RATIO

CASE STUDIES//2023/4

/ RATIO / - Control the Momentum

Ratio is a **multi-dimensional accelerator** for web3 makers. We serve as a **strategic advisory team** and **marketing engine for founders** who see true visions.

RATIO x radioshack

WEB3 RADIOSHACK GOES VIRAL, GAINS 207K TWITTER FOLLOWERS, & IS FEATURED IN EVERY MAJOR U.S. NEWS OUTLET.

THE CHALLENGE

RadioShack was purchased by Retail Ecommerce Ventures, which buys widely recognized. bankrupt companies to bring them back to life in a new form. The new RadioShack Crypto protocol encompasses RadioShack Swap and a token called $RADIO. RadioShack was a challenge by the very nature of it being a ballsy web3 pivot and a hail-mary attempt to revive a century-old brand by rebirthing it onto the blockchain.

THE SOLUTION

Viral marketing. Ratio aimed to push the boundaried of the status quo on social media. The campaign sought to leverage RadioShack's name and likeness as a household name along with undeniably engaging content. Our approach included provoking major celebrities, calling out massively popular brands, and riding real-time trends in culture and fashion.

THE RESULT

RadioShack trended #1 on Twitter globally for 24 hours and was mentioned in every major news publication in US. such as the Washington Post, Mashable, Newsweek, The Hill, New York Post, all of the logos below, and many more. RadioShack doubled their Twitter followers overmight and saw not just record-breaking engagement, but a quantum leap in engagement, up 41.6X from when we took over the account.

+4,160% INCREASED ENGAGEMENT

+207,327 FOLLOWERS GAINED

FEATURED IN:

THE WALL STREET JOURNAL. The New York Times Entrepreneur TMZ

WIRED CNN BUSINESS INSIDER BARSTOOL SPORTS

RATIO x OMGKIRBY

NFT DROP OMGKIRKBY DOUBLES THEIR FOLLOWERS, SELLS OUT THEIR NFT COLLECTION, AND BECOMES THE FIRST-EVER PROJECT TO DROP ON THE OPENSEA LAUNCHPAD.

THE CHALLENGE

A Faceless, decentralized artist's collaborative NFT tracks are challenging the music industry's status quo with a bold new vision.

Imagine a future in which a decentralized artist drops music through a community- governed receord level co-owned by thousands of members that colleborate on said artistis' music.

From There, they might vote on the next single: its beats and hooks, release date, marketing plan, and more. Omgkirby is flipping music licensing on its head and putting the power in the hands of artists and their base of invested superfans.

THE SOLUTION

A collaboratice NFT drop featuring platinum artist Channel Tres as the first projcet on OpenSea's Launchpad. We merged multiple communities to bridge the gap between music and web3. We accomplished this through influencer marketing, community partnerships, strategic partnerships, comedic content, and multi-phase launch plan.

THE RESULT

Sold out drop (5,550 collection @.065 ETH) within 24 hours, doubled Twitter follower count, and built an SMS and Telegram list of hundreds of highly engaged superfans.

+740% INCREASED ENGAGEMENT

+19,121 FOLLOWERS GAINED

5,550 NFTS SOLD

"Our Collaboration with omgkirby is groundbreaking for music in web3, and we're increadibly excited to partner with them or this drop. The team has pioneered an immersive experience like nothing we've seen before."

- VP of Business Development, OpenSea

RATIO x inspect

THE LAYER 2 BUILT FOR X

THE CHALLENGE

NFTinspect was one of the top platforms in crypto for measuring social capital and helping investors make game time investment decisions. However the harsh bear market ate the team alive and they were forced to shut down operations.

After being domain for 6 months new ownership had acquired the once mighty tech franchise, in hopes to finish what the previous team could not.

Ratio was tasked with rebranding, reviving, and igniting a social movement revolved around this once widely saught after project, in hopes to launch a token.

THE SOLUTION

Ratio was able to remind everyone who inspect is immediately, utillizing clever social campaigns targeted at specific influencers with big followings. The attention was explosive, and the results speak for themselves.

THE RESULT

Fresh rebrand. Successful relaunch under new ownership. Explosive social growth Token launch.

+5000% INCREASED ENGAGEMENT

+120,000 FOLLOWERS GAINED

3X+ TOKEN PRICE INCREASE

"Ratio doesn't just deliver campaigns; they craft experiences that resonate. Working with Ratio was not just a partnership; it was a transformational collaboration that elevated our brand to new heights."

Inspect CMO