



POAP is the de facto standard in providing **digital collectibles to prove attendance or participation** in events and activities.

Presented and Distributed in Africa by



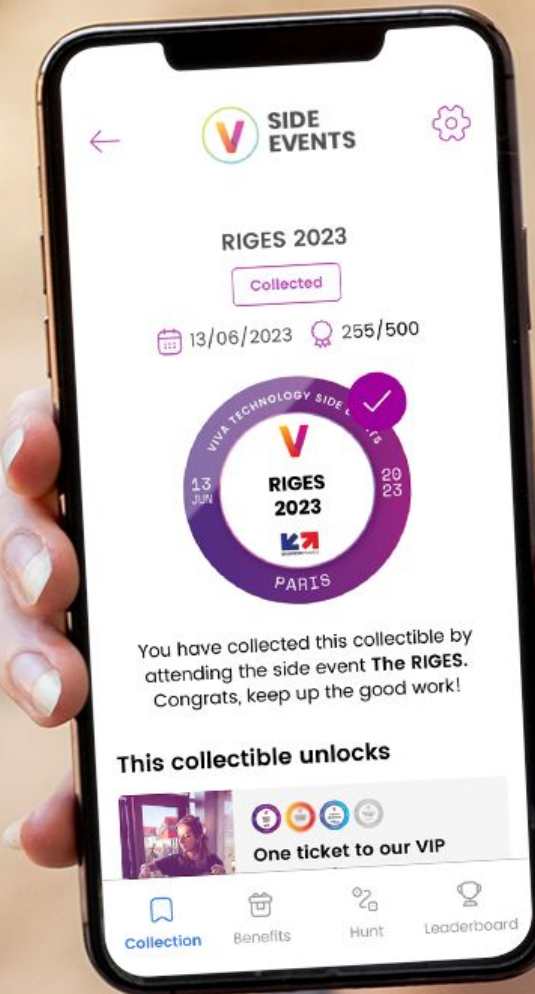
Proof Of Attendance Protocol

POAP is the de facto standard in providing **digital collectibles to prove attendance or participation** in events and activities.

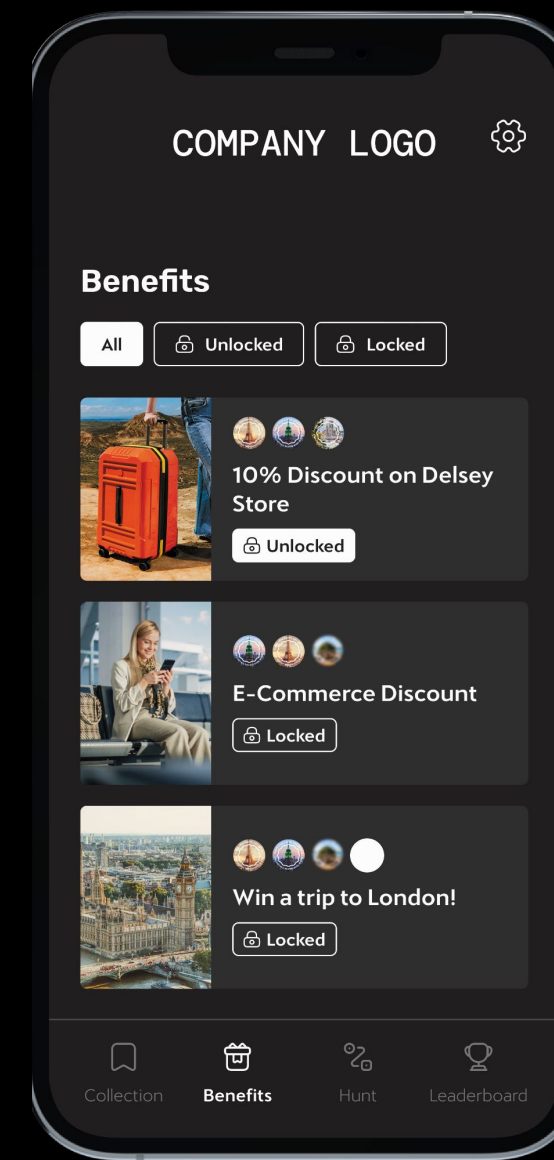
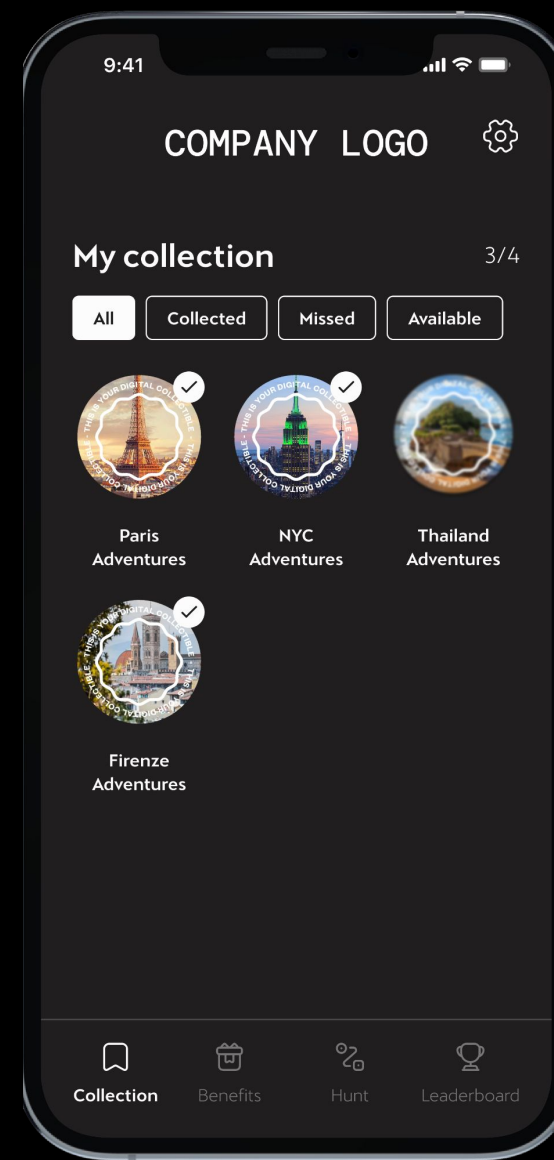
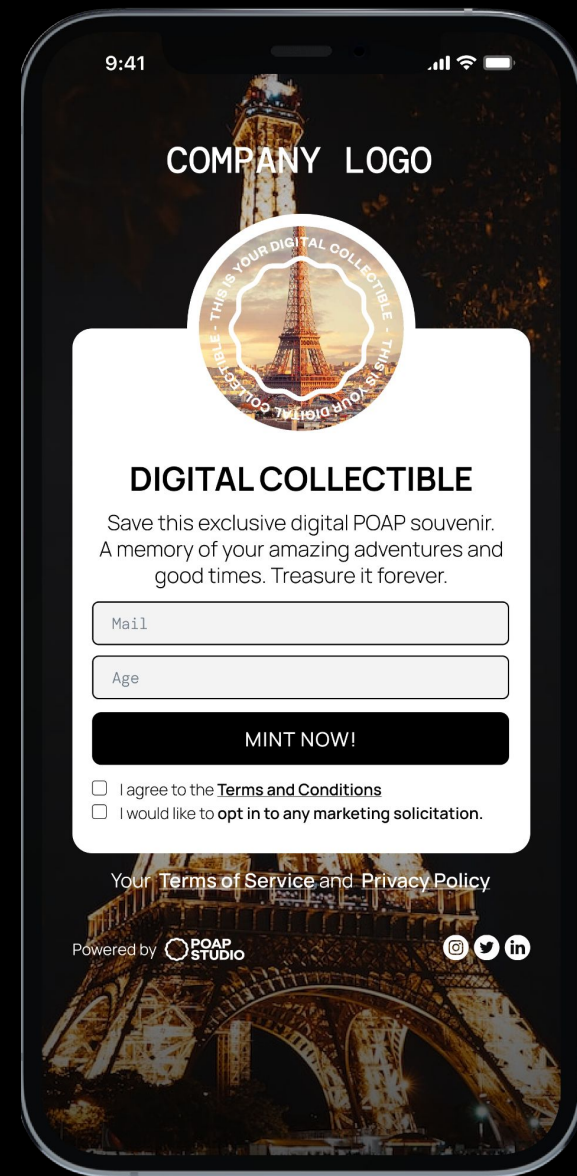
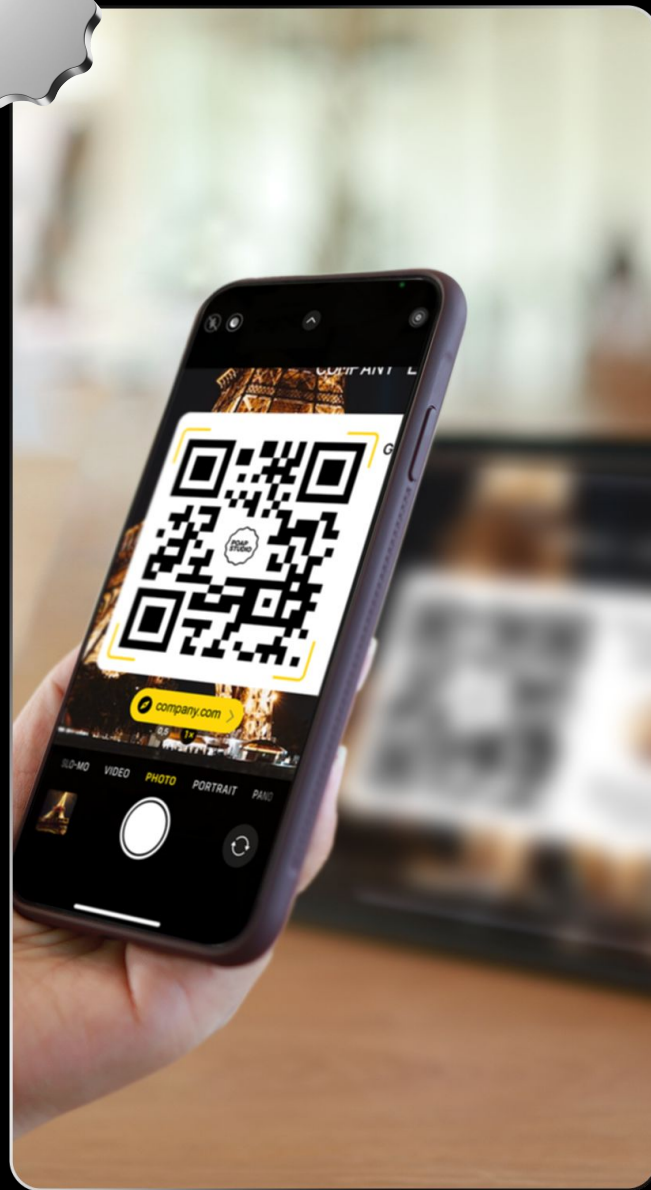
It has focused on proposing users with a simple and intuitive way to **collect badges, starting with an email address.**

These badges can also be **digital certificates in the blockchain**, represented as unique **non-fungible tokens (NFTs)**, offering full digital ownership and a **lasting record of individual experiences** for millions of users worldwide.







