



“Currency of Currency” Campaign Recap

July 2021

Summary

We procured Oscar-winning filmmaker Spike Lee to direct and star in a two-minute spot, titled “Currency of Currency,” that sparked a conversation about old money (fiat) versus new money (digital currency). The spot was conceptualized by Campbell Ewald, with creative input from Spike.

Four additional celebrity talent were also featured in the spot as cameos: Kendrick Sampson, MJ Rodriguez, Shangela, and Teyana Taylor.

In conjunction with Campbell Ewald, a paid media program and digital campaign was created to launch the commercial, and we combined that with a social media rollout that was comprised of 30 celebrity talent, influencers, and athletes who further amplified the spot on their social platforms.

Participants

Commercial Talent

Spike Lee - Director
Kendrick Sampson - Actor/Activist
MJ Rodriguez - Actress
Shangela - Drag Queen/TV Personality
Teyana Taylor - Recording Artist

Amplifier Talent

Andre Drummond - NBA Athlete
Ashlee Simpson Ross - Recording Artist
Ashley Benson - Actress
Ben Baller - Celebrity Jeweler/Musician
Boogie Cousins - NBA Athlete
Booker T - WWE Wrestler
Chanel Iman - Model
Chantel Jeffries - DJ
CJ McCollum - NBA Athlete
Common - Recording Artist/Actor
Don C - Fashion Designer
Duncan Robinson - NBA Athlete
Evan Ross - Recording Artist/Actor
Francis Ngannou - MMA Fighter
Georges St Pierre - MMA Fighter

Inanna Sarkis - Actress
Jamal Murray - NBA Athlete
Jeannie Mai - TV Host
Jenna Ezarik - Content Creator
Joc Pederson - MLB Athlete
Jordyn Woods - TV Personality
Justine Ezarik - Content Creator
Kendall Kyndall - Content Creator
Lonnie Walker - NBA Athlete
Matthew Noszka - Actor/Model
Robert Neal - Pro Skateboarder
Ryan Kelley - Actor/Content Creator
Serge Ibaka - NBA Athlete
Spencer Dinwiddie - NBA Athlete
Trae Young - NBA Athlete

PR: By The Numbers



44

Total Earned
Stories



144

Total Press
Release Pick Up



880M+

Total
Impressions

Top Placements:

rollingout

Spike Lee teams with cryptocurrency company for national ad campaign

BLAVITY

DJ Pierce Talks Shangela, 'RuPaul's Drag Race' And Living With Jenifer Lewis

AdAge

SPIKE LEE DECRIES OLD MONEY ELITE IN AD FOR CRYPTO ATM COMPANY COIN CLOUD



Cryptocurrency Seeks the Spotlight, With Spike Lee's Help

ADWEEK

Spike Lee Declares 'Old Money Out' in a Star-Studded Short Film for Coin Cloud

Social Media: By The Numbers



31

Total Posts



53

Total IG Stories



355K

**Social Media
Engagements**



8.0M

**Social Media
Impressions**



2.5K

**CC Website
Visits**



32.5K

**CC IG Page
Visits**

Top Performing Social Posts

Top Post by Impressions



Teyana Taylor
864K Impressions

Top Post by Engagement



Shangela
71K Engagements

Top Influencers by Impressions*



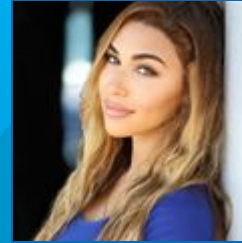
Jordyn Woods
957K Impressions



Teyana Taylor
864K Impressions



Shangela
833K Impressions



Chantel Jeffries
816K Impressions



Spike Lee
679K Impressions



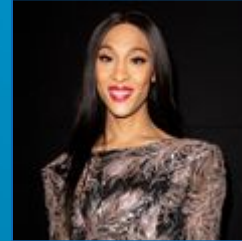
Francis Ngannou
558K Impressions



Inanna Sarkis
519K Impressions



Georges St. Pierre
356K Impressions



M.J. Rodriguez
348K Impressions



Joc Pederson
294K Impressions

Top Influencers by Engagement*



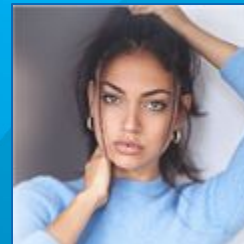
Shangela
91K Impressions



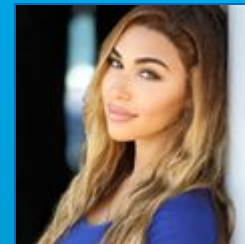
Spike Lee
62K Impressions



Teyana Taylor
36K Impressions



Inanna Sarkis
31K Impressions



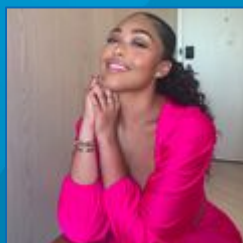
Chantel Jeffries
23K Impressions



M.J. Rodriguez
16K Impressions



Francis Ngannou
13K Impressions



Jordyn Woods
13K Impressions

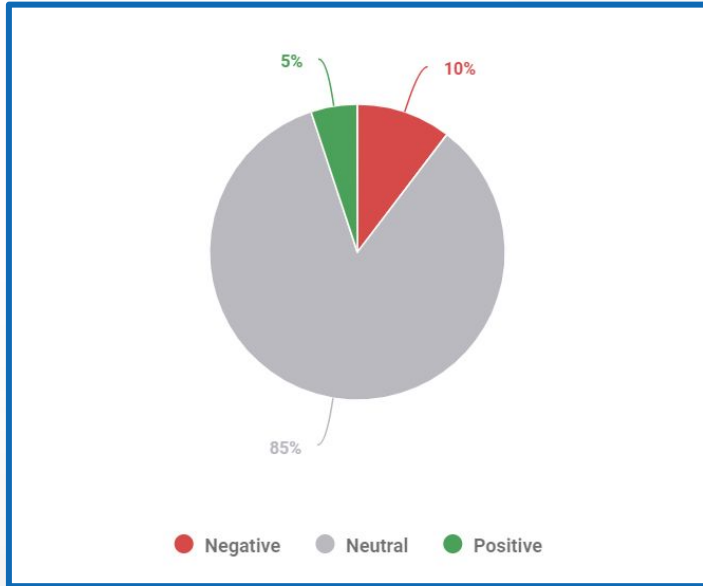


Ryan Kelley
9K Impressions



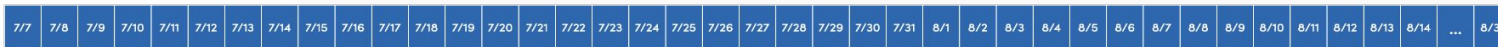
Ben Baller
8K Impressions

Twitter Sentiment



- Twitter sentiment surrounding the campaign was mostly favorable as 90% of all conversation was labeled either positive or neutral.
- An example of positive conversation includes: “Now this, is an awesome commercial. Well done Spike Lee and @CoinCloudDCM- bring on the revolution.” ([link](#))
- Of the 570 mentions, 59 were labeled negative. Select few Twitter users expressed negative opinions regarding the advertisement claiming it to be fraudulent. ([link](#))

Media Buy Summary



Bleacher Report



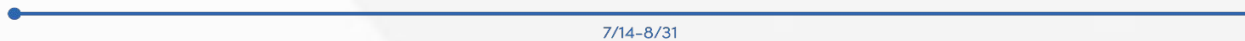
Linear TV (Adult Swim, BET, Comedy Central, MTV, MTV2)



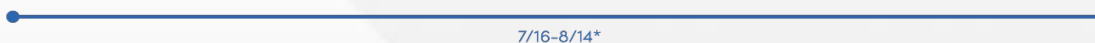
eyeQ (ViacomCBS Streaming)



Roku



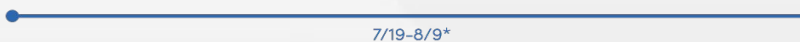
Reddit



Centro



Viant



YouTube/Channel Factory



Key Takeaways

Throughout the three forms of story content: 1) Selfie; 2) “Old Money Out” Animated Graphic; and 3) Commercial Preview, the Selfie stories tended to perform better than the other two in terms of engagement.

Throughout the influencer content, two hashtags were used: #NewMoneyMoves and #DigitalCurrency (excluding #ad). Throughout the *84 influencer posts/stories the #DigitalCurrency hashtag was used 9 times ultimately generating 2.6M impressions, 191K engagements, and 74 Coin Cloud web page views. Spike Lee was the only influencer to use the #NewMoneyMoves hashtag. His one post containing that hashtag generated 411K impressions, 45K engagements and 39 Coin Cloud web page views.

Influencers within the 1-2M follower range tended to generate the most Coin Cloud web page views.

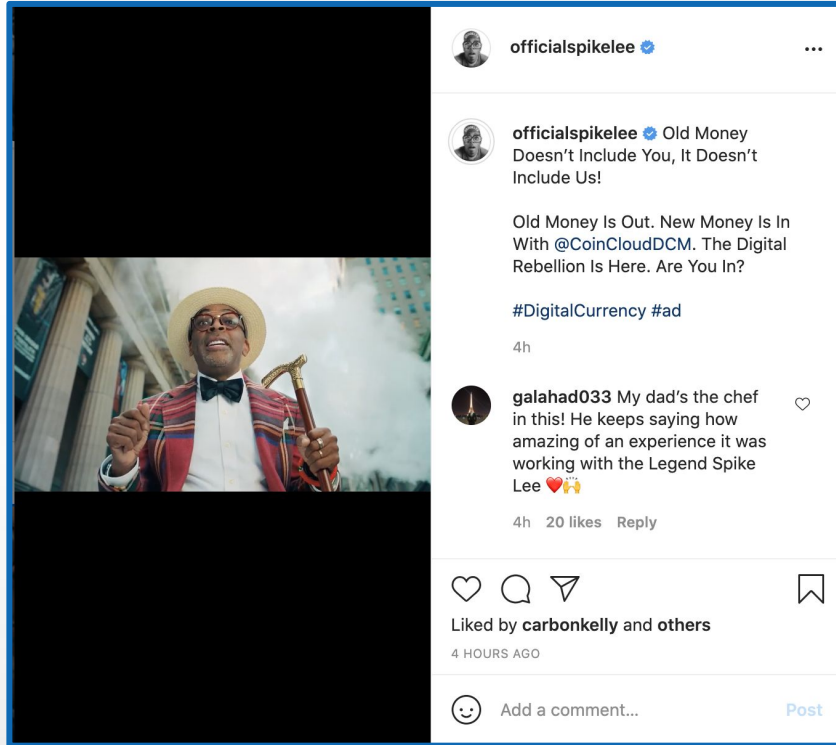
Engagement was relatively well distributed across professions (e.g. actor, influencer, athlete).



Talent Social Posts

Spike Lee

IG Grid Post/IGTV



Spike Lee: Film Director

IG Following: 2 M

IG Story: 3

IG Post: 2

Estimated Impressions: 679K

Estimated Engagement Rate: 9%

Spike Lee

In-Feed Teaser Post



officialspikelee ✓



officialspikelee ✓ I'm Up To Something BIG And It Smells Like New Money! We're Getting Current With Our Currency – It's Not Just For The Suits On Wall Street Anymore, It's Our Turn. It's A New World And We're Taking Over With @CoinCloudDCM, Join Us. #Sponsored #DigitalCurrency #NewMoneyMoves 💰👁

