and make Nike's digital footprint more prominent.

Dolce & Gabbana: Alta Moda Collezione Genesi NFTs on UNXF

Dolce & Gabbana launched a limited-edition 9-piece collection, which was sold during Fashion Week for USD5.56 million.

Buyers received not only the NFT but also a physical copy of the clothing and had exclusive access to D&G events.

Moreover, UNXD plans to expand the use of NFTs in the fashion industry by launching a USD10 million 'Culture Fund'.

Crypto Goonz: Token-Gated E-Commerce

Some retailers have also begun selling their physical clothing on token-gated websites.

In December 2021 the Cryptoon Goonz NFT collection launched a token-gate e-commerce platform through Shopify. This meant that the actual clothing was only available to Cryptoon Goonz NFT-holders.

Key Takeaways

- NFTs can help fashion brands create a sense of exclusivity
- Fashion brands can create NFTs that act as collectibles to attract new customers
- NFTs can be used to validate the authenticity of clothing
- Customers can be rewarded with NFTs that give them access to discounts and exclusive merch



Want To Use NFTs To Grow Your Fashion Brand?

Let's have a quick chat and take a look at your project!

On this chat, we will:

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- Provide some general feedback - **advantages** & **disadvantages** and what to expect
- Provide some **insight** about **industry services, pricing structures** and **regulations**

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Sports Clubs

With NFTs representing unique digital assets that are not interchangeable, this makes them perfect for use in the world of sports. They have the ability



to help sports clubs increase revenue, build a community, and improve fan engagement

NFTs can be used to represent tickets, membership cards, and other club paraphernalia. This allows fans to interact with their favourite clubs in a more meaningful way and are a great way for sports clubs to build loyalty among their members.

They can be used to reward members for reaching certain goals or for attending club events. This could be done by creating a token that is associated with the club and then giving it out to

fans as a reward for attending games or participating in other activities.

A club could also issue NFTs to fans who have attended a certain number of matches. These NFTs could be used to purchase merchandise or tickets for future matches as well.



NFTs can be used to raise money too by selling them to members or by auctioning them off. Sports clubs can create NFTs to represent different aspects of their club and sell them to fans. For example, a soccer club could create an NFT that represents a seat in the stadium, membership in a supporters club, or a chance to meet the players. This would give fans a way to support their team and show their allegiance.

Another way that clubs could use NFTs is by issuing them as shares in the club. This would give

fans an ownership stake in the team and allow them to participate in decisions about the team's future.

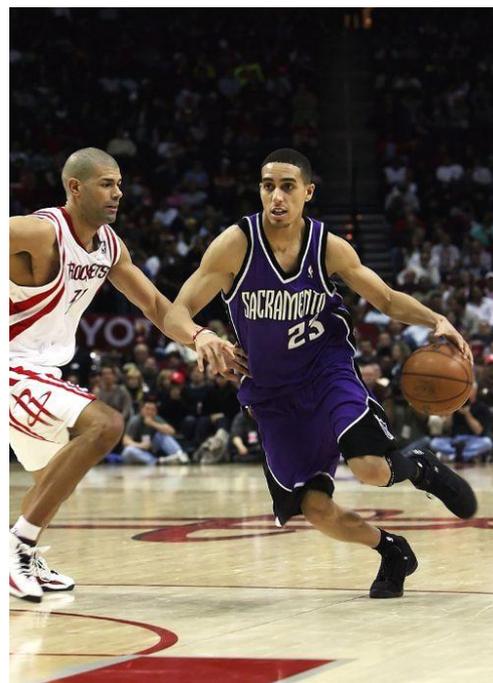
The use of NFTs in the world of sports could revolutionize how we interact with our favourite teams and players. With the right incentives in place, NFTs could also help to grow the sports industry as a whole.

Case Studies

The NBA

In 2020, the National Basketball Association created NBA Top Shots, which allowed audiences to trade NFT-based clips of slam dunks and other game highlights via a secure online forum.