[What is POAP]

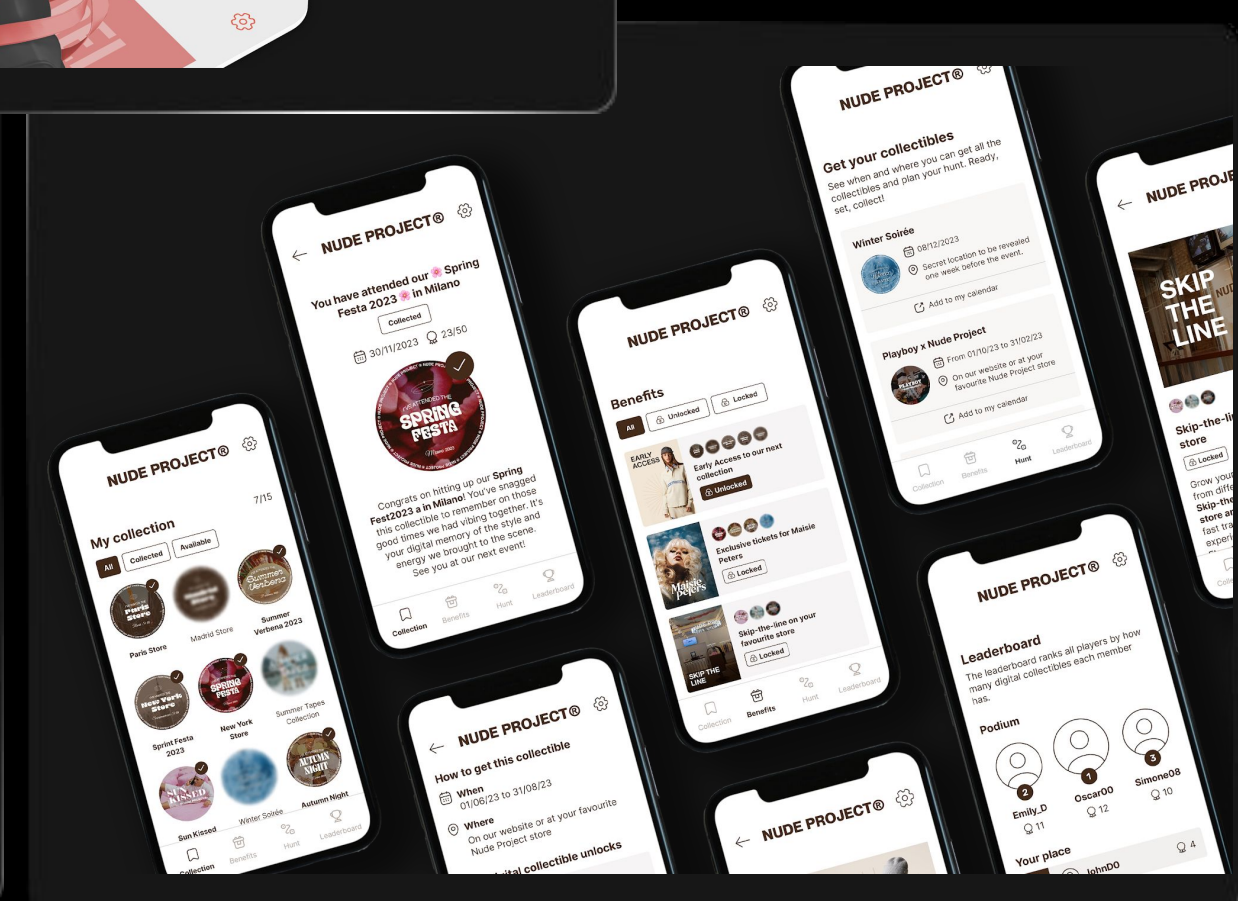
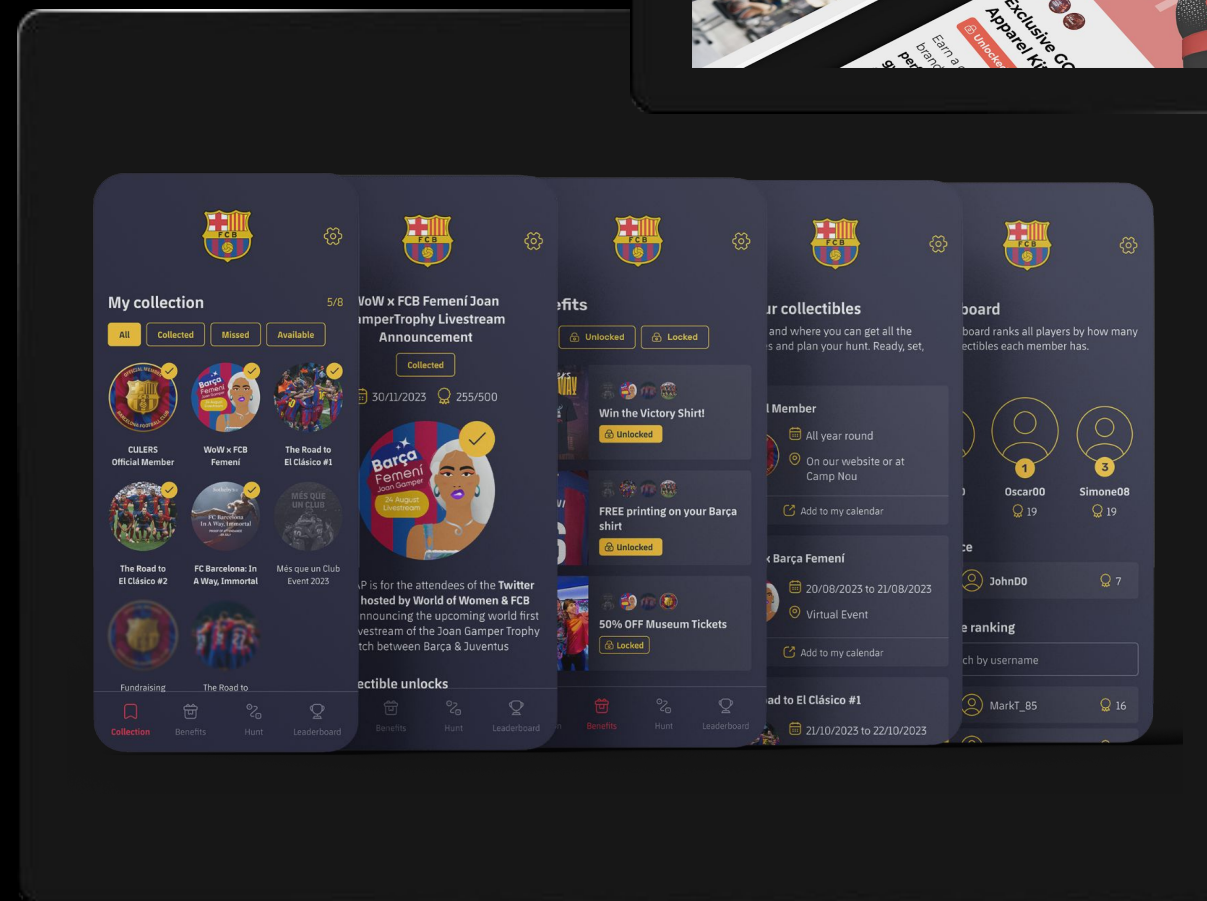


How does it work



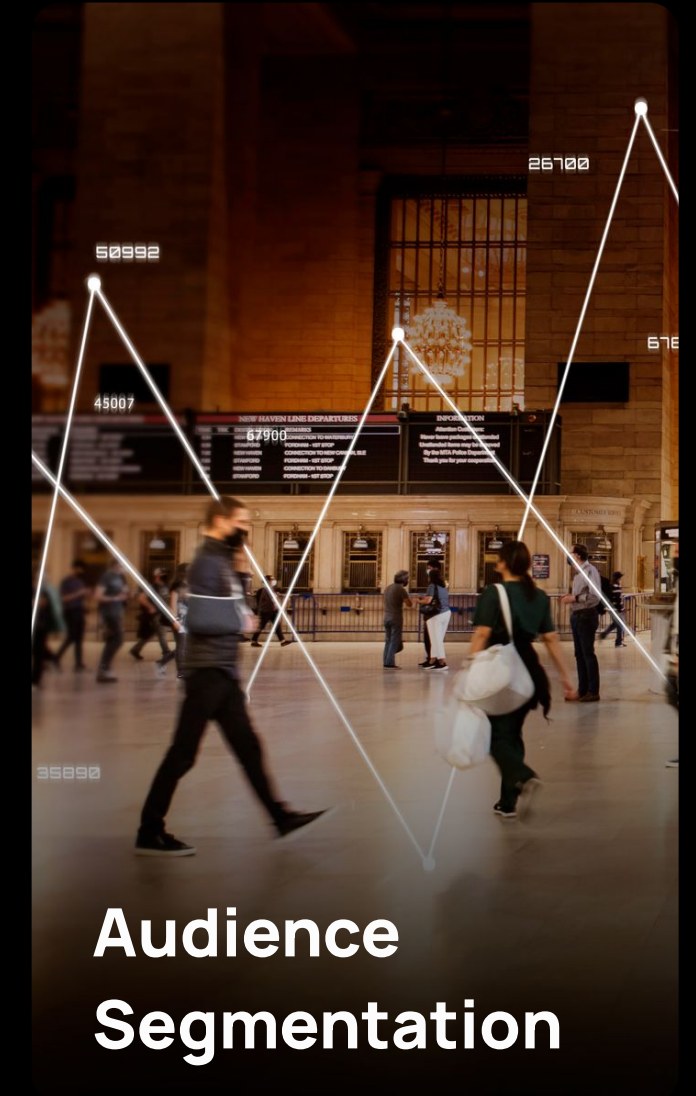
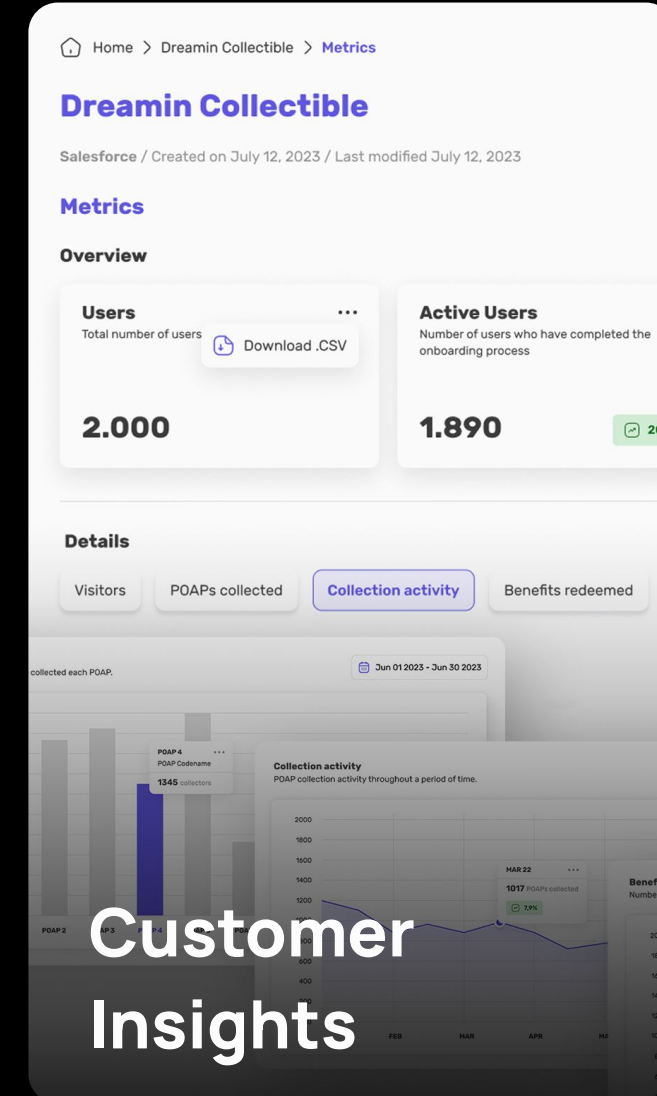
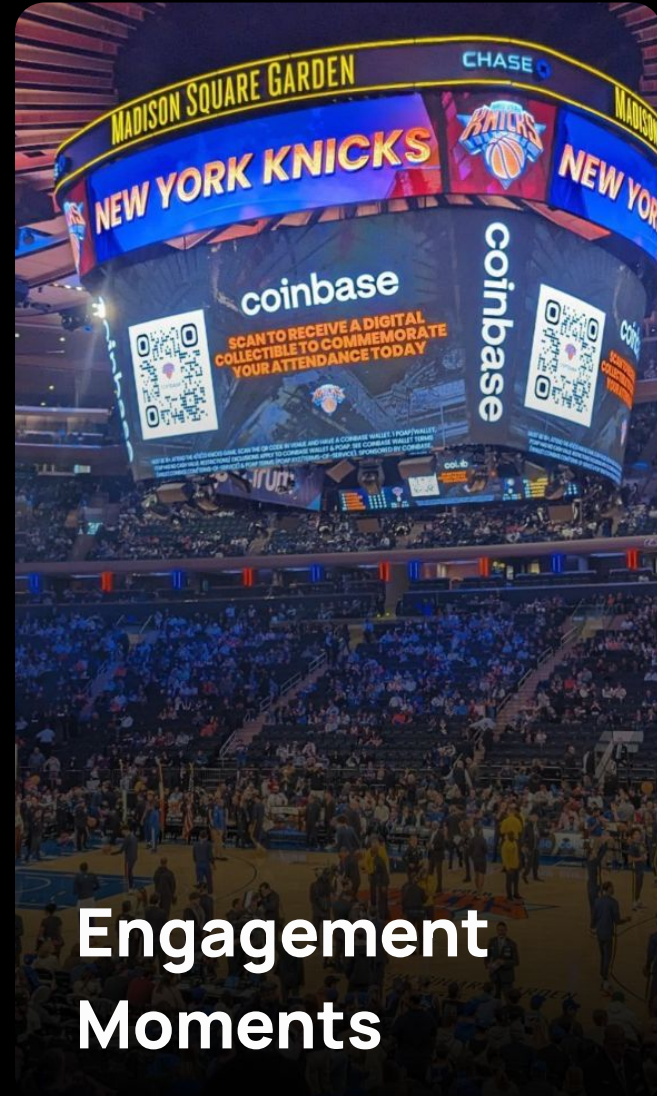
POAP PASSPORT