3w

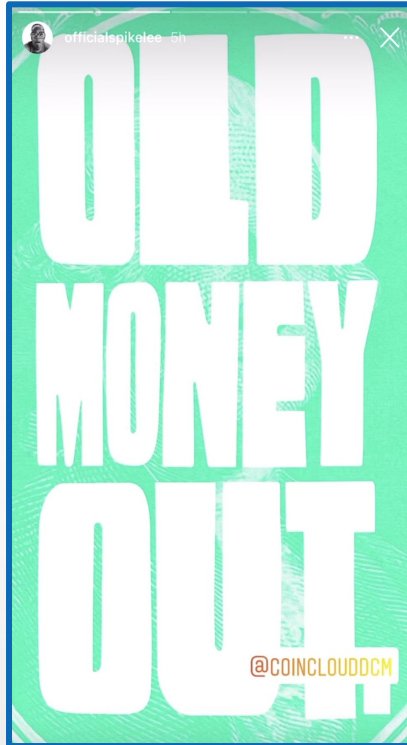


40,681 likes

JULY 9

Spike Lee

IG Stories



MJ Rodriguez

IG Grid Post/IGTV



MJ Rodriguez: Actress & Singer

IG Following: 1.2 M

IG Story: 3

IG Post: 1

Estimated Impressions: 348K

Estimated Engagement Rate: 5%

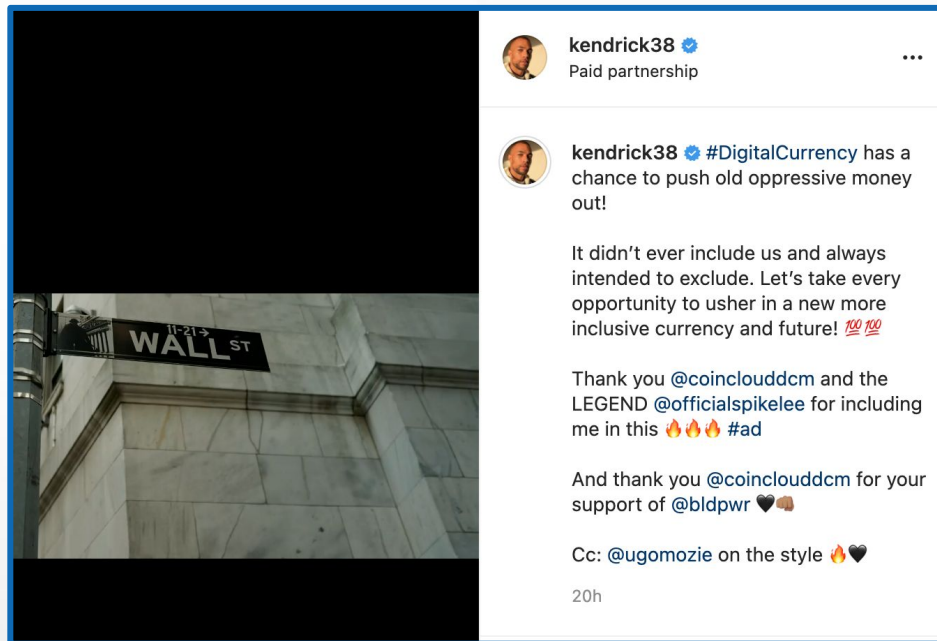
MJ Rodriguez

IG Stories



Kendrick Sampson

In-Feed Teaser Post



Kendrick Sampson: Actor & Activist

IG Following: 932 K

IG Story: 4

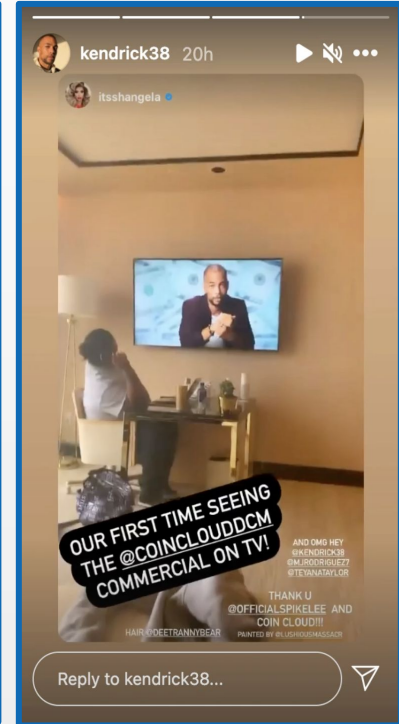
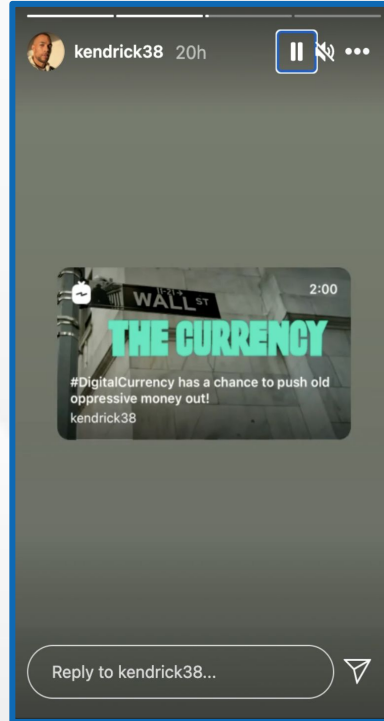
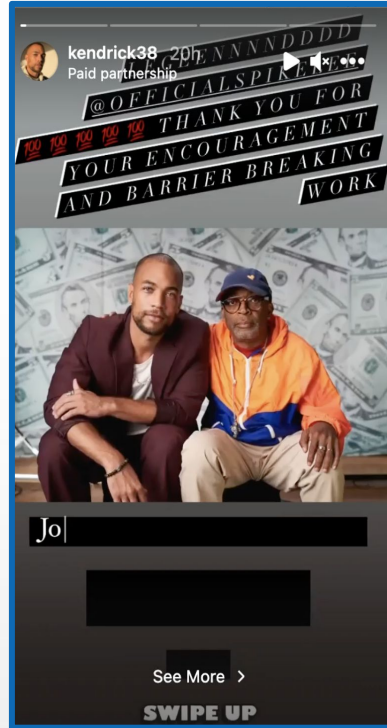
IG Post: 1

