

# NEXT GEN CMO

How CMO's can transform Brand Engagement and Loyalty with Next Gen consumer engagement

A WHITEPAPER BY:



# HOW MODERN CMO'S USE INNOVATION TO IMPROVE BRAND ENGAGEMENT AND LOYALTY

## INTRODUCTION

CMOs, the landscape of brand loyalty and engagement is changing. New tools like online gaming, NFTs, blockchain, AI, and more are reshaping how brands connect with customers. These aren't just buzzwords; they're tools that can help your brand stand out.

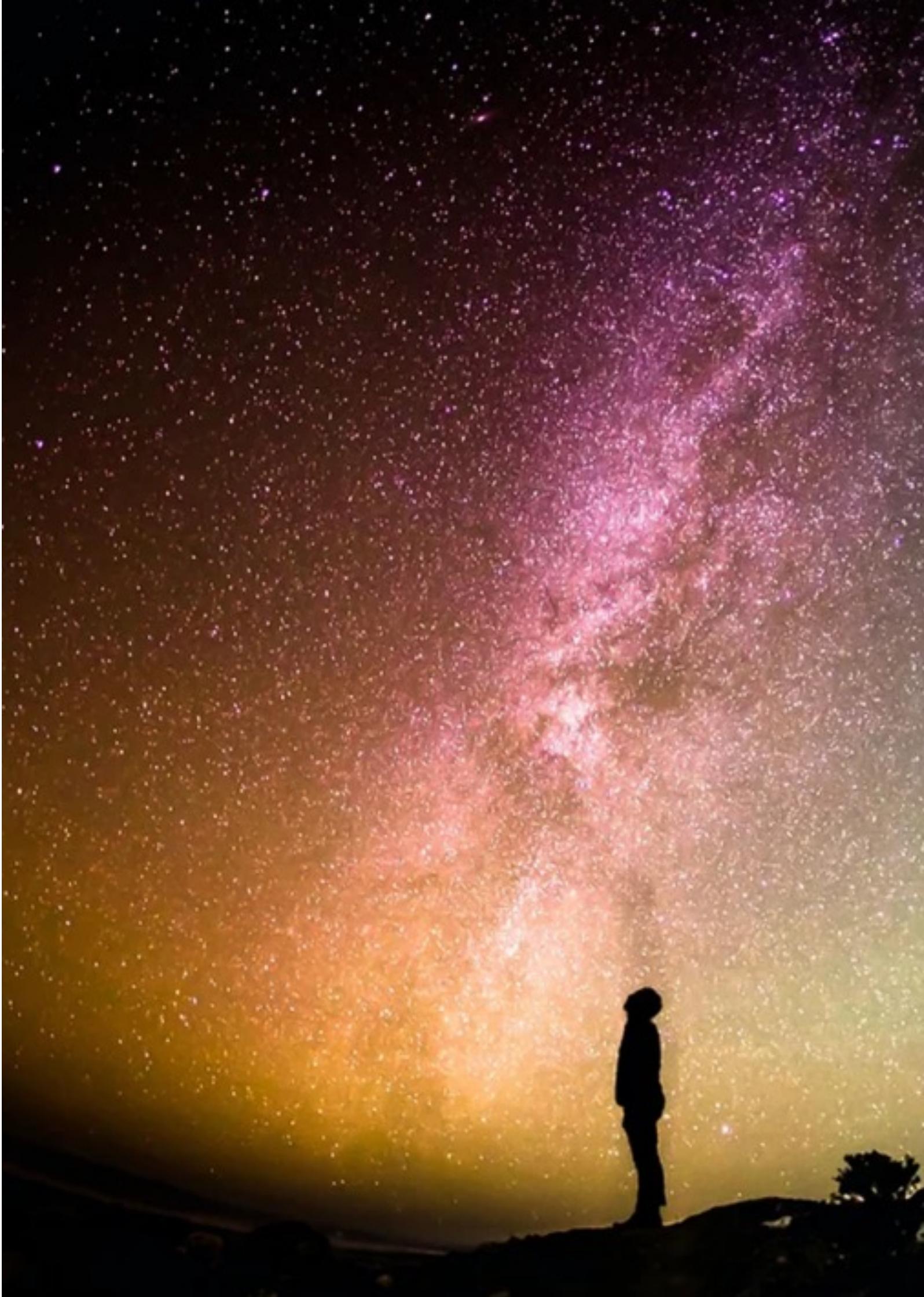
Take NFTs as an example. Mainstream brands like Starbucks, IWC Schaffhausen, Lufthansa, and Lacoste are using them to create new ways of engaging with their audiences.