-  Customizable web app
-  Collection & Achievements
-  Integrated gated rewards and benefits
-  Gamified Leaderboard
-  Event tab
-  Email or wallet usability

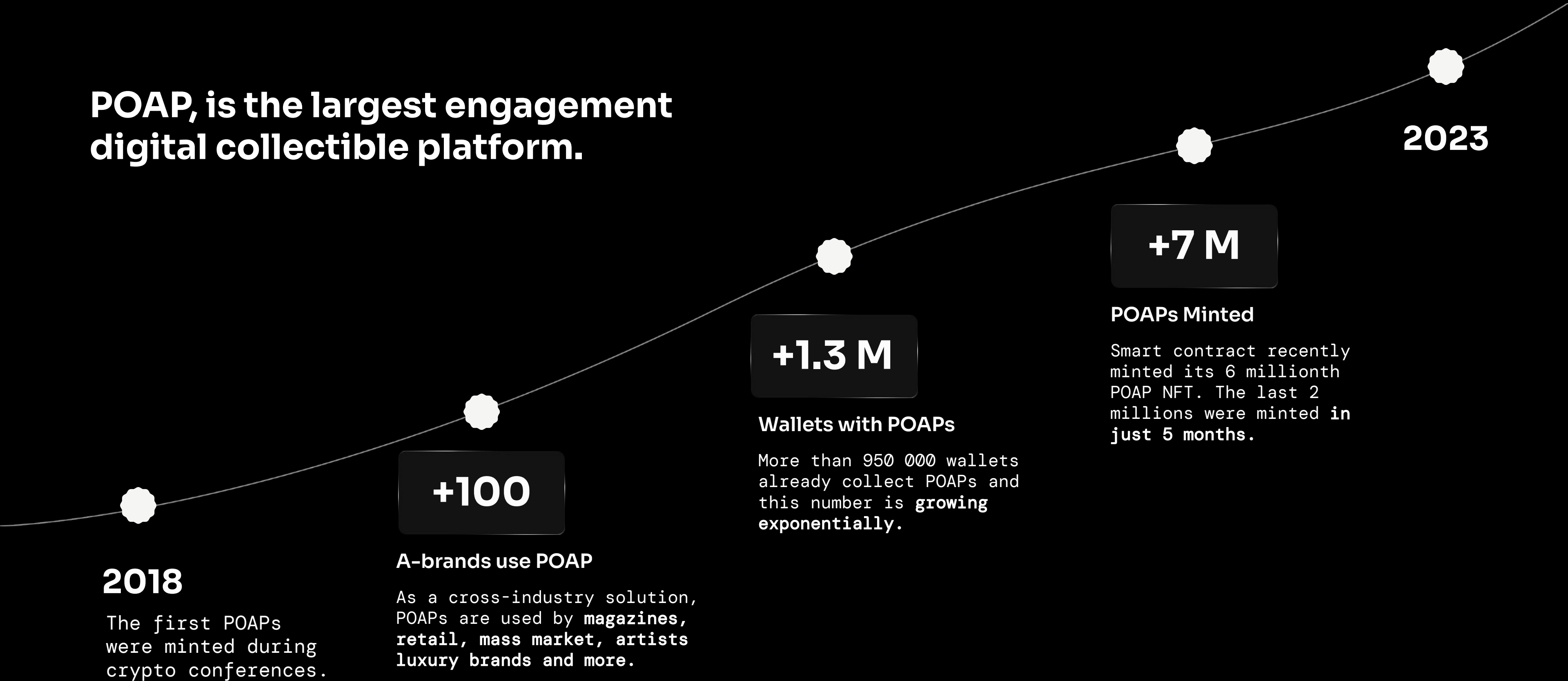


We orchestrate collectible strategies for mainstream brands.

How brands can use POAPs:



POAP, is the largest engagement digital collectible platform.



2018

The first POAPs were minted during crypto conferences.

A-brands use POAP

As a cross-industry solution, POAPs are used by **magazines, retail, mass market, artists luxury brands and more.**

+1.3 M

Wallets with POAPs

More than 950 000 wallets already collect POAPs and this number is **growing exponentially.**

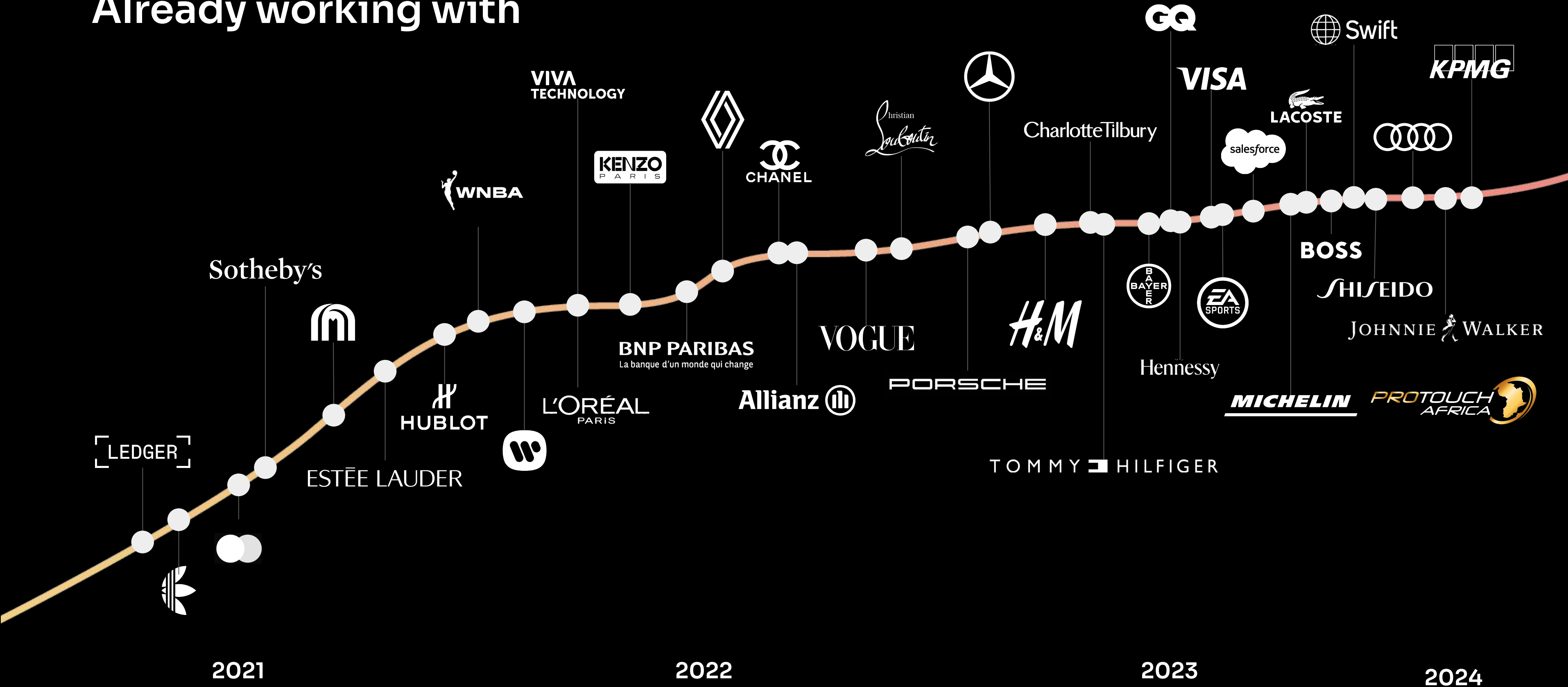
+7 M

POAPs Minted

Smart contract recently minted its 6 millionth POAP NFT. The last 2 millions were minted in **just 5 months.**