Estimated Impressions: 63K

Estimated Engagement Rate: 2%

Kendrick Sampson

IG Stories



Teyana Taylor

In-Feed Teaser Post



Teyana Taylor: Singer & Songwriter

IG Following: 12.7 M

IG Story: 5

IG Post: 1

Estimated Impressions: 864k

Estimated Engagement Rate: 4%

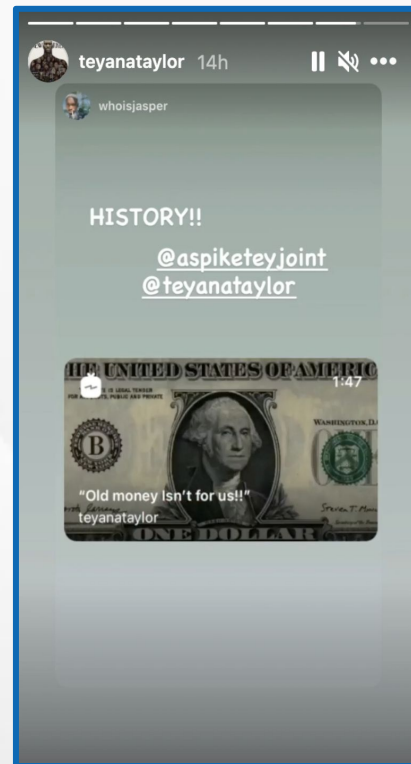
Teyana Taylor

IG Stories



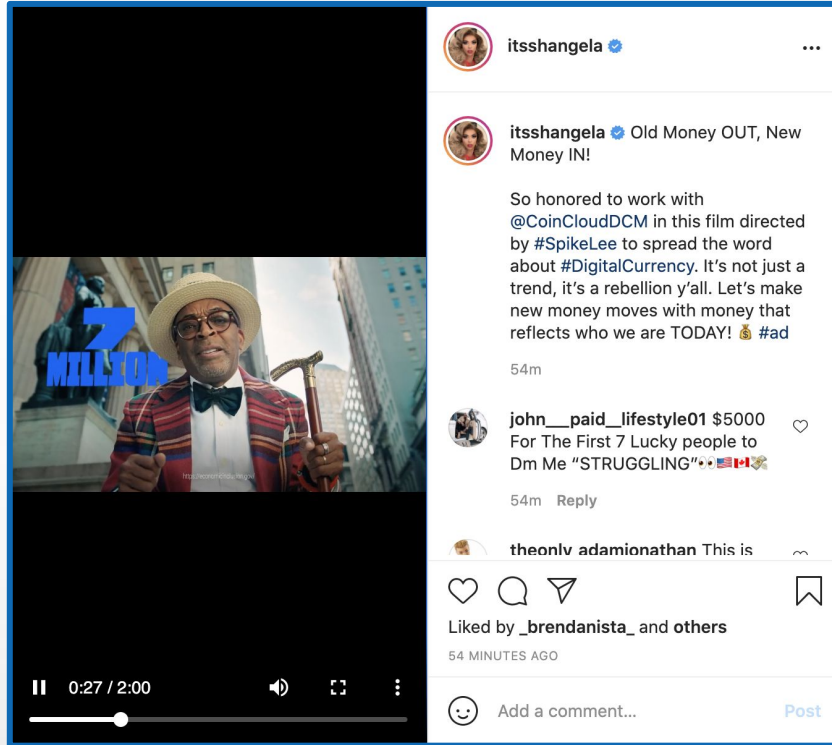
Teyana Taylor

IG Stories



Shangela

In-Feed Teaser Post



Shangela: Drag Queen

IG Following: 1.5 M

IG Story: 5

IG Post: 3

Estimated Impressions: 833K

Estimated Engagement Rate: 11%

Shangela

IG Stories



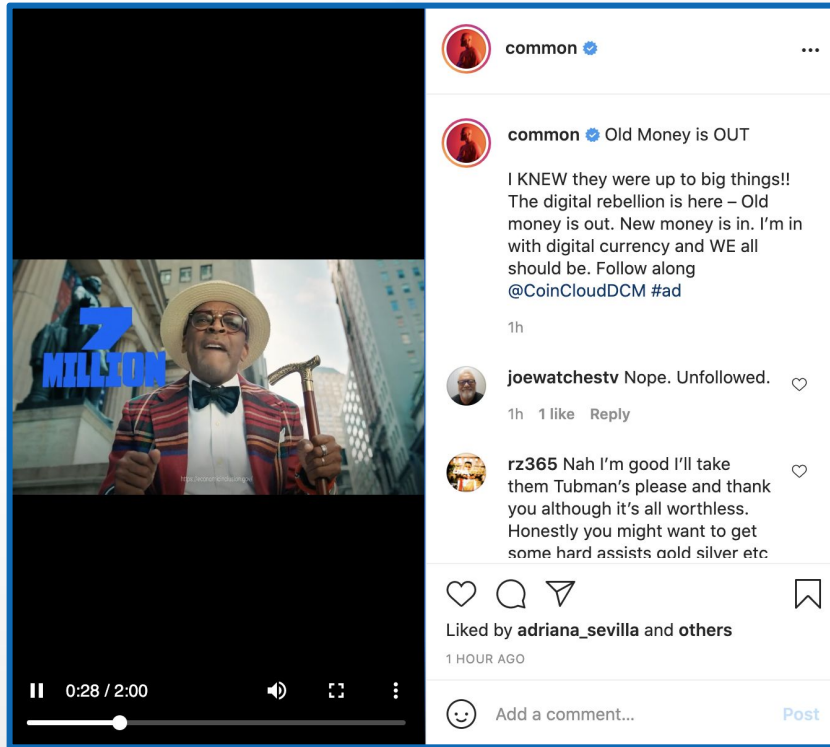
Shangela

IG Stories



Common

In-Feed Teaser Post



Common: Rapper

IG Following: 3.6 M

IG Story: 3

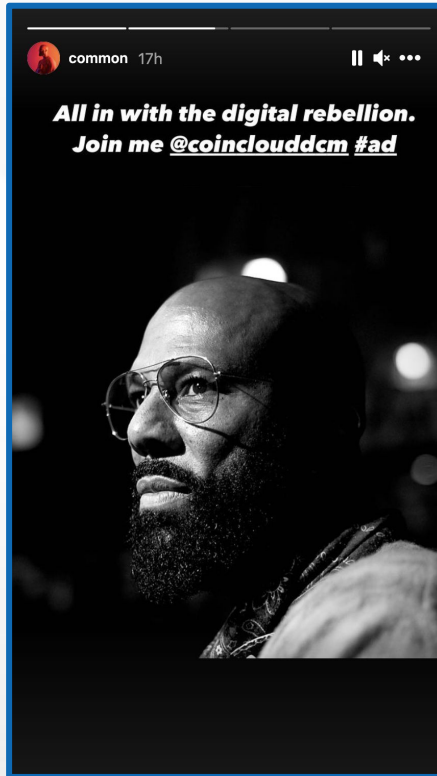
IG Post: 1

Estimated Impressions: 54K

Estimated Engagement Rate: 9%

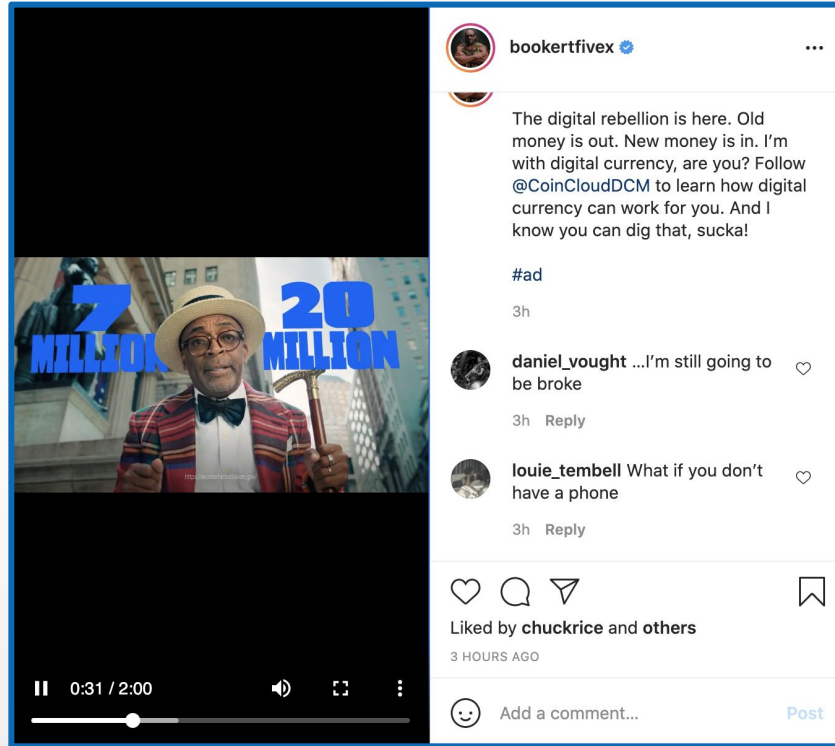
Common

IG Stories



Booker T

In-Feed Teaser Post



Booker T: Professional Wrestler

IG Following: 1 M

IG Story: 3

IG Post: 1

Estimated Impressions: 18k

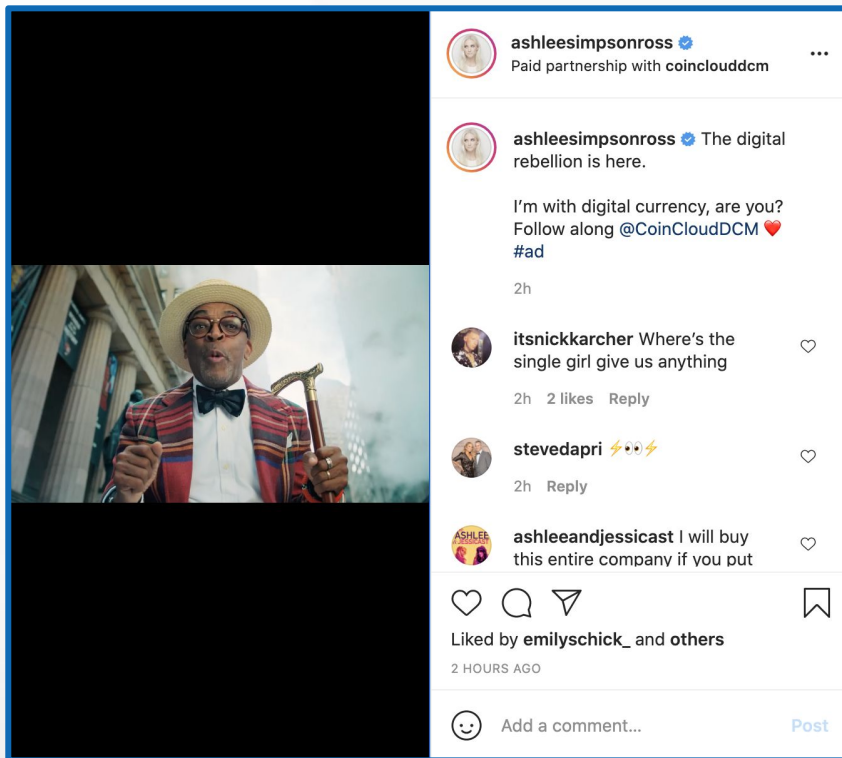
Estimated Engagement Rate: 4%

Booker T

IG Stories



Ashlee Simpson Ross



Ashlee Simpson Ross: Singer & Songwriter

IG Following: 1 M

IG Story: 1

IG Post: 1

Estimated Impressions: 50K

Estimated Engagement Rate: 1%

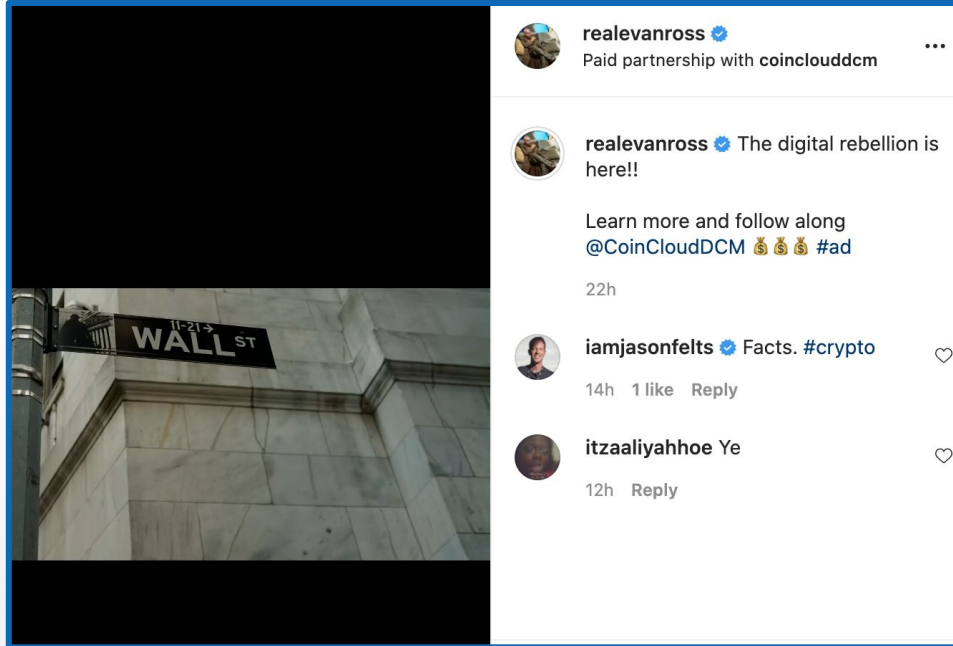
Ashlee Simpson Ross

IG Story



Evan Ross

In-Feed Teaser Post



Evan Ross: Actor

IG Following: 707 K

IG Story: 1

IG Post: 1

Estimated Impressions: 16K

Estimated Engagement Rate: 2%

Evan Ross

IG Story



Justine Ezarik

Twitter Teaser Post



Justine Ezarik: American YouTuber

IG Following: 1.6 M

Twitter Following: 1.7 M

IG Story: 3

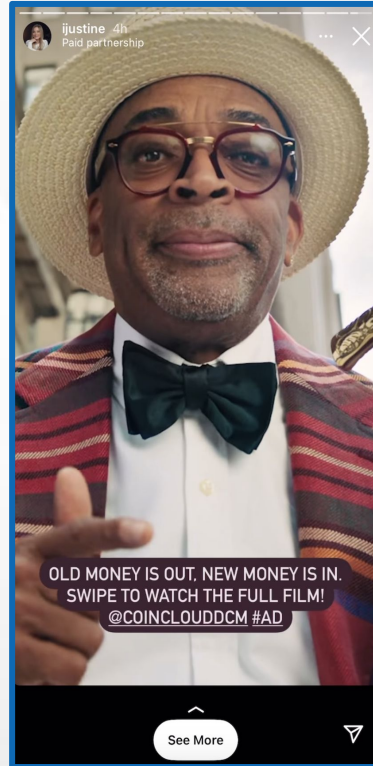
Twitter Post: 1

Estimated Impressions: Backend
Data Not Available

Estimated Engagement Rate:
Backend Data Not Available

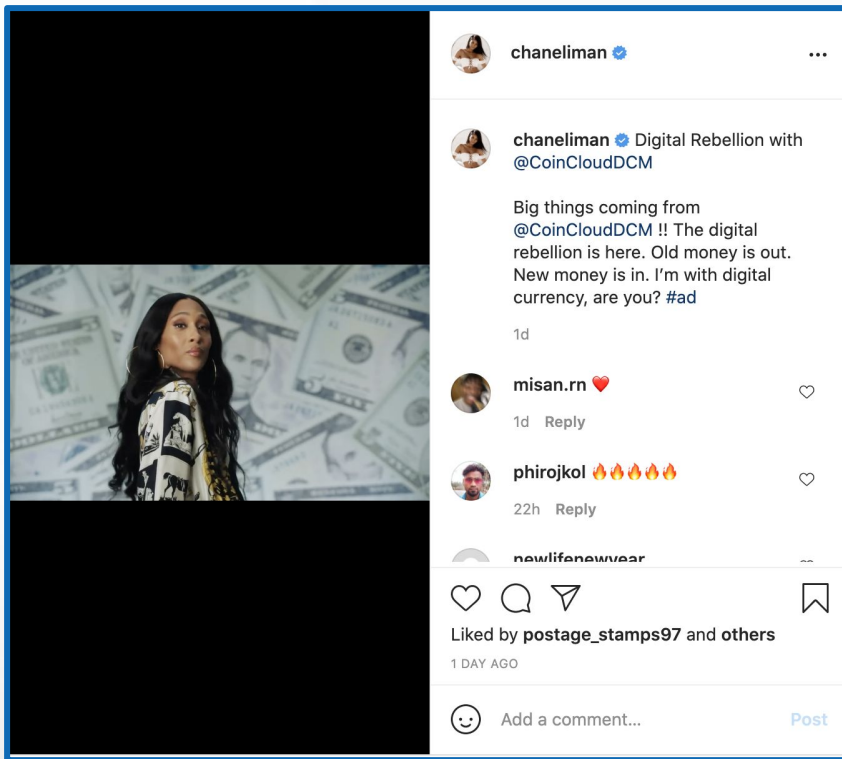
Justine Ezarik

IG Stories



Chanel Iman

In-Feed Teaser Post



Chanel Iman: Model

IG Following: 2.4 M

IG Story: 1

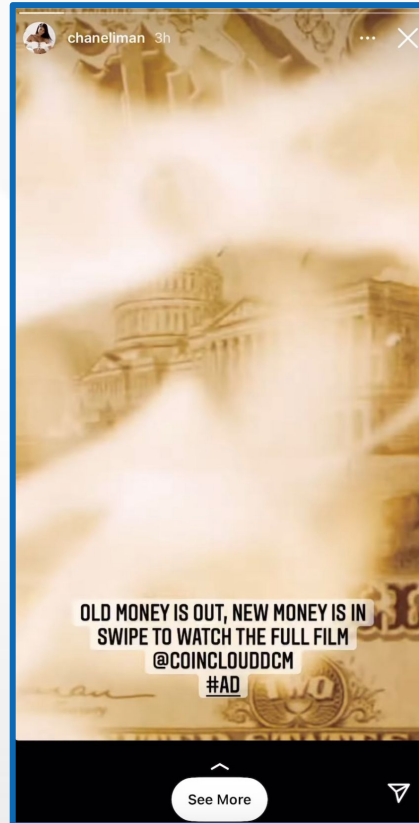
IG Post (Only shared on IGTV, not IG Grid): 1

Estimated Impressions: 12K

Estimated Engagement Rate: 6%

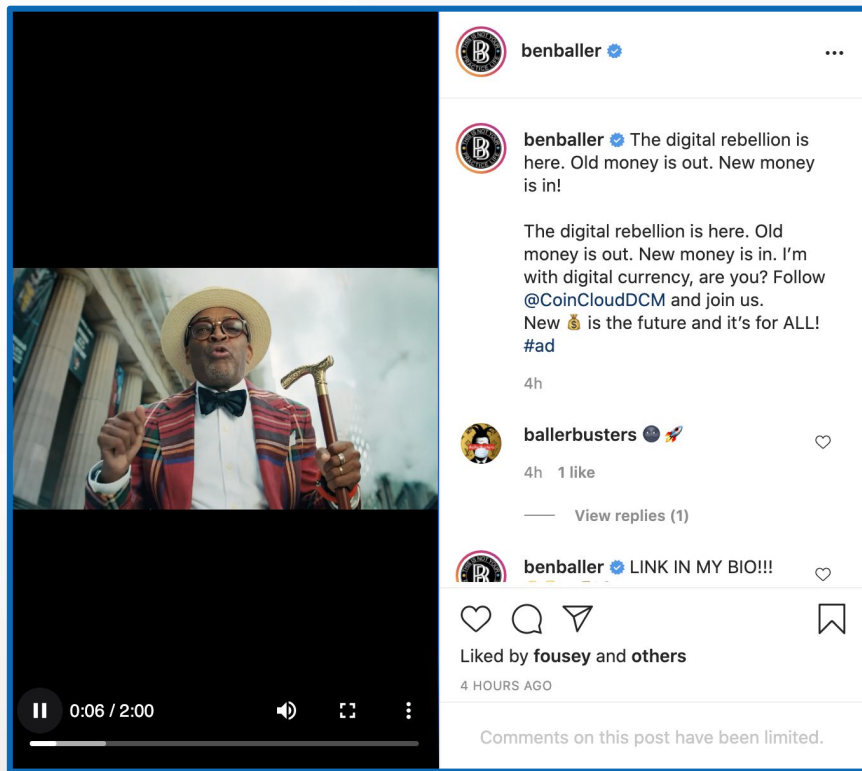
Chanel Iman

IG Stories



Ben Baller

In-Feed Teaser Post



Ben Baller: Actor

IG Following: 1.5 M

IG Story: 3

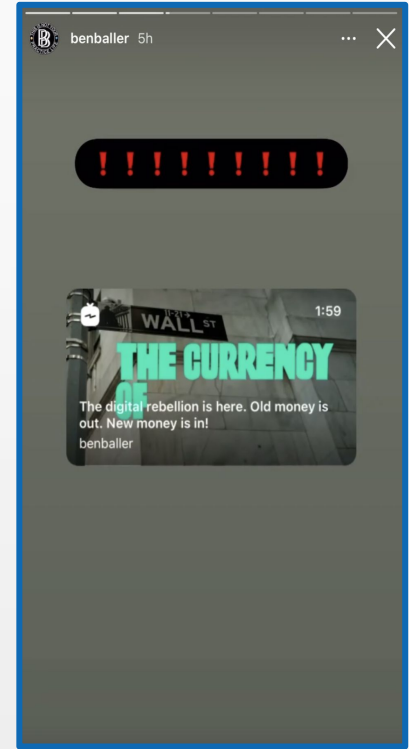
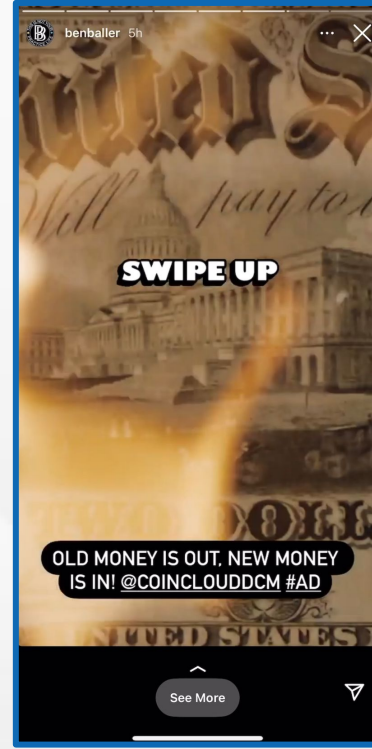
IG Post: 1