Customers' online habits are evolving too. They've moved from just reading online content to writing, owning, and even creating for brands, thanks to advancements in AI.

With the rise of these technologies, brands have a chance to be leaders in their market. For CMOs, understanding these tools and how they can support your brand goals is crucial. Now's the time to figure out how you'll adapt and use them to enhance brand loyalty and engagement.

Through this whitepaper we help you get ahead by using these elements:

1. Pick your most relevant (brand) objective(s)
2. Get inspired by use cases for each objective
3. Implications
4. Tailor a proven approach



# 1 STRATEGIC OBJECTIVES

## IDENTIFIERS

We can talk of all the possibilities new technologies bring here. But let's take a step back and let you pick which strategic objectives are most relevant for you today. Once you have done that, get inspired by the deep dives in the section thereafter.

### Brand value

1. Rejuvenate the brand
2. Protect your brand for fraud and channel diversion

### Revenue growth and ROI

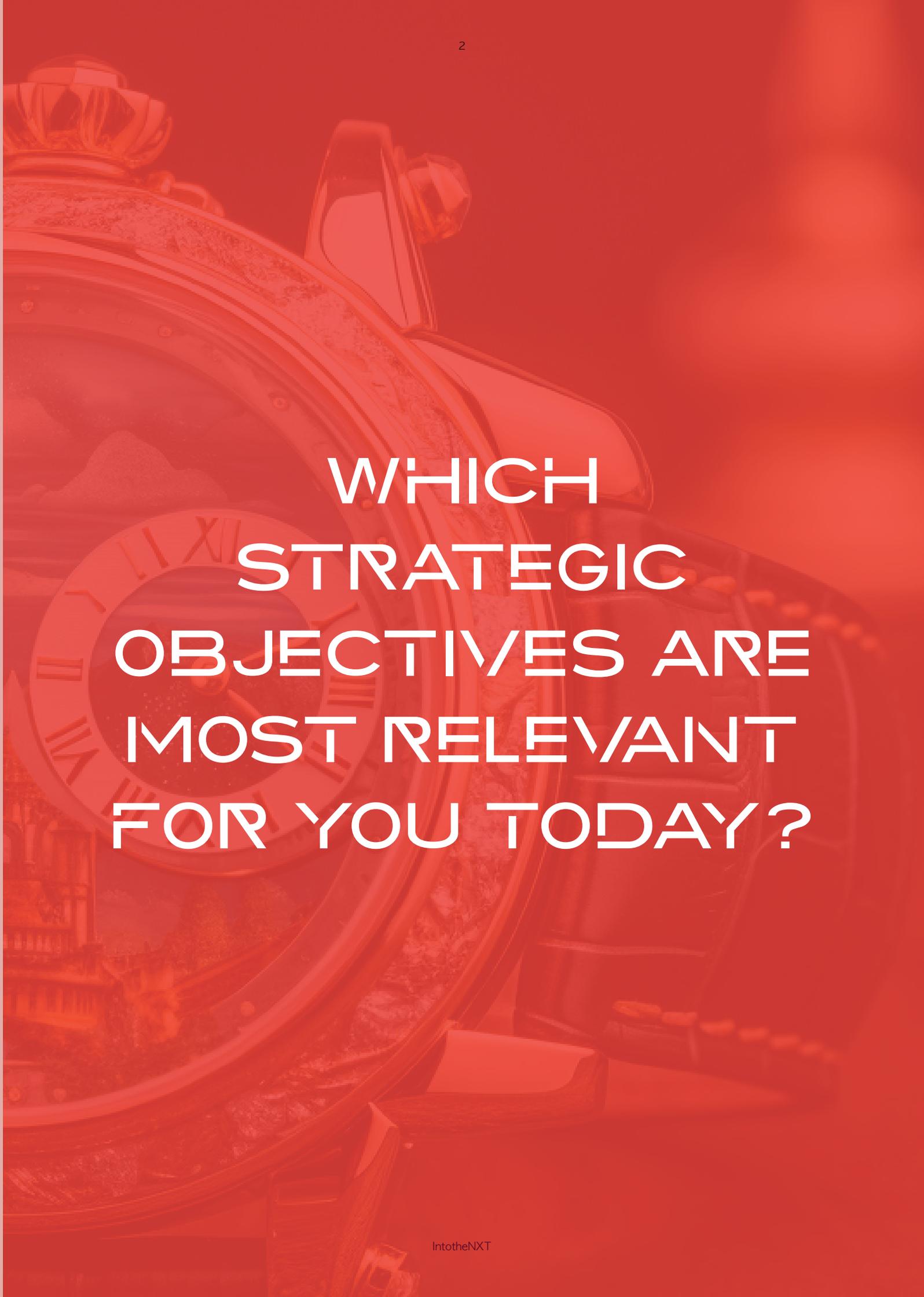
3. Increase purchase frequency
4. Accelerate new product development and consumer-driven sales
5. Generate new income streams
6. Connect with relevant audience at scale based on 1st-party data
7. Reduce or even earn ad spend on owned media