2023

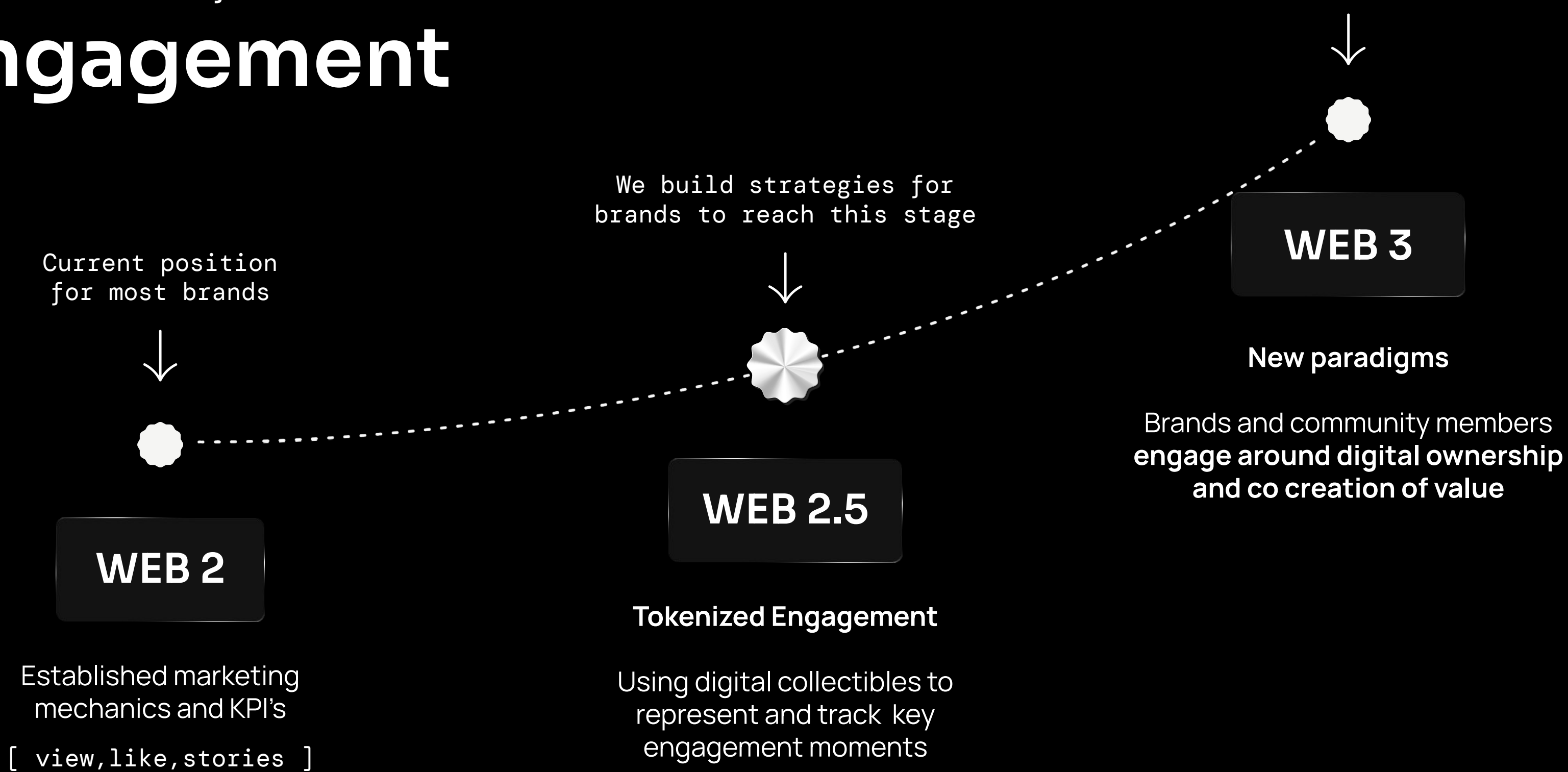
Already working with





The evolution of Engagement

We expect 50% of Fortune 500 with web3 running strategies by 2027



Use cases

THE LAB
AMERICAN EXPRESS



Amex sponsored events with POAP collectibles

Throughout 2023, Amex has been sponsoring and distributing POAPs in events like US Open, 2k23 NBA Lab / Austin city limits festival to create engagement.

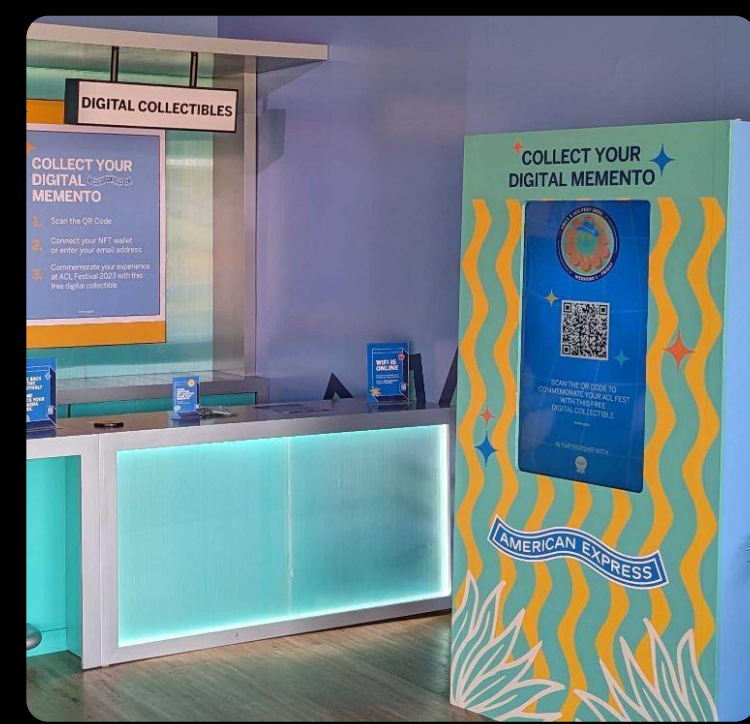
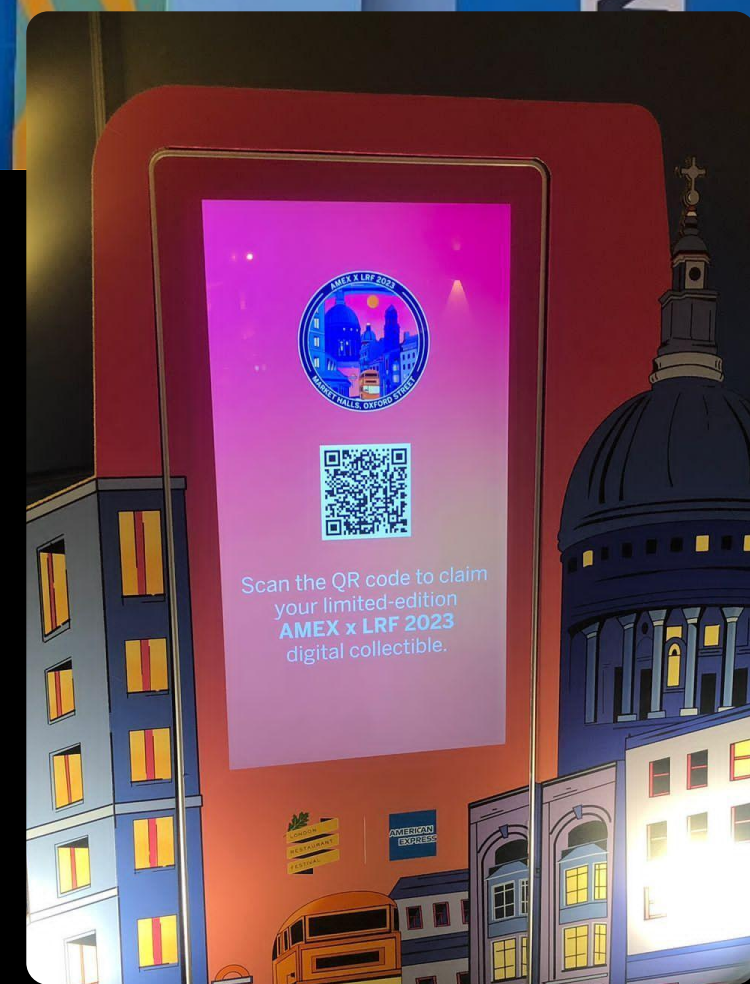
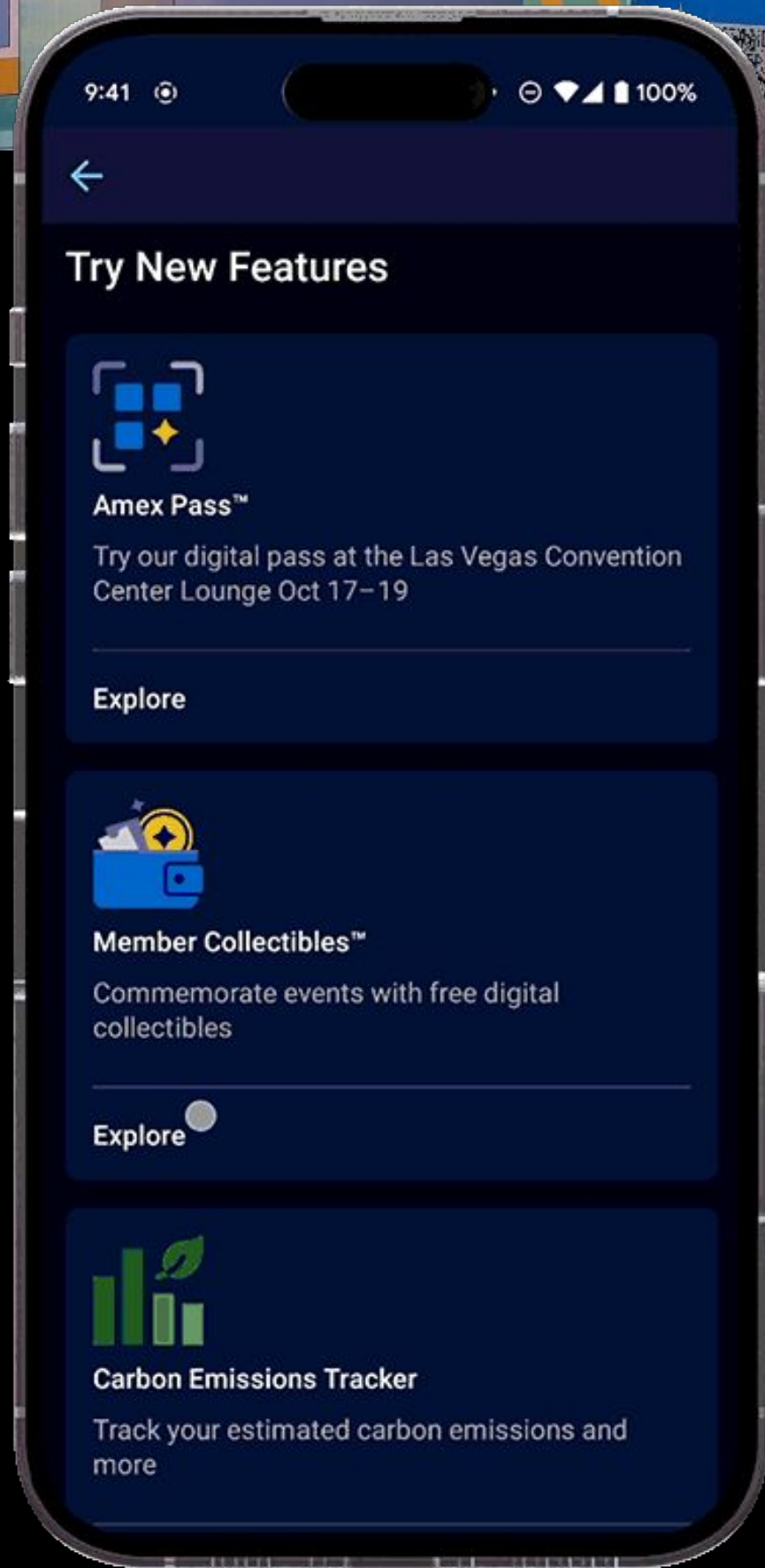
Challenge: Generate engagement in key locations where Amex is a sponsoring big events

Solution: Collecting Amex moments and being able to see these engagement tokens in the official Amex app to exchange for benefits and rewards.