Estimated Impressions: 274K

Estimated Engagement Rate: 3%

Ben Baller

IG Stories



Joc Pederson

In-Feed Teaser Post



Joc Pederson: Baseball Outfielder

IG Following: 611 K

IG Story: 3

IG Post: 1

Estimated Impressions: 294K

Estimated Engagement Rate: 3%

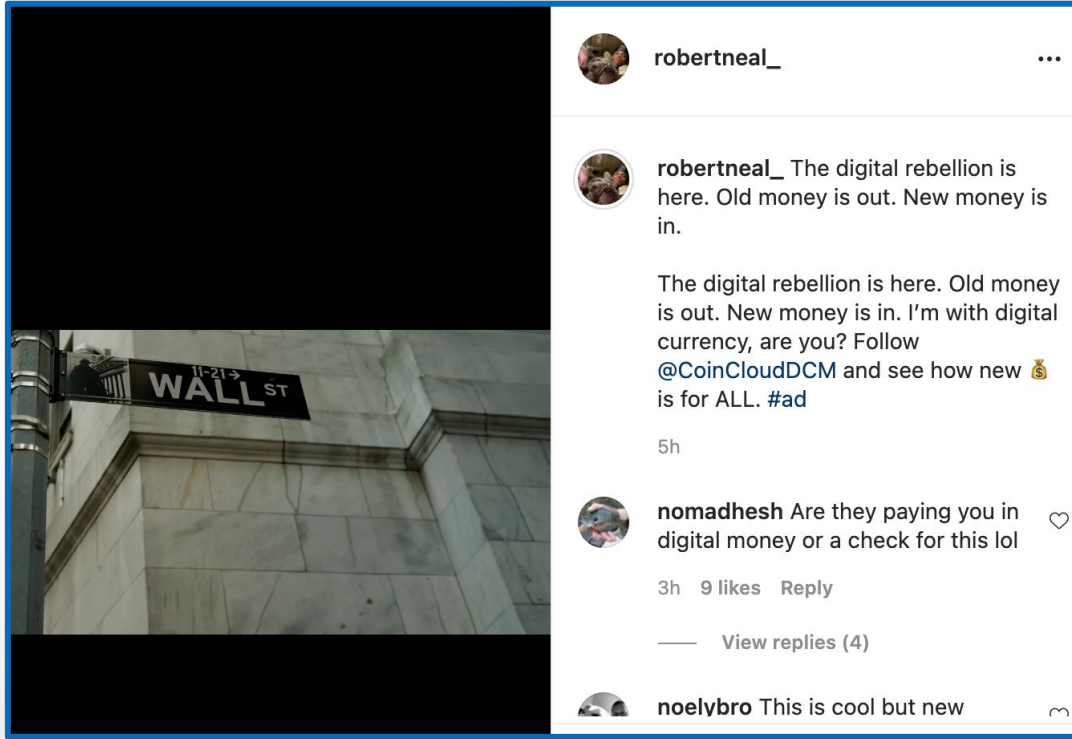
Joc Pederson

IG Stories



Robert Neal

In-Feed Teaser Post



Robert Neal: Professional Skateboarder

IG Following: 252 K

IG Story: 3

IG Post: 1

Estimated Impressions: 59K

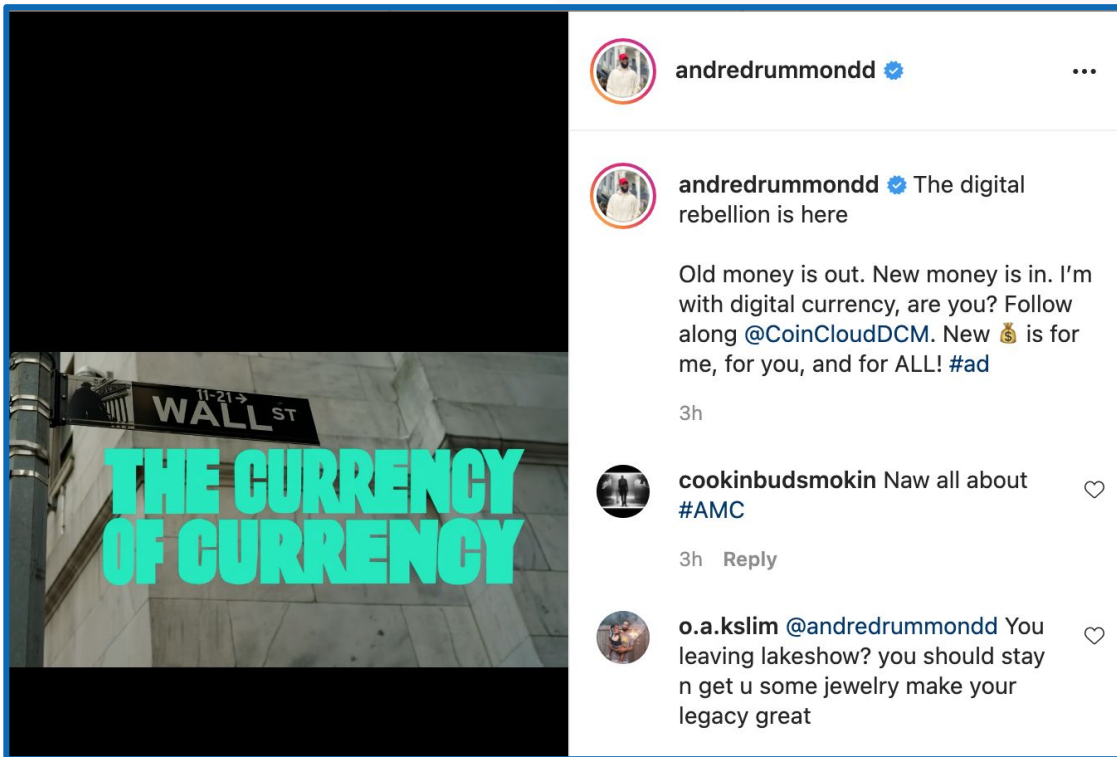
Estimated Engagement Rate: 7%

Robert Neal

IG Stories



Andre Drummond In-Feed Teaser Post



Andre Drummond: American Basketball Player

IG Following: 1.3 M

IG Story: 3

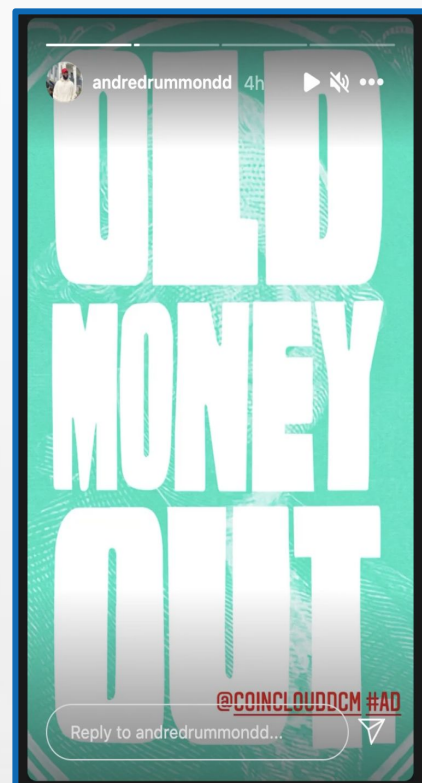
IG Post: 1

Estimated Impressions: Backend Data Not Available

Estimated Engagement Rate: Backend Data Not Available

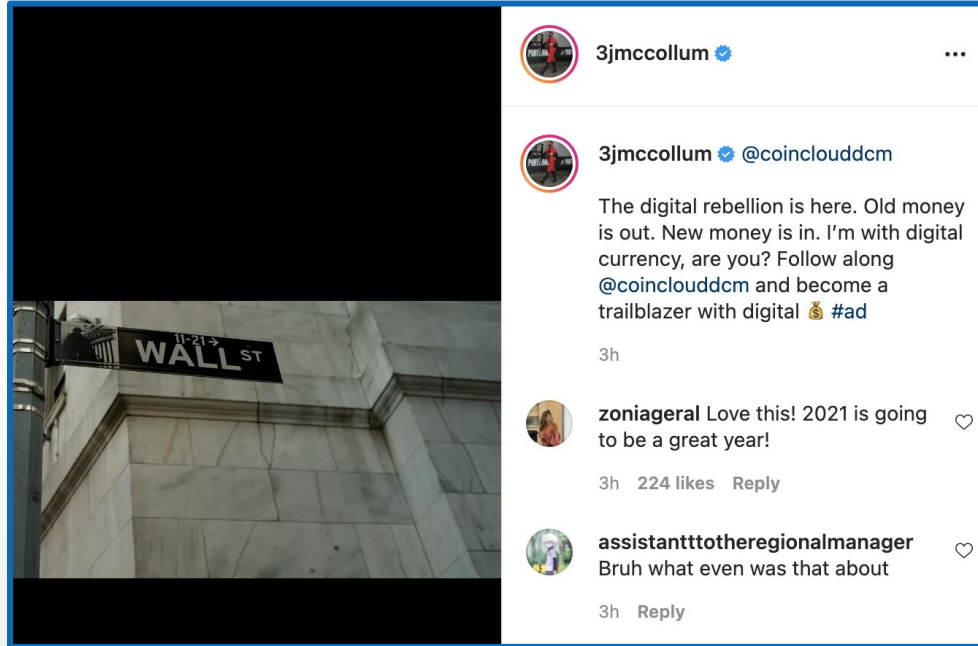
Andre Drummond

IG Stories



CJ McCollum

In-Feed Teaser Post



CJ McCollum: Professional Basketball Player

IG Following: 1.4 M

IG Story: 3

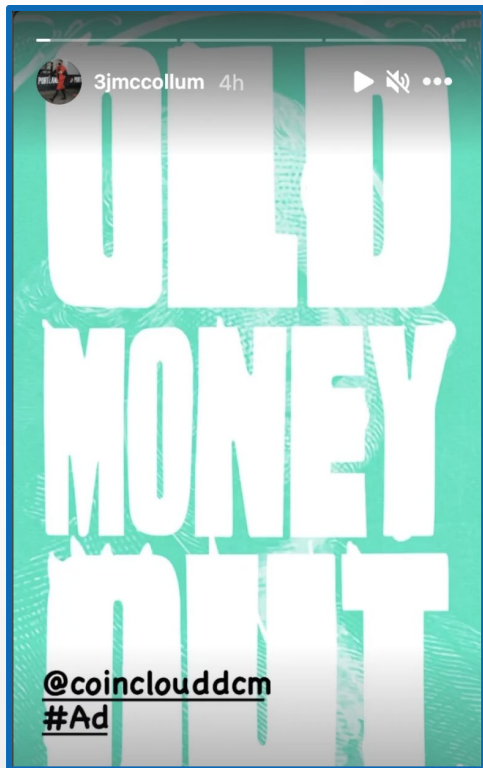
IG Post: 1

Estimated Impressions: Backend Data Not Available

Estimated Engagement Rate: Backend Data Not Available

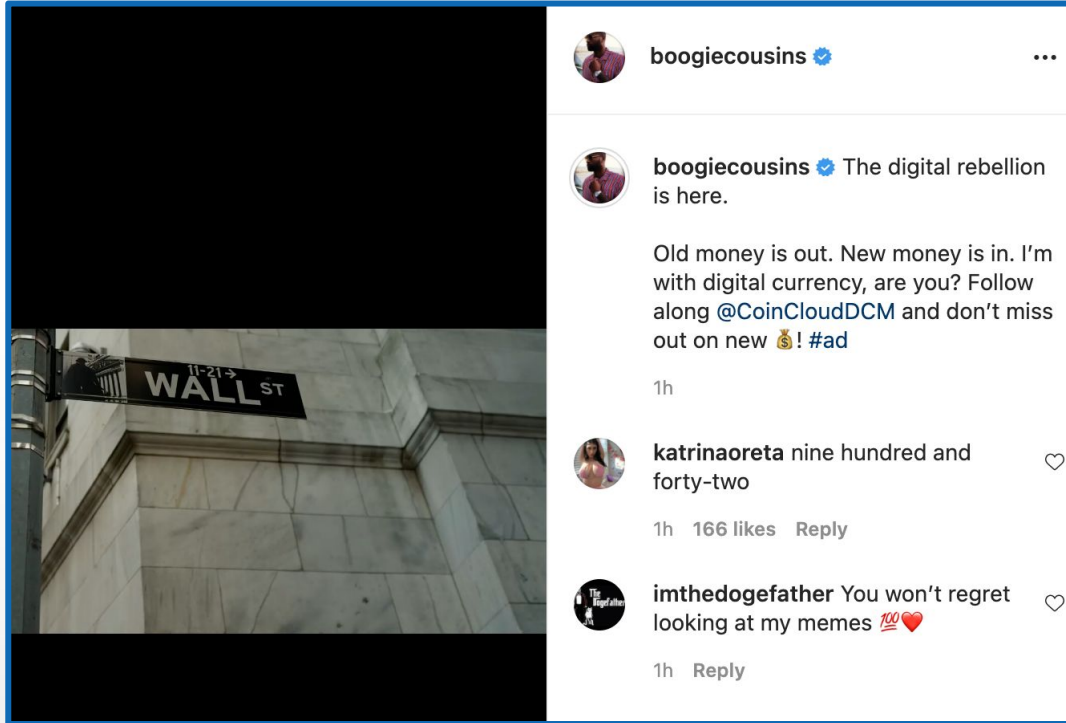
CJ McCollum

IG Stories



DeMarcus Cousins

In-Feed Teaser Post



DeMarcus Cousins: Professional Basketball Player

IG Following: 2.9 M

IG Story: 3

IG Post: 1