### Sustainability

8. Achieve sustainability objectives
9. Report sustainability objectives

### Diverse and engaged talent

10. Recruit scarce digital and diverse talent
11. Build a more entrepreneurial, high engagement culture



WHICH  
STRATEGIC  
OBJECTIVES ARE  
MOST RELEVANT  
FOR YOU TODAY?

# 2 GET INSPIRED BY — USE CASES



EAT  
SLE  
NEON  
REP

IT'S TIME TO  
REDEFINE  
BOUNDARIES IN  
DESIGN AND  
CO CREATION

## 2.1 REJUVENATE YOUR BRAND

Attract and retain diverse, younger consumers with increased relevance throughout the purchase funnel.

Continuing to attract new, younger consumers is the holy grail in marketing. Attract diverse consumers who no longer engage with mainstream media. How can we nurture the next generation of consumers, drawing them in and retaining them within your purchase funnel?

We have already seen numerous successful examples from brands like Balenciaga in Fortnite, Roblox, and other games. Digital branded skins, promoted through in-game activation campaigns, become the initial customer touchpoint. This strategy enables brands to gather 1st party consumer data from a fresh audience. Later on, brands can enhance these digital skins/tokens, motivating the audience to transition to a loyalty program that offers tangible real-world benefits.

Now it's time to redefine boundaries in design and co-creation: Games, festivals, tournaments, whether in real life or virtual, present a new avenue to connect with your next-generation consumers. At first, it acts as both a marketing and sales channel, but eventually, it can evolve into an experimental and innovation hub. This platform allows brands to challenge design norms and co-create alongside their fans. We are not a fan of the superficial tactics many brands adopt in the metaverse, which merely replicate real-world experiences. Given the limitless

possibilities of the metaverse — devoid of gravity and traditional constraints — brands should aim for something truly revolutionary. Seize this chance to establish your own unique paradigm.

Consider this campaign concept for a fashion brand: #FindYourWay at Coachella.

Join prominent female and non-binary electronic DJs as they collaborate with digital artists to explore the future of art, music, and fashion. Each episode merges a DJ with a digital artist, examining the confluence of their respective industries, personal narratives, and the obstacles confronted by underrepresented groups in a predominantly male domain. Audiences are invited to share in these personal journeys, witnessing the powerful synergy between music and digital art.

Each pair creates a wearable item, suitable for both the digital and physical world, leveraging the capabilities of NFTs.

This project culminates in a metaverse fashion parade and NFT auction, granting brands an opportunity to solidify their cutting-edge image. DJ performances will underscore the metaverse catwalk event. Profits from NFT sales will be equitably distributed among the contributors. Revel in the enchantment of artistic synergy and the technology that facilitates it.

## 2.2 PROTECT YOUR BRAND FOR FRAUD AND CHANNEL DIVERSION

Implement a distinctive product identifier linking the product to its digital counterpart for verified origin.

Counteracting fake products and maintaining control over distribution channels are paramount to preserving brand reputation. Top-tier brands deploy robust technical and legal teams dedicated to brand safeguarding. By assigning a unique marker to products, and even their individual components, and pairing that with a digital counterpart, brands can confirm authenticity and prevent unauthorized distribution. This technology not only ensures validated origin for repairs, returns, and recycling tracking but also supports sustainability goals by tracing the origins of every product component.

### THE BREITLING CERTIFICATE IN THE FORM OF AN NFT CAN ALSO MEAN THE START OF A LOYALTY PROGRAM.

Breitling uses a digital twin to authenticate the watch, whereby the certificate in the form of an NFT can also mean the start of a loyalty program. Fossil watches applied the technology for production control and eliminate distribution through unwanted distribution through for example Amazon, eBay. With the right type of technology, the identifier can be placed, visibly or invisibly, for the full product lifecycle, surviving different malicious attempts.