Result: Amex is entering the world of engage-to-earn to add to the existing spend-to-earn

COLLECT YOUR DIGITAL MEMENTO
1. Scan the QR Code
2. Connect your NFT wallet or enter your email address
3. Commemorate your experience at ACL Festival 2023 with this free digital collectible

COLLECT YOUR DIGITAL MEMENTO



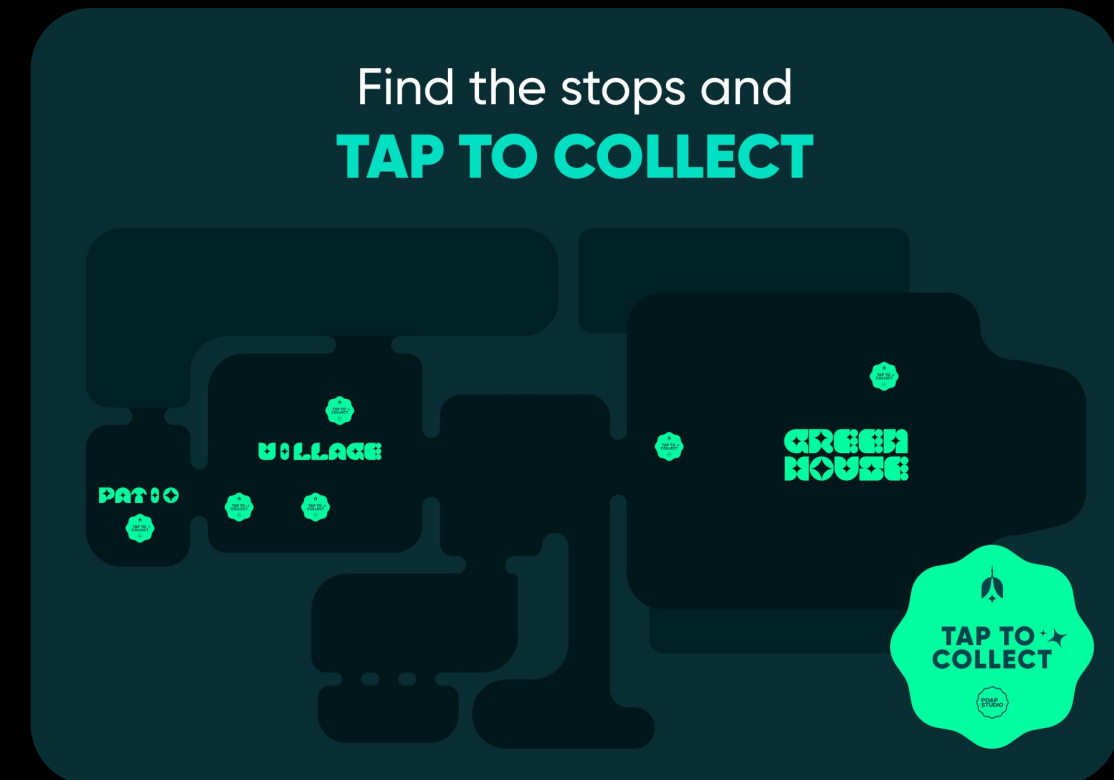
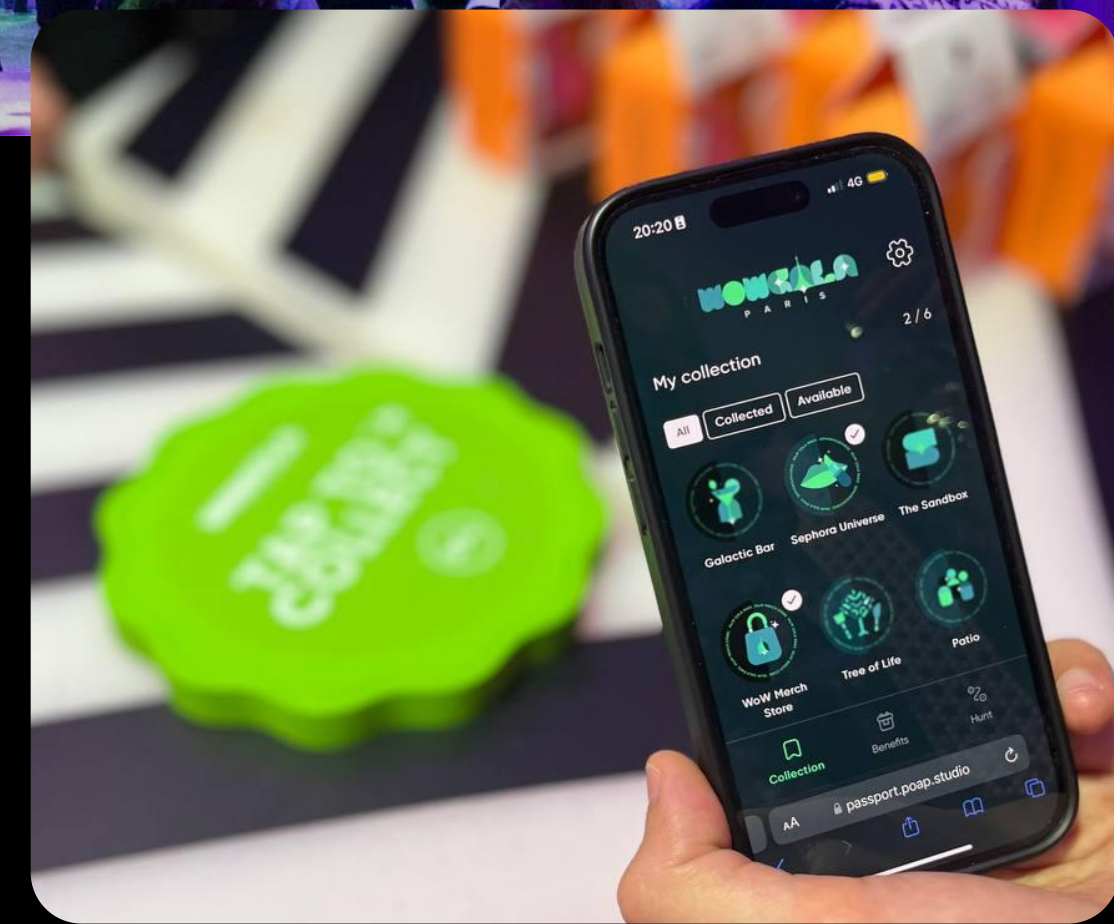
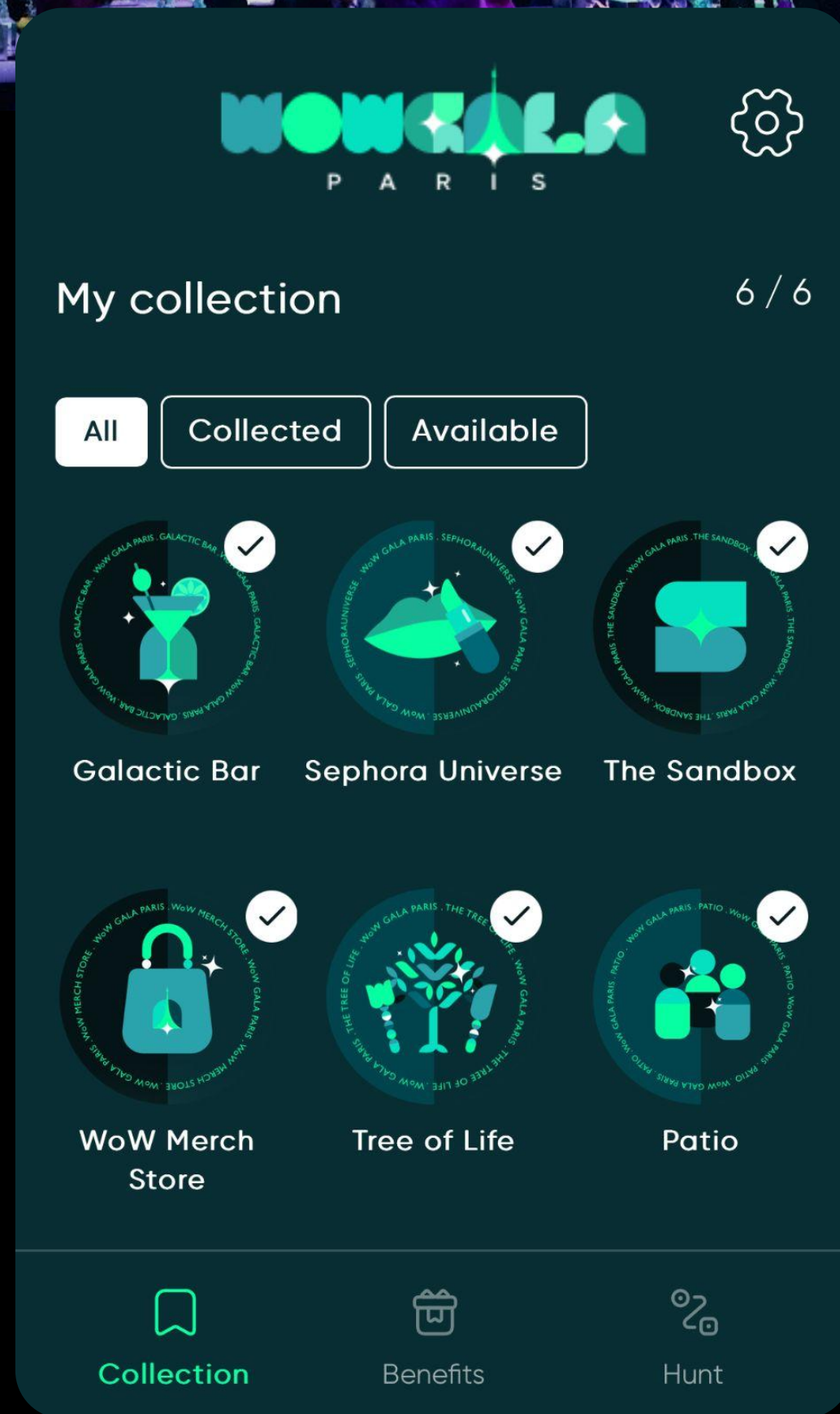


World of Women Gala Treasure Hunt & Rewards

To engage and animate the event, WOW decided to create a POAP hunt in the venue. People collecting POAPs would get immediate rewards from brands like Sakazuki and Sephora.