Estimated Impressions: 95K

Estimated Engagement Rate: 3%

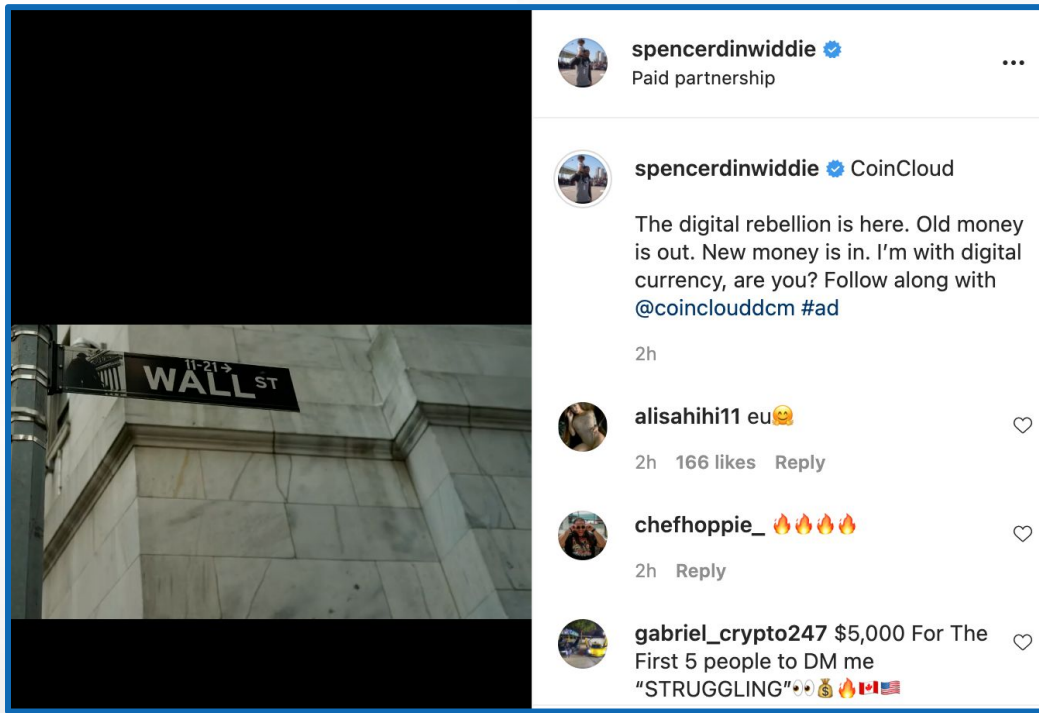
DeMarcus Cousins

IG Stories



Spencer Dinwiddie

In-Feed Teaser Post



Spencer Dinwiddie: Professional Basketball Player

IG Following: 261 K

IG Story: 3

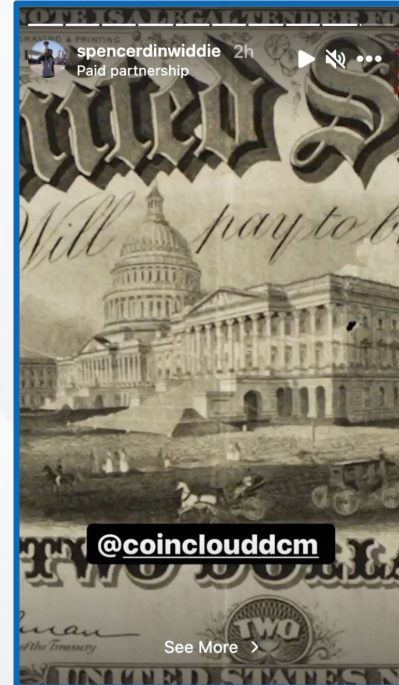
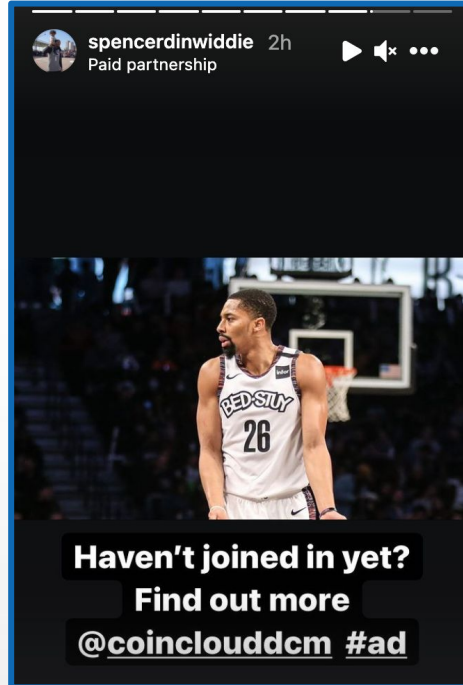
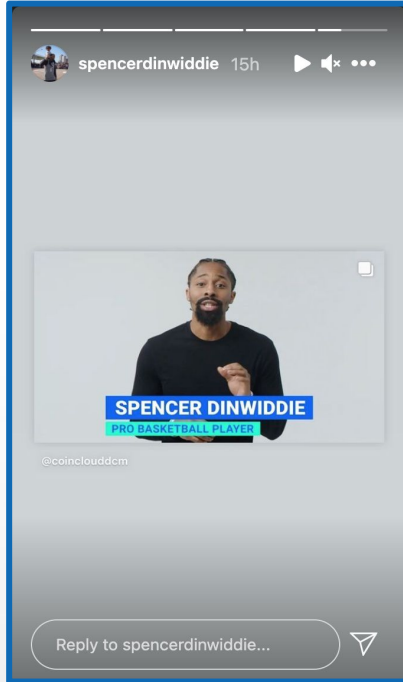
IG Post: 1

Estimated Impressions: Backend Data Not Available

Estimated Engagement Rate: Backend Data Not Available

Spencer Dinwiddie

IG Stories



Duncan Robinson

In-Feed Teaser Post



Duncan Robinson: NBA Player

IG Following: 304K

IG Story: 3

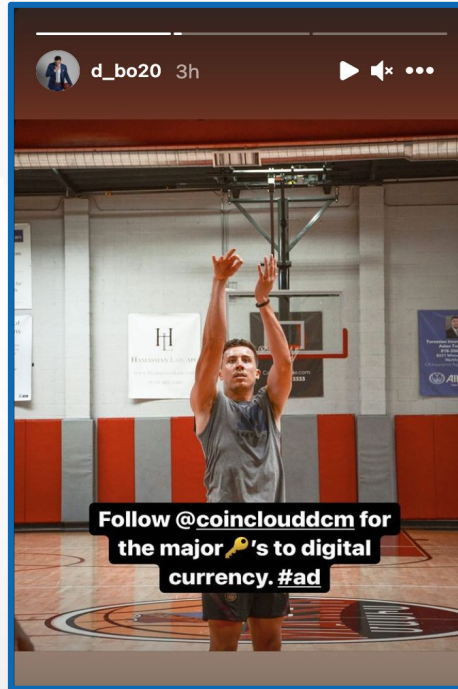
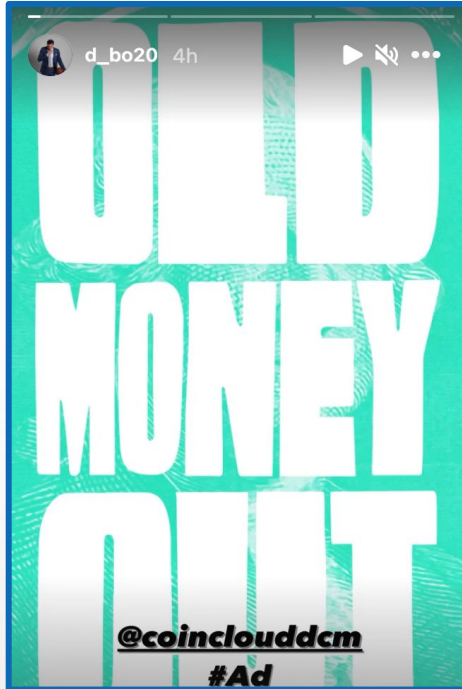
IG Post: 1

Estimated Impressions: Backend Data Not Available

Estimated Engagement Rate: Backend Data Not Available

Duncan Robinson

IG Stories



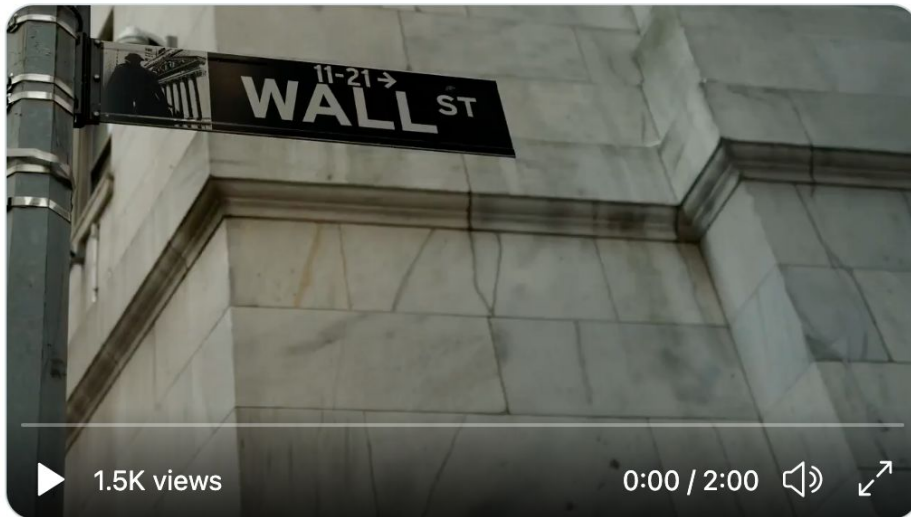
Jenna Ezarik

In-Feed Teaser Post



Jenna Ezarik ✓ @jennaezarik · 6h

I'm excited that the digital rebellion is finally here — old money is out, new money is in 😎 I'm team digital currency, are you?! Be sure to follow along @CoinCloudDCM and leave old 💰 in the past! #ad coin.cloud/newmoney



Jenna Ezarik: Content Creator

IG Following: 368k

Twitter Following: 196.5 K

IG Story: 3

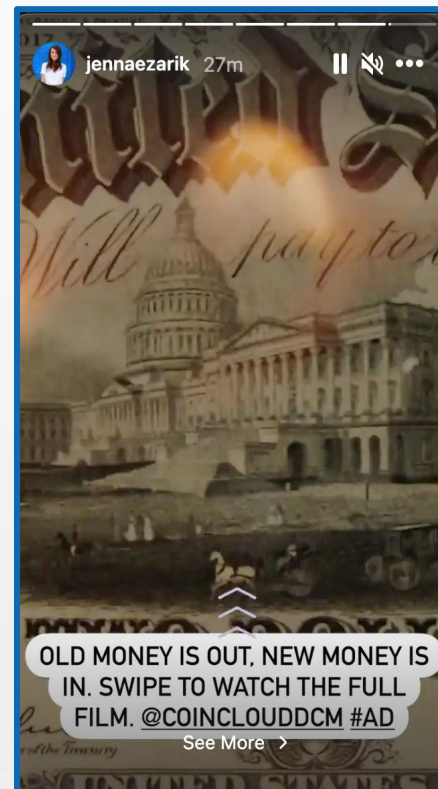
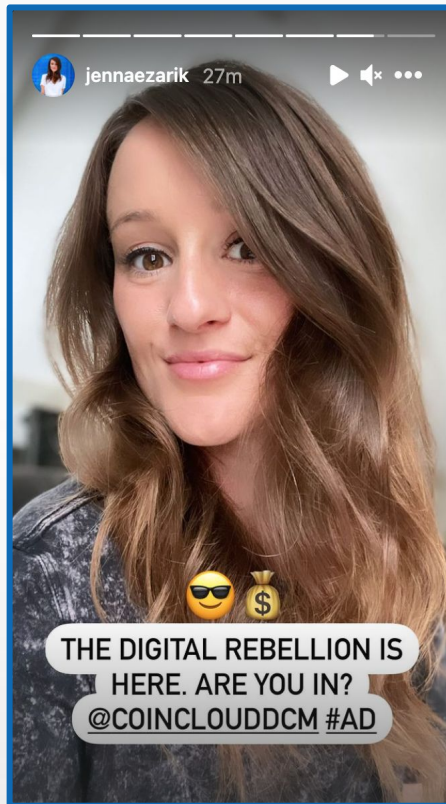
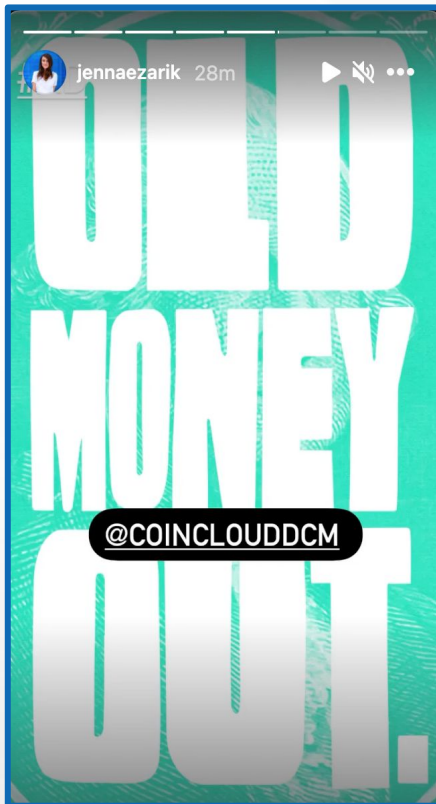
Tweet: 1