Between US\$600 million and US\$600 million in trade occurred in the NBA Top Shots system, with a



particular LeBron James dunk sold for US\$387,000.

The NFL

Again in the United States, the National Football League offered fans the opportunity to add an NFT to a commemorative digital ticket stub. Owners of the stubs may gain access to special privileges in the future.

Tennis Australia

Tennis Australia began selling NFTs to fans during the Australian Open in January 2022.

Each token represented a unique virtual square located on a real tennis court. When a winning shot landed in the allotted area, the holder of an NFT won the game ball. Tennis Australia deemed it a fun approach to engaging fans.

Key Takeaways

- NFTs can be used to represent things like tickets and membership cards
- Clubs can use NFTs to track and reward fans for achieving certain milestones
- Clubs can also sell NFTs that give holders shares in the club and allow certain privileges like voting rights



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Record Labels

Blockchain technology is shaking up how the music industry operates. In recent years, record labels have been exploring how NFTs can be used to create new revenue models and ways of engaging with fans.



NFTs can be used to represent royalties, copyrights, and other rights and ownership interests in music. For musicians, NFT-based record labels can provide an easier way to track royalty payments and control how their music is

used. This would make it easier to audit and track payments made by the label.

NFTs could also be used to create tokens that represent shares in a record label. Fans could then purchase these tokens to show their support for the label.



NFTs can be used to give fans exclusive access to content, such as early releases or behind-the-scenes footage. They can also be used to give fans unique experiences, such as VIP tickets to concerts or meet-and-greets with their favourite artist.

Another use for NFTs is creating a "token economy" that allows fans to earn rewards for participating in promotional activities such as voting for their favourite artist or sharing songs on social media.

NFT-based record labels are still in their early stages, but they have the potential to revolutionise the music industry and provide benefits to both the artist and the label.

Case Studies

Blockplay

In 2021, A new Australian-based record label with integrated blockchain distribution services was officially launched.

BlockPlay allows artists to release music and connect with fans through NFTs. BlockPlay gives content owners the power to easily monetize their rights and royalties across the digital landscape.

Artists can sell their records as NFTs at crypto auctions, creating an instant revenue stream.

Sony Music Group & Universal Music Group

Snowcrash, a Solana (SOL) blockchain-focused NFT marketplace recently announced the involvement of two major music companies - Sony Music Entertainment and Universal Music.

Snowcrash plans to release NFTs linked to artists Bob Dylan and Miles Davis in late 2022, as well as for emerging artist Varvara.

Key Takeaways

- NFTs can be used to represent rights and ownership interests in music like royalties and copyrights
- NFTs could be used to create tokens that represent shares in a record label
- NFTs can be used to give fans exclusive access to content and events

Want To Use NFTs To Grow Your Record Label?

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Museums

Museums are a great way to learn about history and culture, although they have always been limited to using physical objects to display information and tell stories. However, with the advent of NFTs, museums can now use digital assets to create more interactive and engaging exhibits.



Museums all over the world are starting to use NFTs as a way to give their visitors a more interactive and engaging experience. By using NFTs, museums can provide additional information

about the exhibits, add games and quizzes, and even let visitors purchase tickets and souvenirs without having to leave the museum. Additionally, by using NFTs, museums can keep track of which exhibits are most popular with visitors and make changes accordingly.

Another benefit of using NFTs is that they can help with tracking and managing museum exhibits and collections. With a permanent digital record of each object, it becomes much easier to keep track of where each item is and what condition it is in. This can be especially helpful when dealing with rare or delicate items.



NFTs can also give museums a new and innovative way to engage their donors and patrons. NFTs offer the chance to provide donors with more control over their donations. This could mean being able to choose what art or exhibits their donation is

associated with, or getting a say in how the museum uses their donation.

Donors could also be rewarded with an NFT after contributing to the museum. This NFT could then give access to perks such as free admission or discounts at the museum store. Overall, NFTs can help museums create a closer connection with their donors and patrons through access to exclusive content and opportunities.