Challenge: Create a gamified engaging experience for attendees.

Result: 50% engaged with at least 1 station
65% of people visited at least 2 stops





THE RUGBYDAO



Rugby Europe Men's Championship Finals 2024

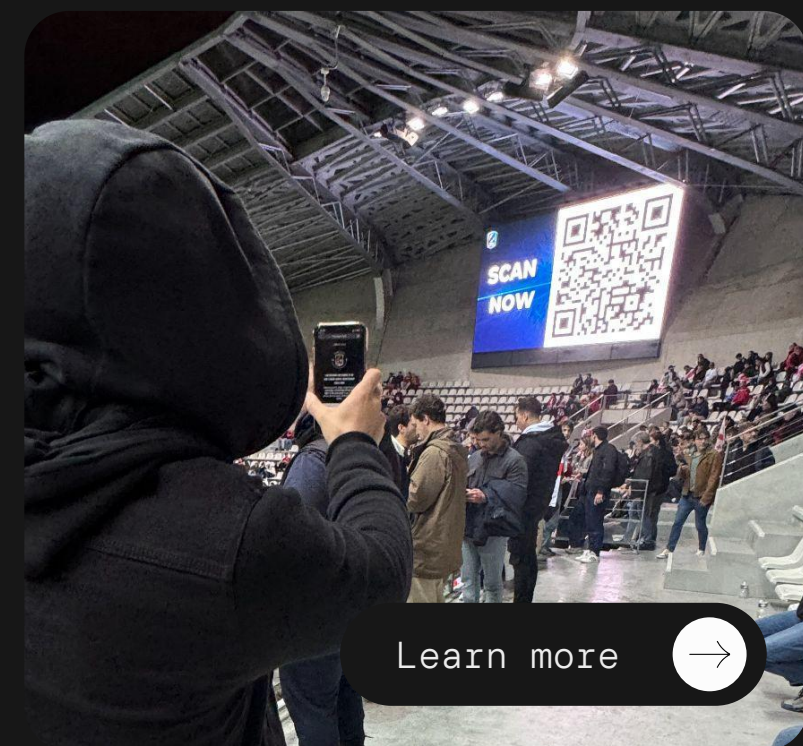
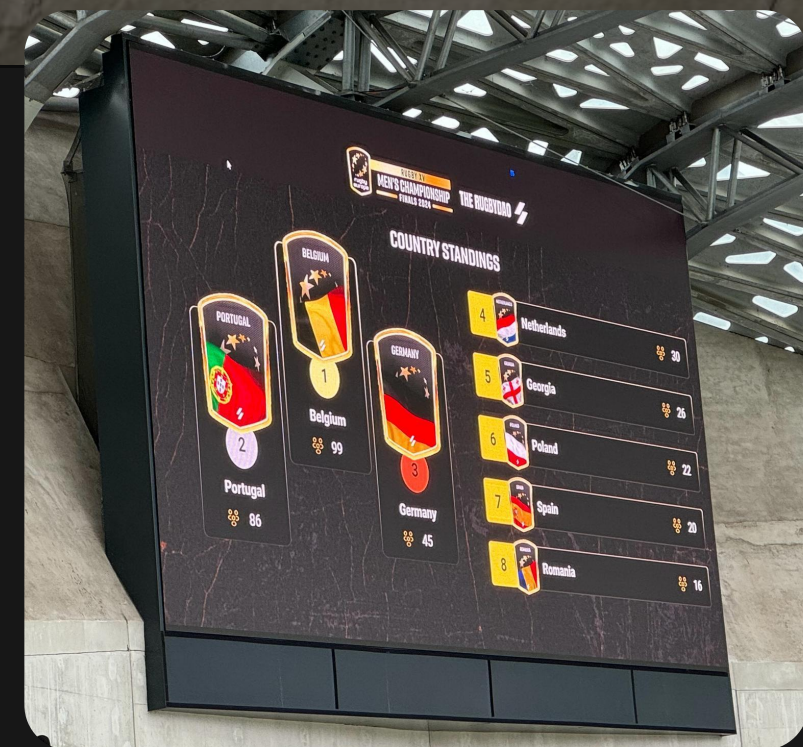
Using POAPs to incentivize and track fan engagement

The introduction of POAPs transformed fan engagement, encouraging QR code scanning, badge minting, and lively leaderboard participation.

Challenge: Designing a strategy to seamlessly integrate POAPs into the event while ensuring real-time technical execution and communication.

Solution: Implementing a comprehensive POAP strategy, encompassing QR code scanning, user-friendly badge selection, live leaderboards, alongside clear communication channels to inform and motivate attendees, thereby enhancing their engagement and connection to the event.

Result: 20% Stadium assistance - more than 1400 POAPs collected
+200 people joining the RugbyDAO Discord
20 winners collected their rewards

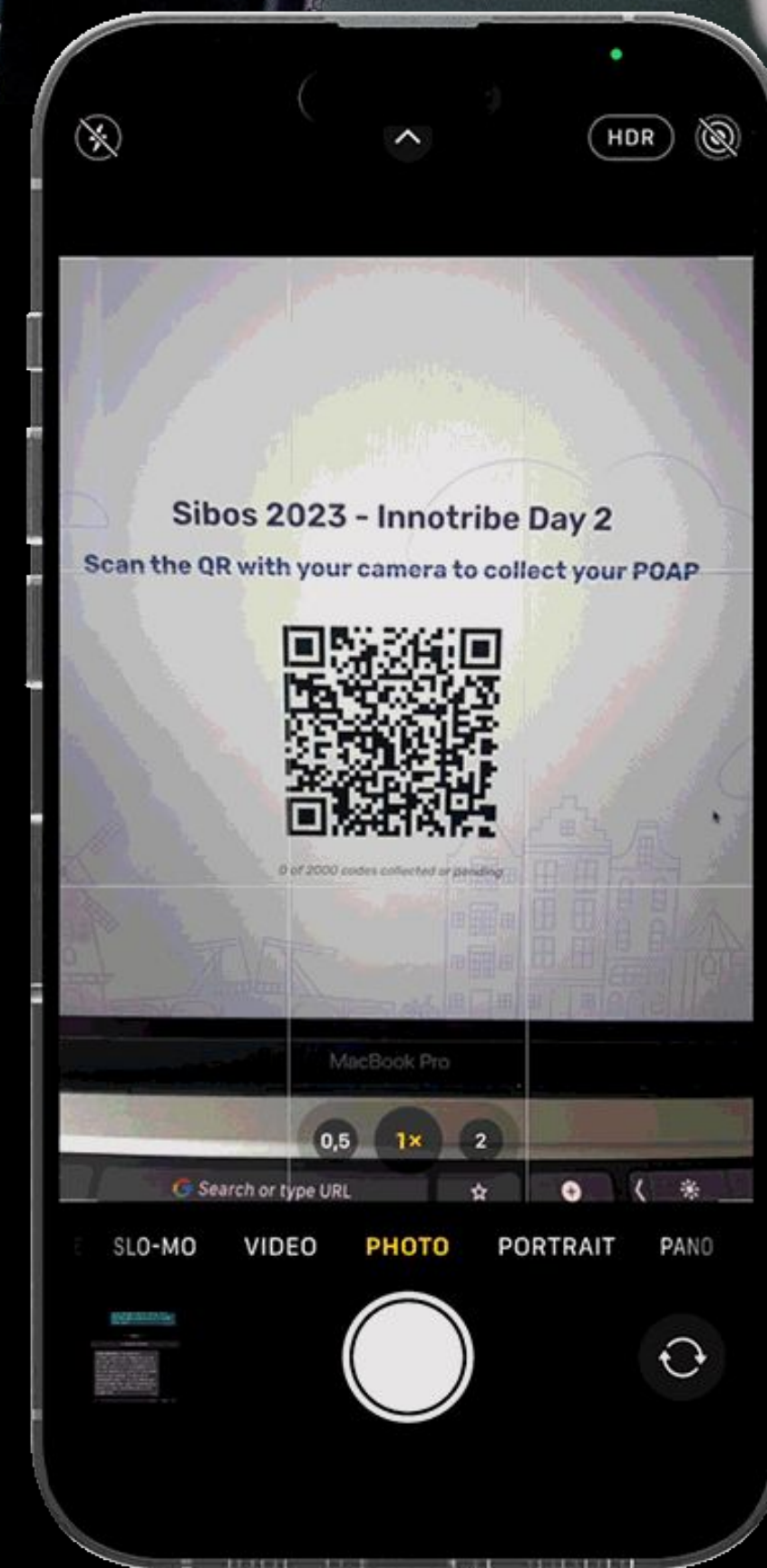
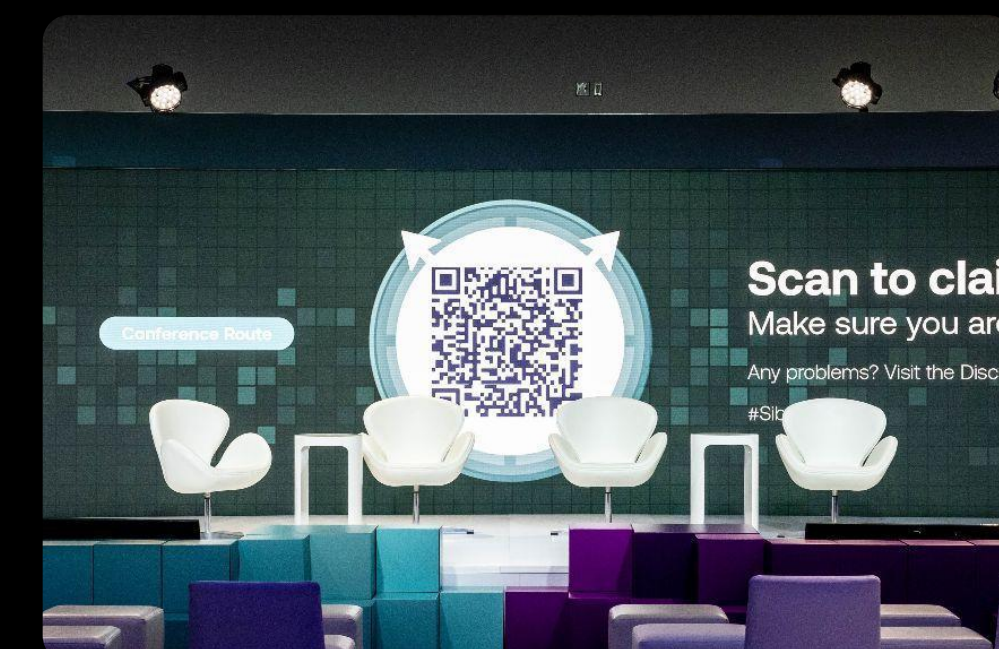
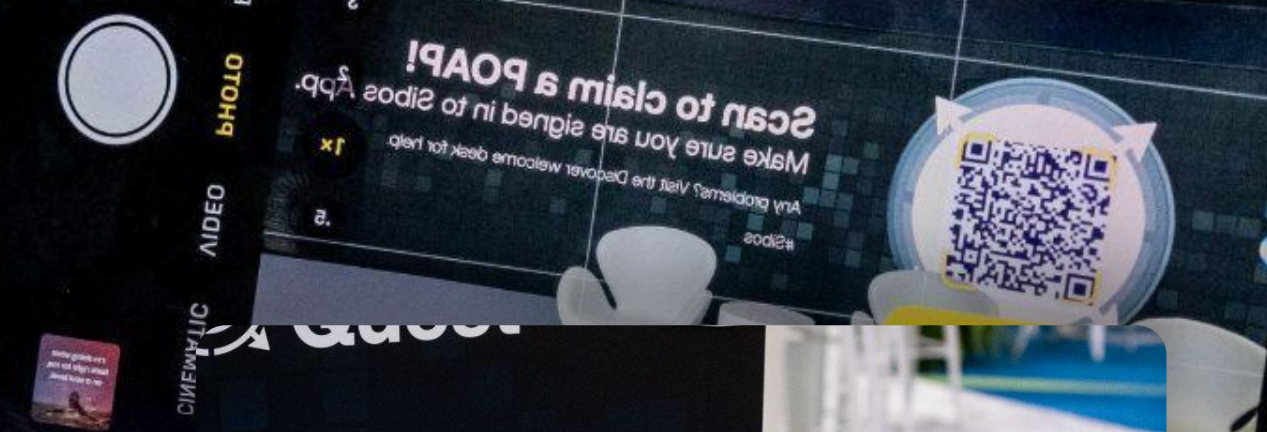