## 2.3 INCREASE PURCHASE FREQUENCY

Increase mental presence and ease of purchase, leading to better conversion of your 'light' buyers. The way to do this is by creating a loop, making it gamified,

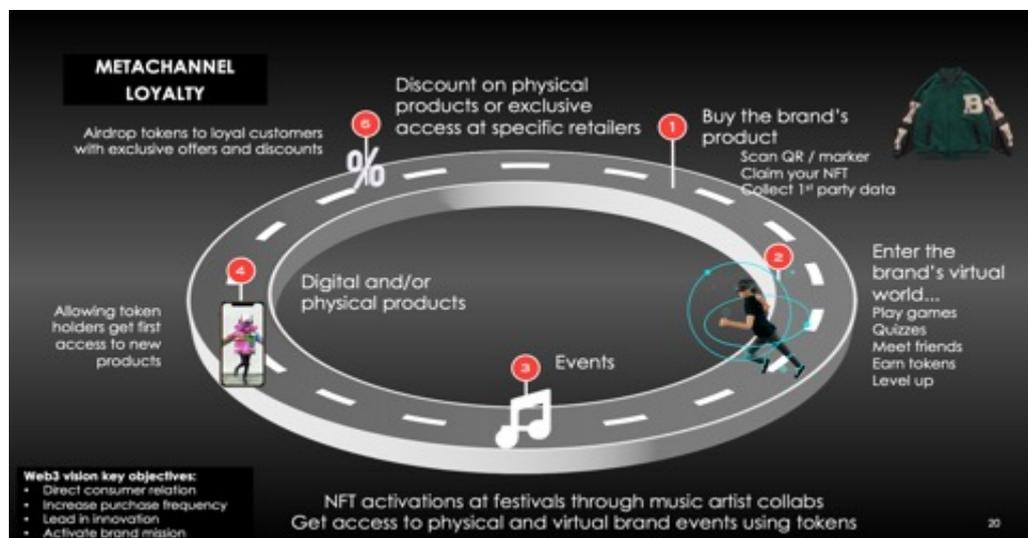
Omni-channel becomes meta-channel, the funnel becomes a loop.

Standalone campaigns become part of something much more powerful than the traditional funnel: a continuous loop of IRL and virtual consumer touchpoints, creating not just first moment and second moment of truth, but a loop of infinite moments of truth.

**CONSUMERS BECOME MORE AND MORE INVESTED OVERTIME BECAUSE THERE IS A MUTUAL BENEFIT TO KEEP THE RELATIONSHIP ALIVE.**

Gamification, value exchange and controlled access through tokens.

Web3 technology (tokens, leveling-up, token-gated access) allows brands to create a gamified engagement loop with consumers that draws them further and further into the brand's world. Consumers become more and more invested overtime (earned tokens, benefits, royalties) because there is a mutual benefit to keep the relationship alive. Additionally, consumers can earn voting rights giving them ways to influence the direction of the brand.



## 2.4 ACCELERATE NEW PRODUCT DEVELOPMENT AND CONSUMER DRIVEN SALES

Creators who earn royalty over their creations therefore become a formidable sales force: “Tupperware 4.0.”

A new form of open innovation by activating a community of (co)creators, the role of the brand changes from a central director to a facilitator of creativity and commerce. With the arrival of GenAI tools, we expect it becomes even easier to create new products for less skilled, yet ingenious consumers.

The catch? Consumers, creators, get ownership and royalty for their creation in return. Amsterdam-based digital fashion company “The Fabricant” is a great example. They created a platform for creators to develop and trade digital fashion and develop tutorials for others to join.

### CREATORS ON THE PLATFORM OFFER TO PROMOTE THE COMPANY AT TRADE EVENTS ON THEIR BEHALF

We have also seen that creators on the platform offer to promote the company at trade events on their behalf. Making consumers part owner creates what we call “Tupperware 4.0.” They can gain a royalty over sales of what they helped to create.

Nike followed suit with their web3 Studio called “SWOOSH”, and we can see other mainstream brands finding this an interesting form of developing new product ideas and building new start-ups. Imagine if this opens the possibility to start a “swarm of start-ups,” following Haier, the highly successful No. 1 global company in major appliances with 33 bn euro revenue in 2022, famous for pioneering a fully decentralized management model designed to eliminate bureaucracy.



## 2.5 GENERATE NEW INCOME STREAMS

Sell branded digital goods and experiences or build a community of brand enthusiasts who interact and trade both your brand's products & services and their own on your platform. Selling digital goods and experiences can create a new revenue stream, depending on your business. We've seen examples like NBA Top Shots selling iconic moments and Adidas with its BAYC drop.