Finally, NFTs offer a cost-effective way for museums to manage and share their collections online. By creating a digital version of real-world physical objects, museums can improve their image and increase the number of people who visit their sites.

Museums have long been a centre of learning and culture, and with the advent of NFTs, they can now become centres of innovation as well. It is evident that museums can use NFTs as a way to engage their visitors and donors, as well as create new and innovative experiences.

By using NFTs, museums can provide their visitors and donors alike with an interactive and engaging experience that will keep them coming back for more. It is important for museums to experiment with new technologies, like NFTs, in order to stay relevant in today's society.



Case Studies

Hubei Provincial Museum

In late 2021, China's Hubei Provincial Museum sold out all 10,000 digital pieces of the famous

Sword of Goujian, a tin bronze sword owned about 2,500 years ago by the Chinese King Goujian of the Yue Kingdom (2032 to 222 B.C.).

The digitized sword is a detailed 3D model that allows users to zoom, rotate, and view the minute details.

According to Wang Xianfu, the deputy director of the museum, digitizing artifacts can promote traditional culture and allow users to study artifacts both online and offline.

Artifacts In The Metaverse

In June 2022, The Knights Who Say Nah hosted an event called Artifacts in the Metaverse. This was the introduction to its NFT collections that included first-of-its-kind realistic 3D NFTs from the world's largest private collection of arms, armour, and other artifacts.

Guests were able to see up-close eight items that have the distinction of being part of a collection of over 6,000 objects, spanning 6,000 years and

nearly 50 countries. The event was a rare opportunity for the public to view such artifacts.

The event showcased the interactive 3D models of artifacts from the physical collection that were then released as NFTs.

Data History Museum

The NFT Museum was created to develop artifacts for all major historical events as they unfold. For example, the initial use case involves minting NFTs for every significant earthquake event that occurs around the world. By leveraging data from the U.S. Geological Survey's open API, the NFT generation for every earthquake is automatic, instantaneous and includes a nature index.

Data History Museum believes that blockchain will be the foundation for humanity's most reliable and accessible historical record, and that the continued development of NFT artifacts across a series of historical periods will allow researchers to accurately understand whatever happened in the 21st century and beyond.

Key Takeaways

- Museums can use NFTs to provide additional information about exhibits, add games and quizzes, and let visitors purchase tickets and souvenirs
- NFTs can be used to keep track of which exhibits are most popular
- NFTs can be used to keep track of the location and condition of items and artifacts
- NFTs can provide donors with more control over their donations
- NFTs can be used to reward donors for their donations
- Museums can use NFTs to manage and share their collections online

Want To Use NFTs To Promote Your Museum?

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Art Galleries

When it comes to the art world, NFTs can provide a myriad of benefits to art galleries, artists as well the public.



For galleries, NFTs can be used to help manage collections more efficiently and provide information about the artwork on display.

They can be used to represent ownership of artwork as well, which can allow galleries to keep

track of who owns which pieces and prevents fraud.

For example, NFTs can be used to track and store information such as the title of the work, the artist who created it, and any other relevant information.

NFTs can also be used to provide a new way for people to purchase works of art and allow galleries to diversify their revenue streams.

For artists, NFTs can provide a new way to showcase their work and engage with the public. When people scan an NFT tag or QR code associated with an artist, they can be taken to that artist's page on a decentralized app (dApp) or website. From there, they can learn more about the artist, see their other work, and even purchase pieces. This increases exposure for artists and helps them build a following.

Additionally, NFTs can provide an immersive experience that allows visitors to interact with the art in a new way. By using NFTs, galleries can create a more engaging and interactive experience

for visitors. NFTs can be used to display artwork, provide information about the artwork, and allow visitors to interact with the artwork. NFTs can also be used to create digital art galleries that allow visitors to view and interact with art from around the world.

For example, a gallery could create a virtual exhibit that allows visitors to explore different works of art in depth. Or, they could create an interactive experience that allows visitors to add their own artwork to the gallery.