Sibos Toronto 2023 Gamified Activation

For the 2023 Toronto edition, SWIFT worked with POAP Studio to propose a great experience during 4 days.

23 different POAPs were available to collect for people completing quests, visiting the venue and attending conferences.



PORSCHE®



Porsche 911 GT3 RS Tribute Digital Collectibles

Using POAP to engage and gamify an exclusive community

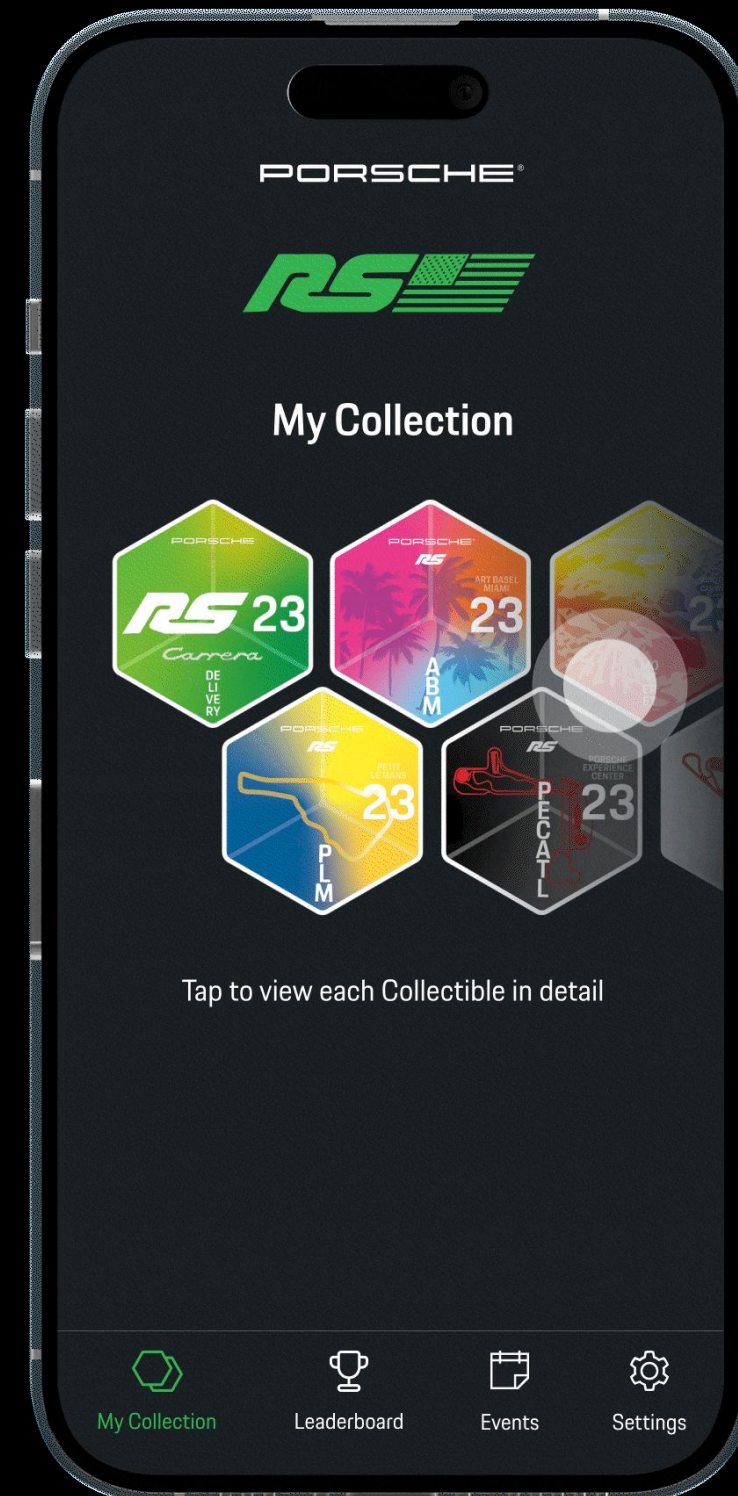
POAP Studio joined forces with Porsche US to create a **digital program for 150 exclusive Porsche owners** to get digital collectibles in each event and compete with each other.

Idea : Introduce digital collectibles for attendance to a community that collects grill badges and attendance stickers.

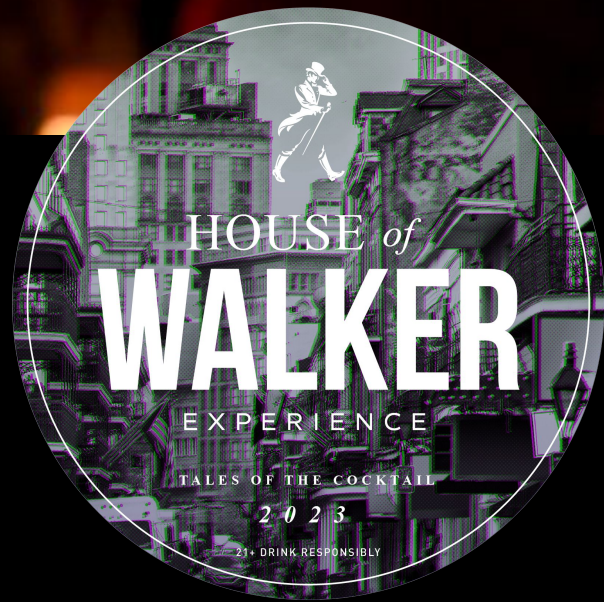
Solution : At every event **they receive a digital collectible and the equivalent in physical** to display in their car and show their evolution within the community.



Result: Community members showing off their collectibles and loving the competitive side.



JOHNNIE WALKER



HOUSE of WALKER, New Orleans

Using POAP as a multi-phase collection journey for immersive engagement, seamlessly merging utility.

POAP Studio enriched Johnnie Walker's Tales of the Cocktail with a **multi-phase POAP collection journey**.

The initial phase showcased **six unique digital collectibles** strategically positioned across event booths, **unlocking access to a secret bar**. Next stage expanded the adventure into the historic French Quarter, rewarding enthusiasts who completed the collection with **exclusive benefits** at the post-event gathering.

This immersive experience **seamlessly merged engagement and utility**, epitomizing the brand's innovative approach.





KENZO VARSITY TIGER @ISETAN TOKYO

Using POAPs as exclusive rewards for Pop-Up Store visits.

Challenge: Kenzo sought to provide Isetan Tokyo visitors with a straightforward method to obtain a distinctive and memorable token for their attendance at the Kenzo Pop-Up in August 2022.

Solution: We introduced a seamless experience by having visitors place their mobile phones on a Kenzo sticker, instantly receiving a unique POAP NFT exclusively for them.

Result: Kenzo had the ability to reward store visitors by providing practical uses for these unique tokens, enhancing engagement and leaving a lasting impression on their audience.



[Kenzo x POAP Instagram](#) →



CHRISTIAN LOUBOUTIN Paris Fashion week SS 23

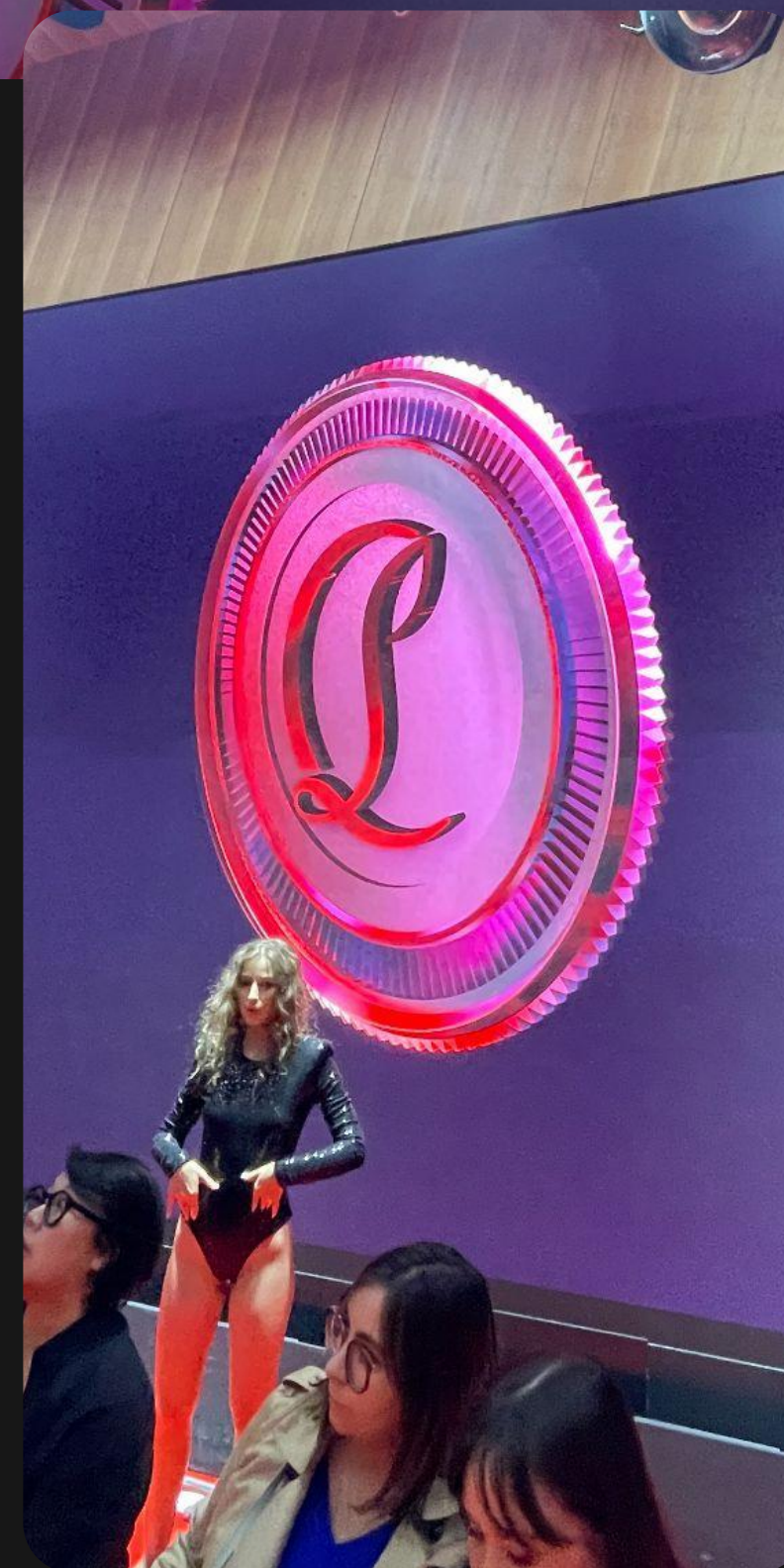
Giving away POAPs for a very exclusive fashion show with different audiences.