Estimated Impressions: 48K

Estimated Engagement Rate: 2%

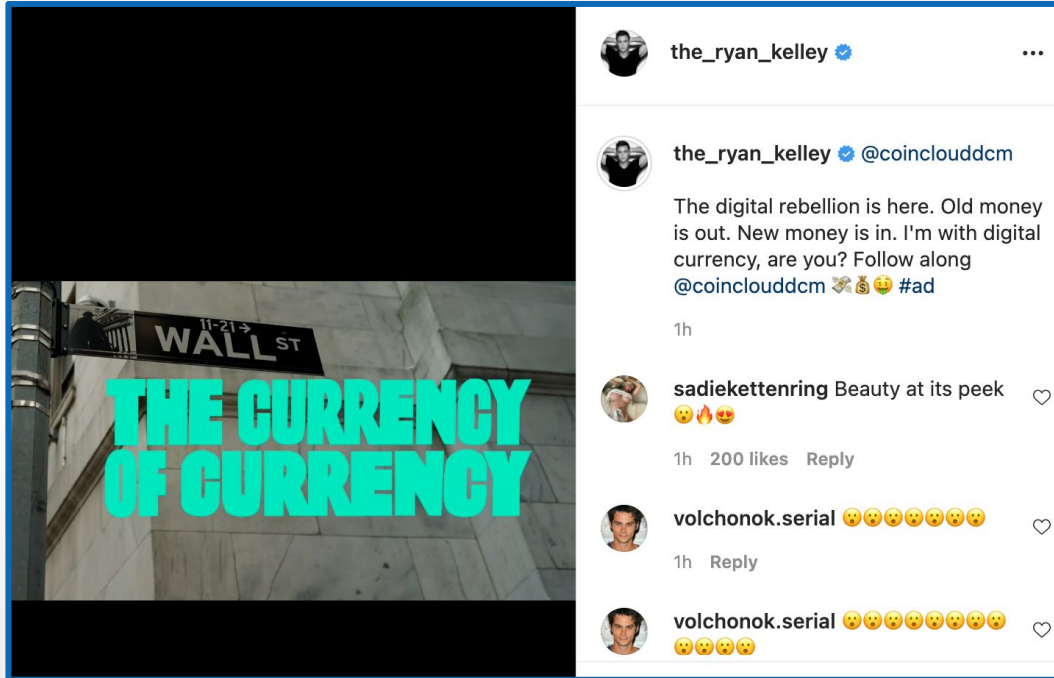
Jenna Ezarik

IG Stories



Ryan Kelley

In-Feed Teaser Post



Ryan Kelley: Actor

IG Following: 1.9M

IG Story: 3

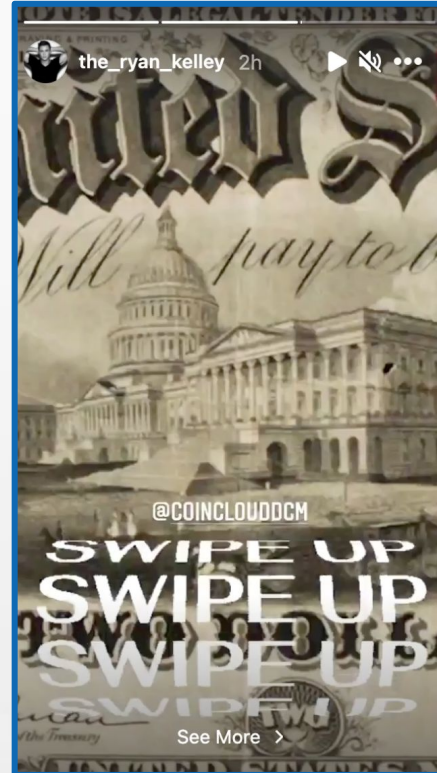
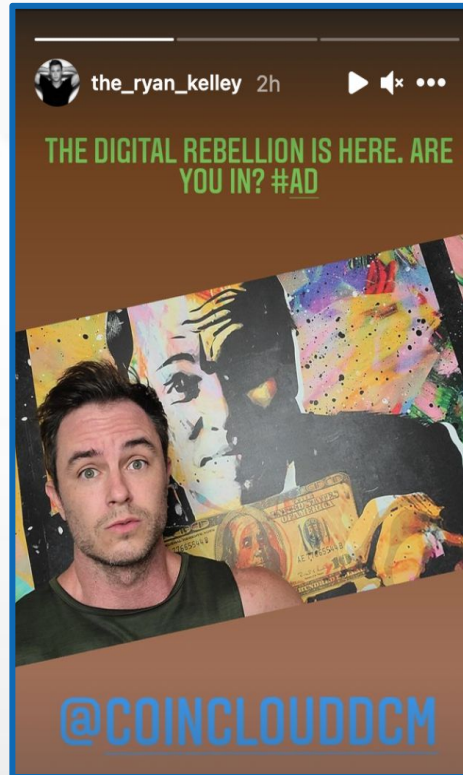
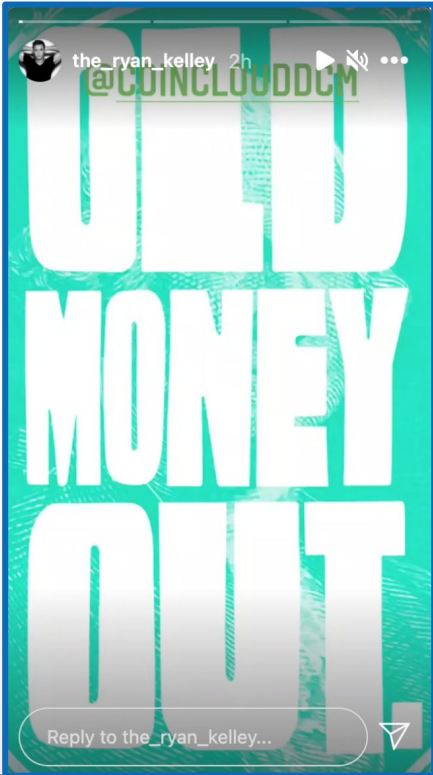
IG Post: 1

Estimated Impressions: 98K

Estimated Engagement Rate: 9%

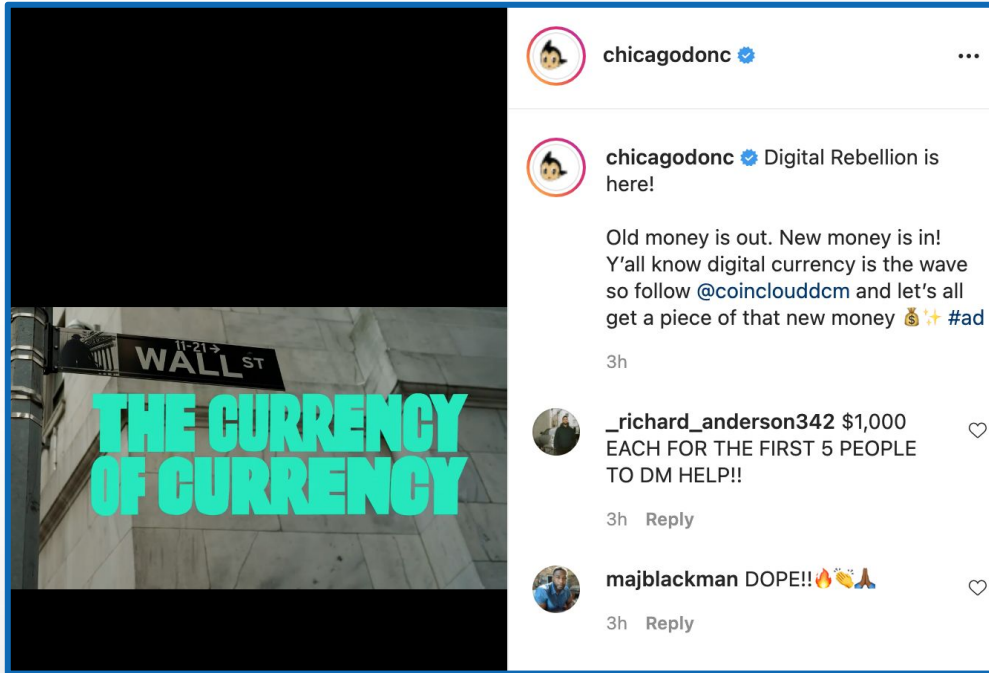
Ryan Kelley

IG Stories



Don C

In-Feed Teaser Post



Don C: Streetwear Designer

IG Following: 418k

IG Story: 3

IG Post: 1

Estimated Impressions: 51K

Estimated Engagement Rate: 5%

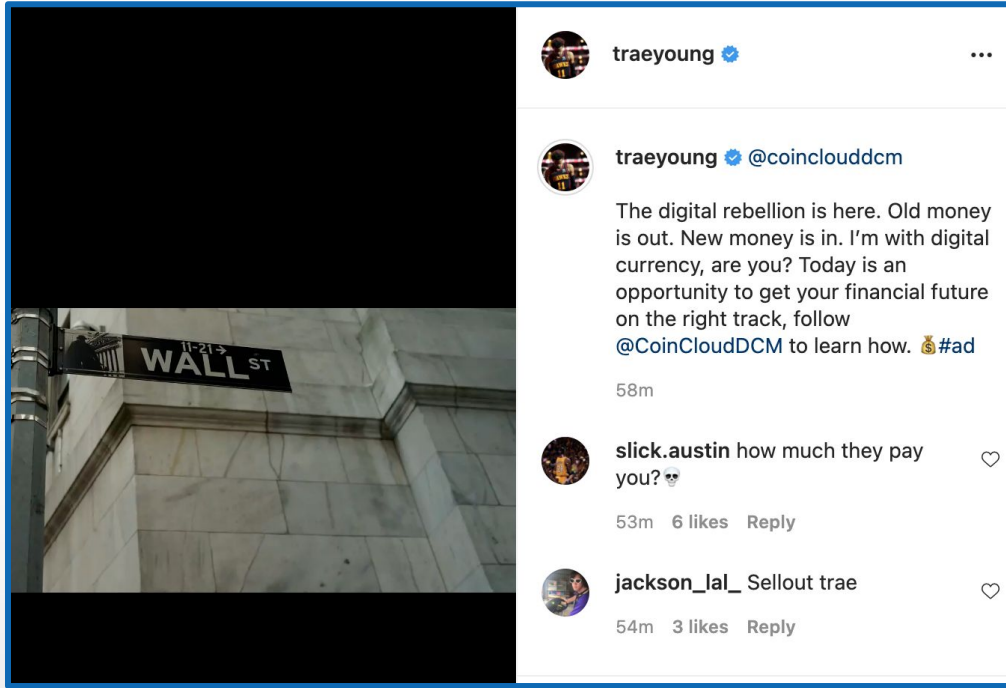
Don C

IG Stories



Trae Young

In-Feed Teaser Post



Trae Young: NBA Player

IG Following: 3.5M

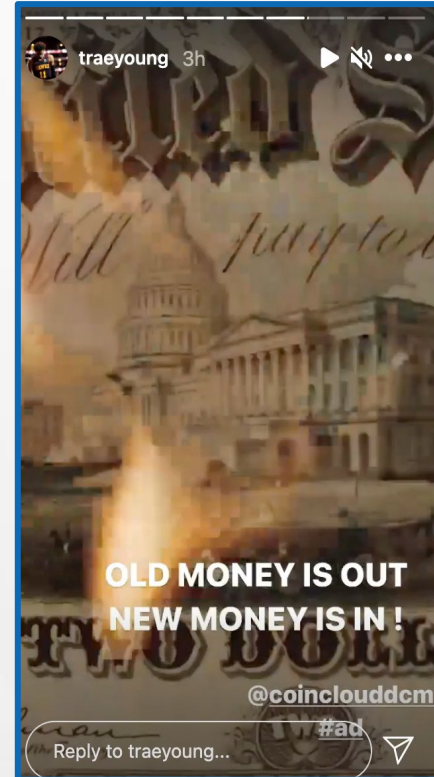
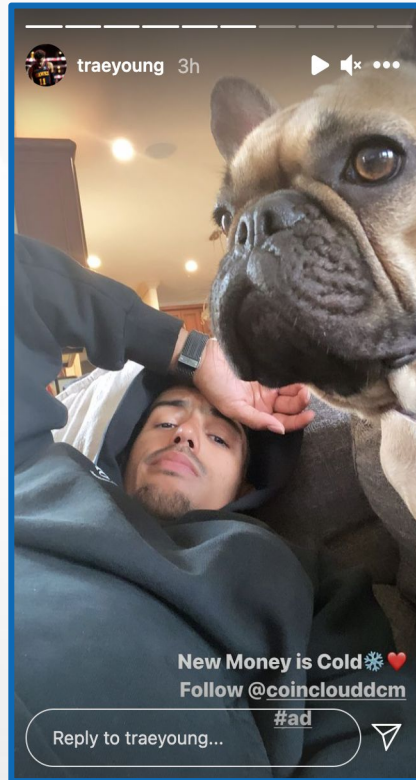
IG Story: 3
IG Post: 1