By using NFTs in art galleries, it's possible to create a more immersive and engaging experience for everyone involved.

Case Studies

The British Museum

The British Museum ventured into the emerging world of NFTs in 2021 by developing a



partnership with a new NFT platform to launch postcards based on the art of Katsushika Hokusai.

The Hokusai exhibition coincided with the release of The Great Book of Everything, an exhibition of 103 drawings by Hokusai at the British Museum that had never been seen before.

The drawings were produced in the late 1820s and early 1840s for an unpublished encyclopedia.

There were 200 Hokusai NFT's artworks that were available for purchase online, at fixed prices as well as in auctions. They included digital images of well-known prints by the artist, such as Under the Wave Off Kanagawa, Clear Day with a Southern Breeze, and Ejiri in Suruga Provence.



Lesser-known works were also available, including drawings from the recently re-discovered The Great Big Picture Book of Everything.

Uffizi Gallery

Following a prolonged run of difficult years, the Uffizi has developed NFTs based on Renaissance masterpieces by artists such as Botticelli and Michaelangelo as a way to help bring in funds during the pandemic.

The Florentine museum has partnered with Cinello, an Italian crypto-signature corporation, to print famous works of art into NFT, which also includes a certificate of authenticity.

The use of blockchain technology has allowed the museum and Cinello to continue receiving a profit



every time an NFT is traded. There has also been a clear demand from the art world - early in 2021, an NFT based on

Michelangelo's painting "Doni Tondo" sold for €140,000 (approximately \$170,000 USD).

State Hermitage Museum

The Hermitage has begun offering NFTs based on its art. Despite facing Russia's restrictive regulation of cryptocurrencies, the Hermitage announced an auction of the tokenized versions of several artworks from its collection



These included a work by Leonardo da Vinci. As an indication of the potential profitability of NFTs for museums, the auction of a few of the museum's tokenized works generated a massive \$440,000 in Binance USD.

Key Takeaways

- NFTs can be used to manage collections and provide information about artwork
- NFTs can be used to represent and track ownership of artwork
- NFTs can be used to provide a new way for people to purchase art
- NFTs can provide a new way to showcase their work and engage with the public
- NFTs can provide an immersive experience that allows visitors to interact with the art in new ways

Want To Use NFTs To Promote Your Art Gallery?

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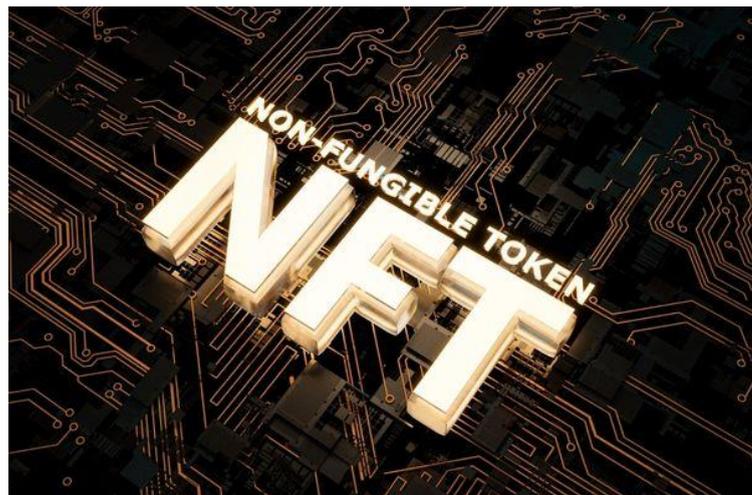
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Conclusion

It is evident that NFTs can be used to help grow and promote brands and businesses.

Not only do they provide a unique and innovative way to market products and services, but they also offer a more engaging experience for consumers.

By using NFTs, businesses can reach new heights and connect with their target audience in a more meaningful way.



With the continued growth of the blockchain industry, we can expect to see even more innovative uses for NFTs in the future.

We hope this e-book has given you some great insight and value!

Want To Use NFTs To Support Your Next Project?

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