Challenge: The iconic fashion brand entered the Web3 ecosystem with POAP during Loubishow II, aiming to engage diverse audiences by providing a unique digital collectible.

Solution: The brand distributed Proof of Attendance tokens to three distinct audiences:

- Online viewers of the show
- Attendees of the day show
- VIP attendees of the night show

Result: Over 1200 individuals receiving a digital collectible, establishing a direct connection for sustained engagement.



coinbase



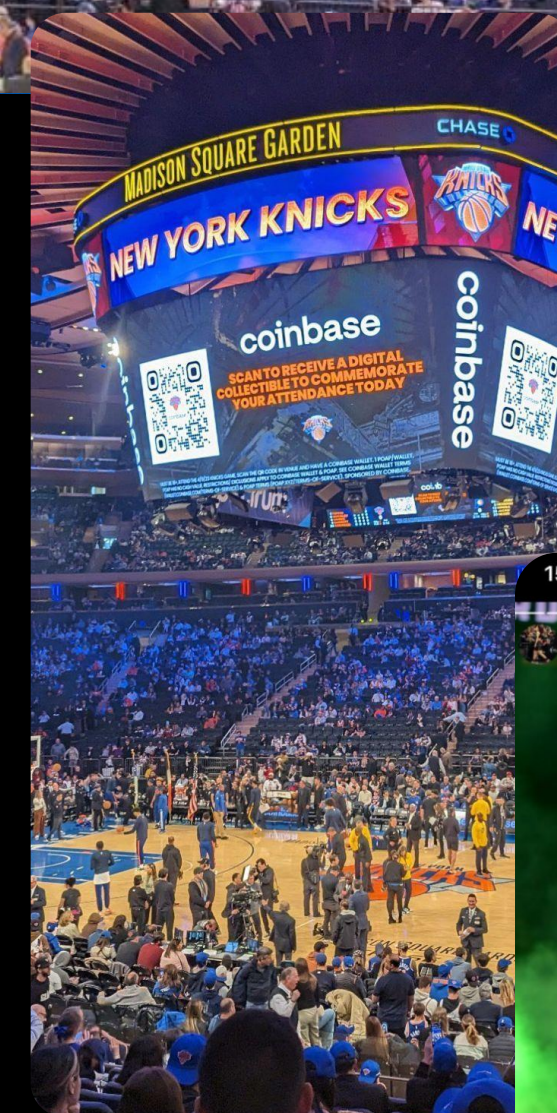
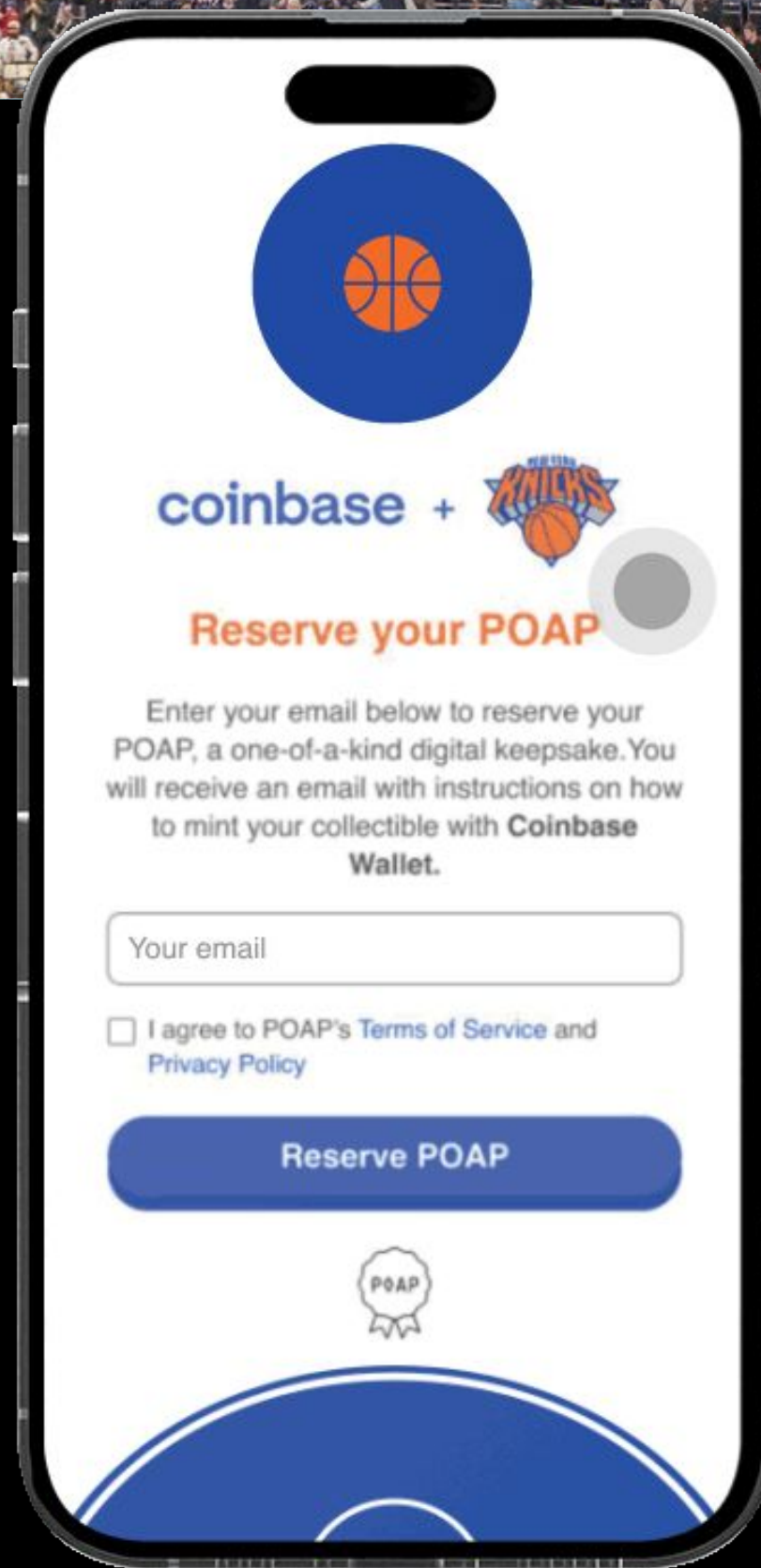
Coinbase sponsored events with POAP collectibles

Throughout 2023, Coinbase has been sponsoring and distributing POAPs in events like Playoff games, Commemorative sports moments and important season moments

Challenge: Client acquisition and new wallet creation

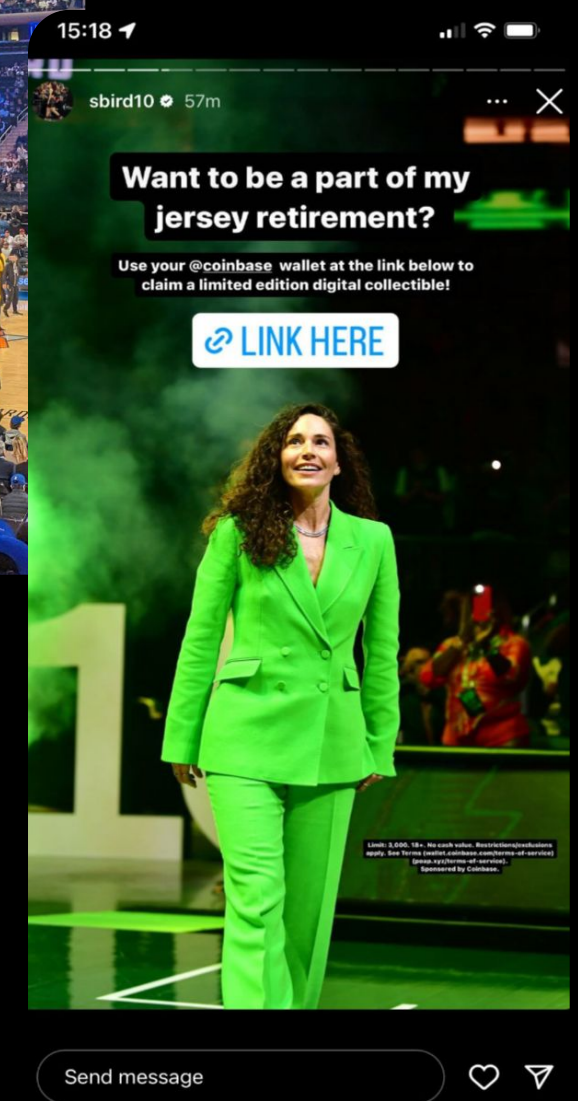
Solution: Giving out a commemorative digital collectible and customize the flow to point it to Coinbase wallet creation

Result: ~1500/2000 new collectors per event with a ~10% engagement ratio



← Stadium activation

With simultaneous social media activation →





PORSCHE

PORSCHE WEB3 COMMUNITY FOR ENGAGEMENT

Using POAP as a collectible to keep engaging and empowering your profile

For their new web3 community Porsche has created a series of experiences that only a handful of them are selected to live and in each one of these moments they distribute a unique limited edition POAP.

Each collector will have their own collection showing to the brand their participation and engagement to win status and generate the motivation to keep collecting.

[Porsche Twitter](#)



PORSCHE
@eth_porsche



Applying a @poapxyz to your virtual 911 is one of the best ways to bridge personal IRL experiences onto Web3. ✨ A #POAP is the memory – your virtual 911 the vessel to carry it. 📧 Got one? Drop one of the 14x PORSCHE POAPs below. ↓



6:00 PM · Jun 30, 2023 · 2,903 Views





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