Estimated Impressions: Backend
Data Not Available

Estimated Engagement Rate:
Backend Data Not Available

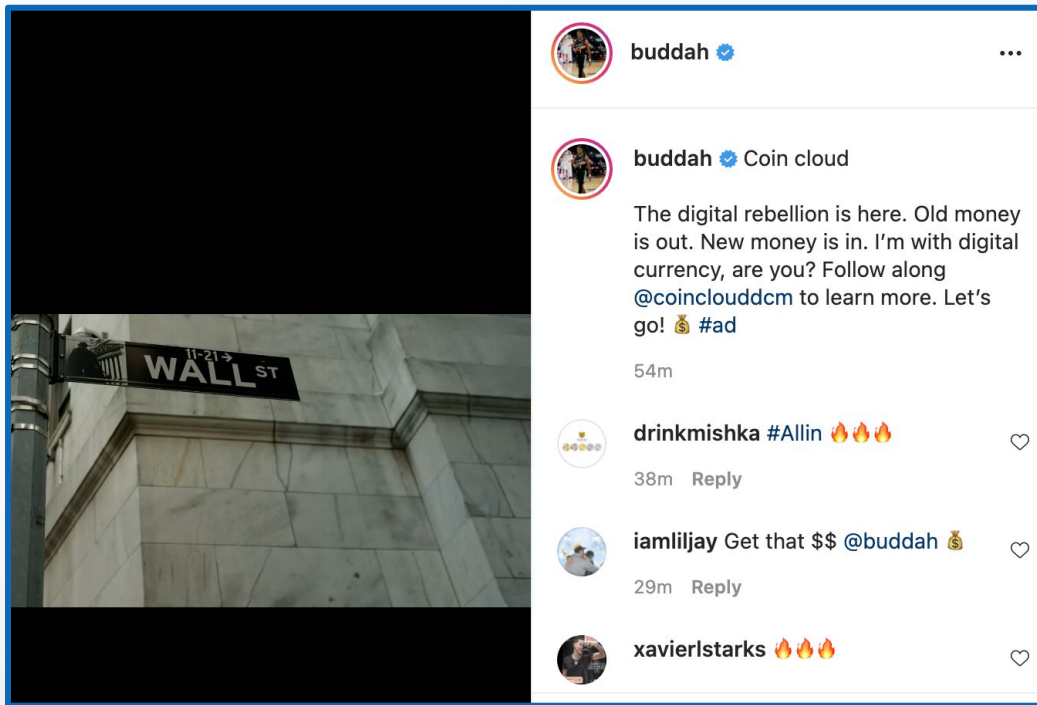
Trae Young

IG Stories



Lonnie Walker

In-Feed Teaser Post



Lonnie Walker: NBA Player

IG Following: 236K

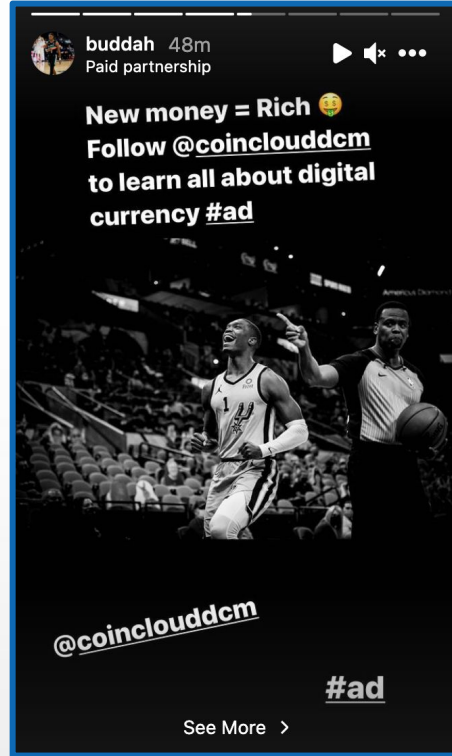
IG Story: 3 (and a 4th extra post)
IG Post: 1

Estimated Impressions: Backend
Data Not Available

Estimated Engagement Rate:
Backend Data Not Available

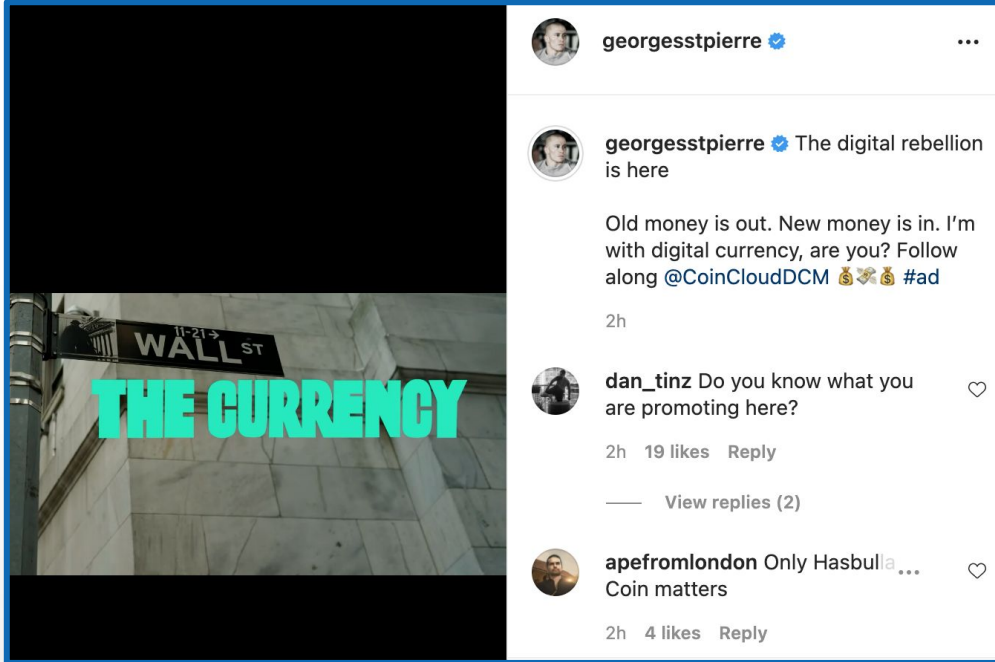
Lonnie Walker

IG Stories



Georges St Pierre

In-Feed Teaser Post



Georges St Pierre: Professional mixed martial artist

IG Following: 3.4M

IG Story: 3

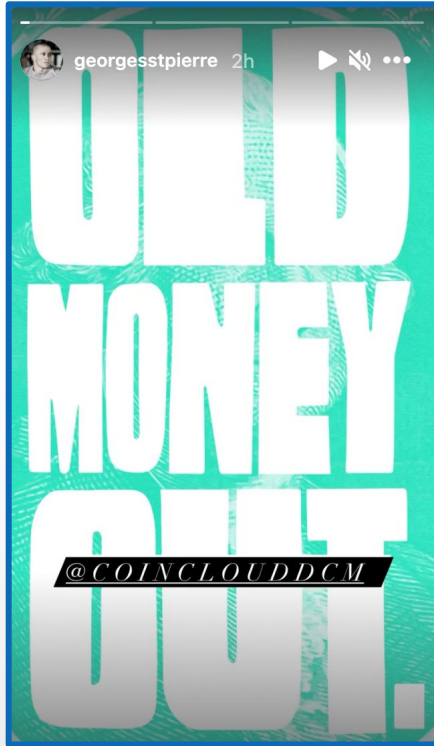
IG Post: 1

Estimated Impressions: 312K

Estimated Engagement Rate: 2%

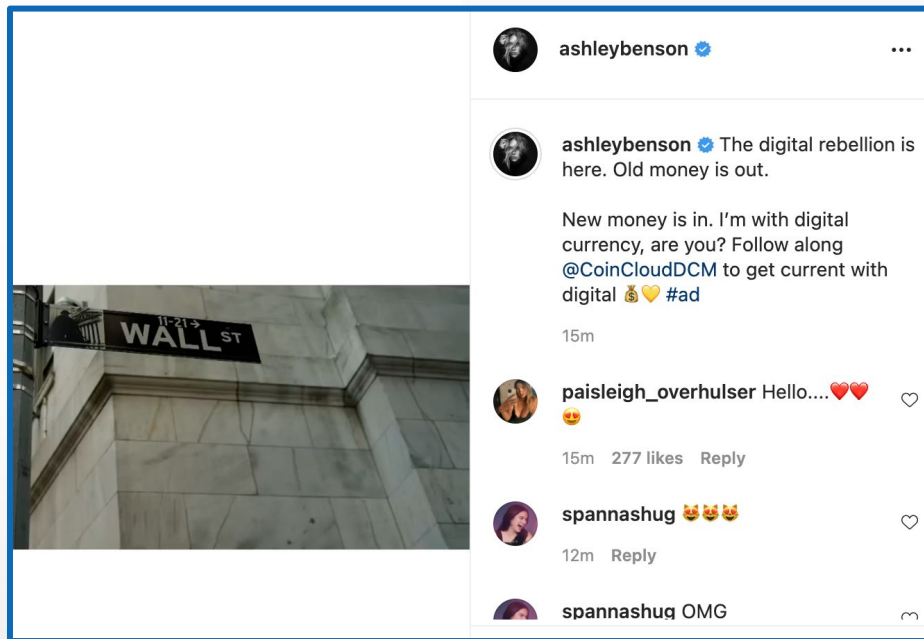
Georges St Pierre

IG Stories



Ashley Benson

In-Feed Teaser Post



Ashley Benson: Actress and Model

IG Following: 21.6M

IG Story: 1

IG Post: 1

Estimated Impressions: Backend Data Not Available

Estimated Engagement Rate: Backend Data Not Available

Ashley Benson

IG Story



Francis Ngannou

In-Feed Teaser Post



Francis Ngannou: Mixed Martial Artist

IG Following: 3M

IG Story: 3

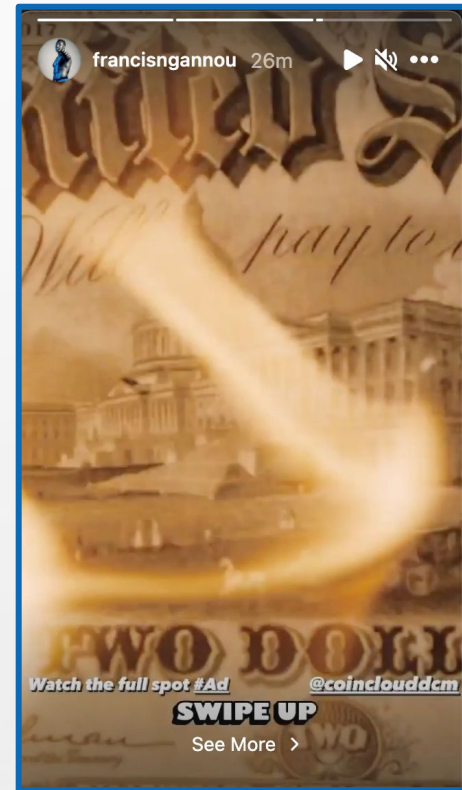
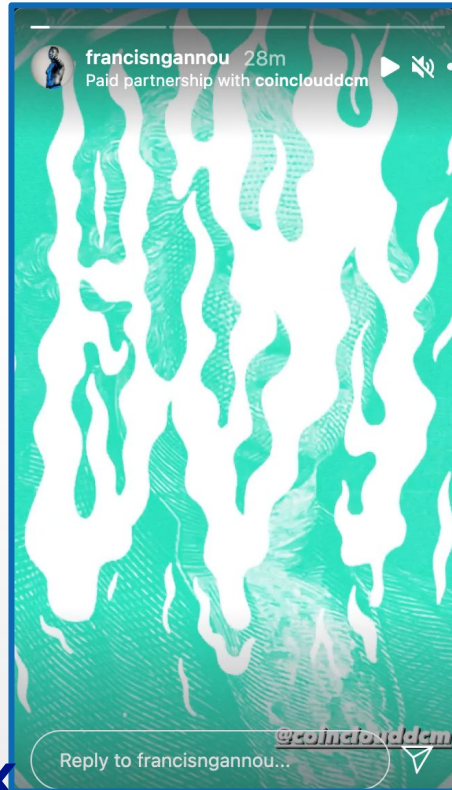
IG Post: 1

Estimated Impressions: 558K

Estimated Engagement Rate: 2%

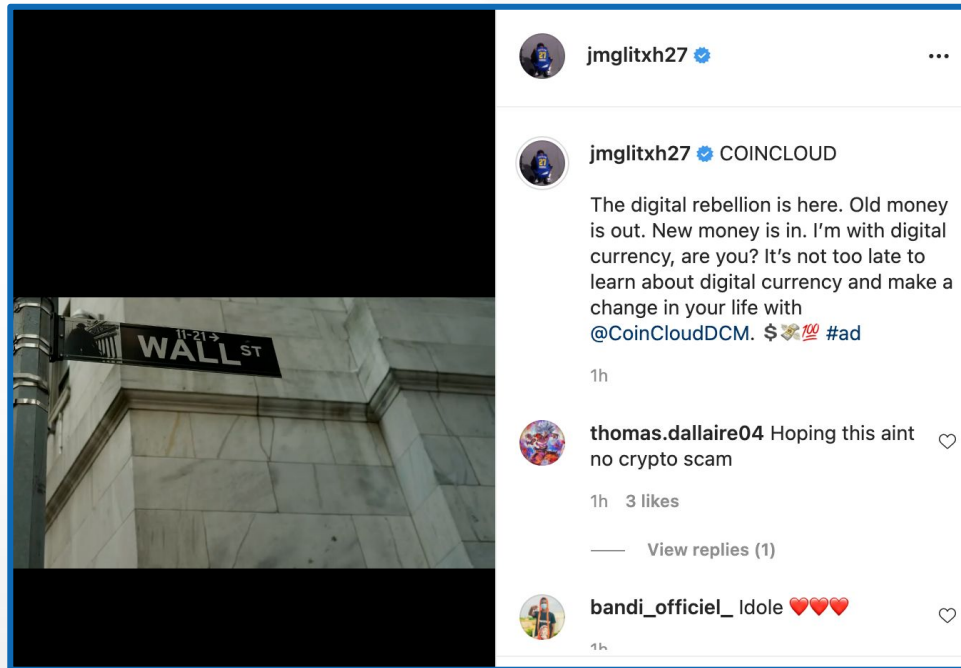
Francis Ngannou

IG Stories



Jamal Murray

In-Feed Teaser Post



Jamal Murray: NBA Player

IG Following: 1M

IG Story: 3

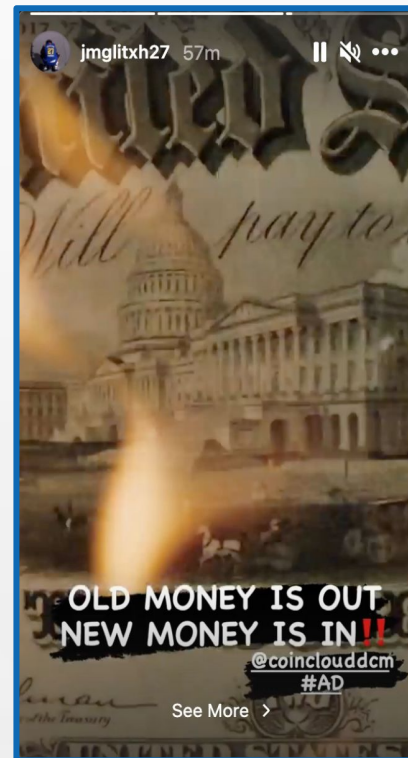
IG Post: 1

Estimated Impressions: Backend Data Not Available

Estimated Engagement Rate: Backend Data Not Available

Jamal Murray

IG Stories



Serge Ibaka

In-Feed Teaser Post



Serge Ibaka: NBA Player

IG Following: 1.2M

IG Story: 2

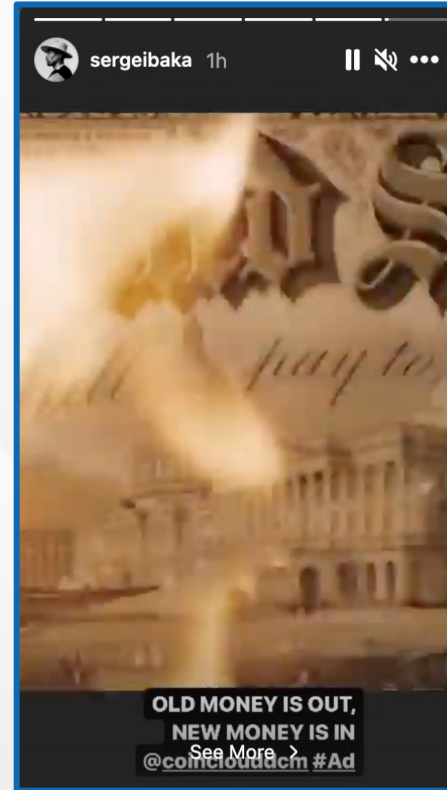
IG Post: 1

Estimated Impressions: 61k

Estimated Engagement Rate: 3%

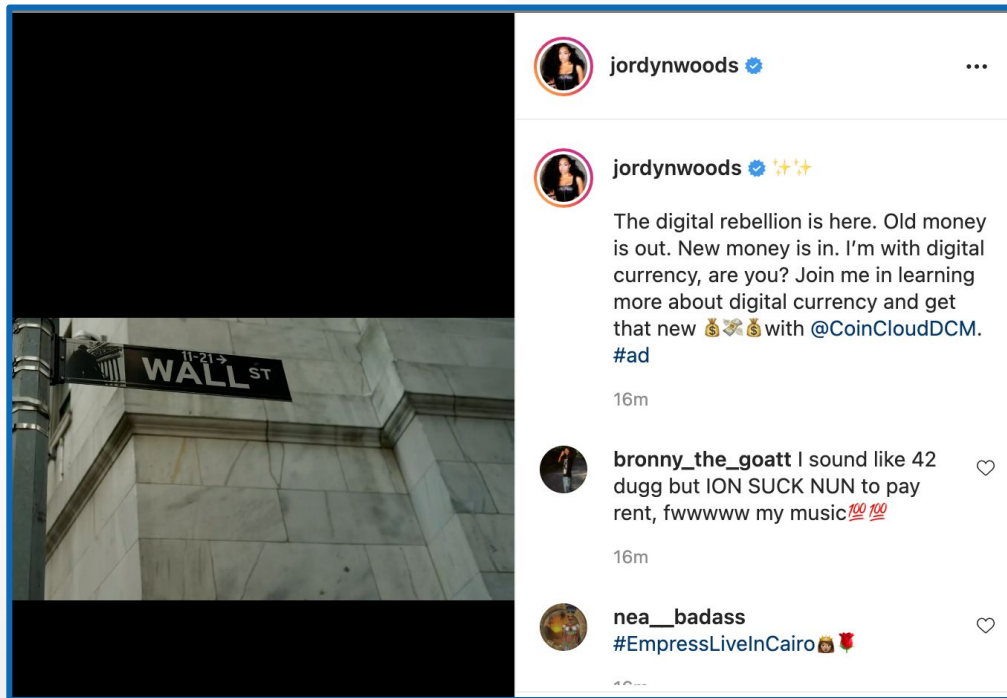
Serge Ibaka

IG Stories



Jordyn Woods

In-Feed Teaser Post



Jordyn Woods: Model and Influencer

IG Following: 11.9M

IG Story: 3

IG Post: 1

Estimated Impressions: 957K

Estimated Engagement Rate: 1%

Jordyn Woods

IG Stories



Chantel Jeffries

In-Feed Teaser Post



Chantel Jeffries: DJ

IG Following: 4.7

IG Story: 3

IG Post: 1

Estimated Impressions: 816K

Estimated Engagement Rate: 3%

Chantel Jeffries

IG Stories



Inanna Sarkis

In-Feed Teaser Post



Inanna Sarkis: Actress and Influencer

IG Following: 12M

IG Story: 1

IG Post: 1

Estimated Impressions: 519K

Estimated Engagement Rate: 6%

Inanna Sarkis

IG Story



Matthew Nozka

In-Feed Teaser Post



Matthew Nozka: Actor and Model

IG Following: 1.2M

IG Story: 1

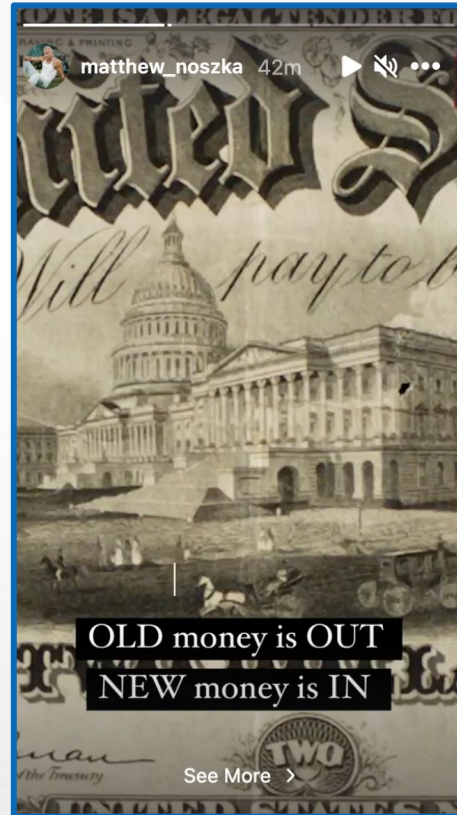
IG Post: 1

Estimated Impressions: 226K

Estimated Engagement Rate: 2%

Matthew Nozka

IG Story



Kendall Kyndall

In-Feed Teaser Post



Kendall Kyndall: Actor, host, and influencer

IG Following: 1.8M

IG Story: 3

IG Post: 1

Estimated Impressions: 182K

Estimated Engagement Rate: 2%

Kendall Kyndall

IG Stories



Jeannie Mai

In-Feed Teaser Post



Jeannie Mai: Television Personality

IG Following: 2.4M

IG Story: 3

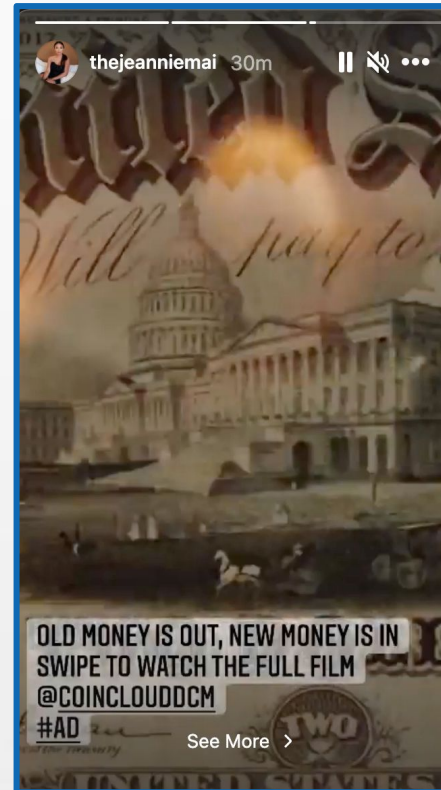
IG Post: 1

Estimated Impressions: 231K

Estimated Engagement Rate: 2%

Jeannie Mai

IG Stories





@CoinCloudDCM Owned Social Insights



Instagram Insights Overview

Accounts Reached

The numbers below represent data from the week of the campaign (July 12 - Jul 18).
The percentages below reflect increase/decrease in comparison to the prior week's data (Jul 5 - Jul 11).

Accounts Reached:	Content Type:
46,634 (+592 %)	Posts: 44.3 K
Followers: 6,405	IGTV Videos: 31.9 K
Non-Followers: 40.2 K	Stories: 3,786
IG Impressions: 196, 942 (+526%)	Website Taps: 2,419 (+529%)
Profile Visits: 71,474 (+528%)	



Instagram Insights Overview (cont.)

Content Interaction

The numbers below represent data from the week of the campaign (July 12 - Jul 18).
The percentages below reflect increase/decrease in comparison to the prior week's data (Jul 5 - Jul 11).

Post Interactions: 2,762 (+202%)	Story Interactions: 54 (+285%)
Likes: 1,495	Replies: 31
Comments: 240	Shares: 23
Saves: 488	
Shares: 177	Content Interactions: 4,726 (+409%)

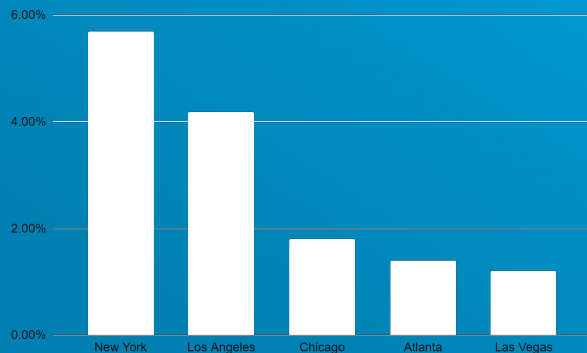


Instagram Insights Overview (cont.)

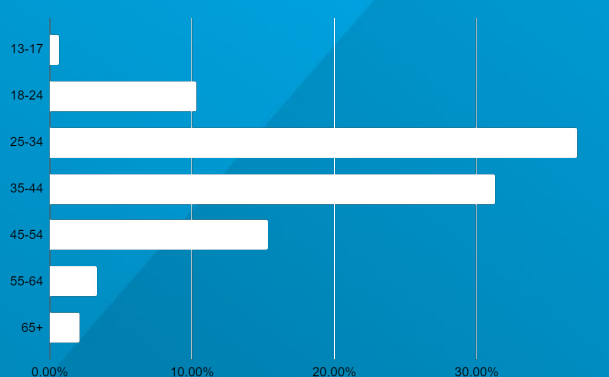
Audience

The numbers below represent data from the week of the campaign (July 12 - Jul 18).
The percentages below reflect increase/decrease in comparison to the prior week's data (Jul 5 - Jul 11).

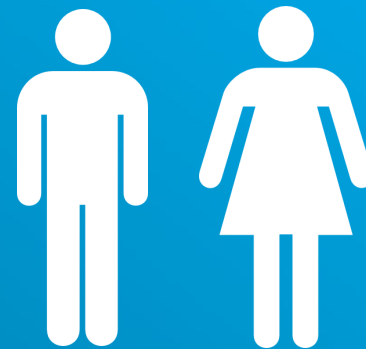
Top Locations



Age Range



Gender



Male
60.4%

Female
39.6%

R&CPMK

Social & Digital Team

Bridget Whitfield
Sheena Dhawan
Danielle Nebel