Kyle 🏠 · Oct 27, 2022 · 1 min read



### The Bored Ape Yacht Club Announced That The Next Round21 Physical Item Drop Will Happen In 2023

After nearly a year and a half of waiting, the Bored Ape Yacht Club quietly announced that BAYC X Round21 basketball NFT holders will be able to redeem their second physical item in 2023.

On Thursday, the BAYC took to Twitter and replied to a tweet that asked when Apes will be able to claim their second Round 21 item.

“Coming in 2023,” the BAYC replied.

However, what's intriguing is how a brand can cater to new needs by acting as a platform for consumers to connect. Consider, for instance, if OUTtv, an LGBT community-focused TV station, were to create a platform where professional services are exchanged. A couple from the USA looking for legal advice on adoption might find a lawyer specialized in that specific jurisdiction.

## 2.6 ACCELERATE NEW PRODUCT DEVELOPMENT AND CONSUMER DRIVEN SALES

Issues with third-party programmatic advertizing have emerged due to cookie restrictions. Furthermore, audiences are gravitating towards platforms like gaming. As a result, brands are pivoting towards first-party customer engagement across diverse media.

In response, brands and media agencies are exploring novel technological solutions. One such innovative approach is first-party based programmatic advertizing technology stacks, leveraging cleanroom technology.

This allows for the synchronization and enhancement of customer data, segmentation analytics, and access to an audience of over 300 million gamers. Such methods enable precise targeting and retargeting with personalized offers, leading to a superior return on advertising spend (RoAS).

### WEB3 WALLETS ARE BECOMING THE MODERN ALTERNATIVE TO COOKIES

acting as the new email addresses and playing a pivotal role in identity creation for personalization. These wallets store POAPS and NFTs, offering insights into geographical locations, events attended, communities of interest, owned brands and products, and more.

Integrating these insights with traditional Web2 consumer signals is essential for a comprehensive understanding of consumers, facilitating highly targeted personalizations. Conventional CRMs aren't designed for this. Directly connecting with (potential) clients via their wallets not only ensures verified data but also provides segmentation data, making establishing a payment relationship more straightforward .

## 2.7 REDUCE OR EVEN EARN AD SPEND ON OWNED MEDIA

Own a media platform, reaching and monetizing your target audience, or even generating advertising revenue from partnering brands.

Think of having a dedicated media space with access to 1st-party data. Much like Amazon and similar retail media networks, you can promote your own brand and welcome other brands to advertise, thereby earning from ad placements.

To make this a reality, envision a captivating virtual realm where consumers engage in casual games, take on challenges, and co-create while networking with peers. Implement a loyalty system that provides token-based access and reward points. A practical first step could be crafting a signature gaming space, utilizing white-label gaming solutions such as those offered by Mana from AlphaGen, a renowned gaming tech firm in Canada.



(Midjourney illustration image)

## 2.8

### ACHIEVE SUSTAINABILITY OBJECTIVES

Encourage sustainable behavior in consumers by offering tokens for returning and enabling the resale of authenticated products.

Imagine integrating gamification into the customer experience, prompting consumers to scan the packaging post-purchase and upon return. In exchange, they receive tokens that can be utilized for a range of benefits, including access to virtual and real-life events, discounts, and more.

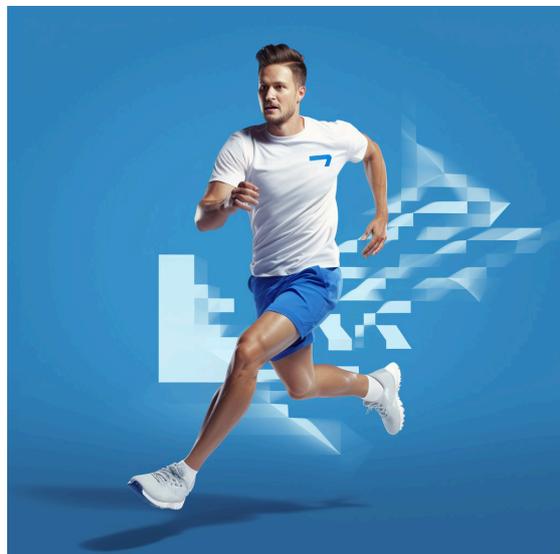
Furthermore, by authenticating products and components, manufacturers can make informed decisions regarding material reuse and create certified pre-owned marketplaces.

## 2.9

### REPORT SUSTAINABLE OBJECTIVES

By making authenticated data available from cradle-to-cradle, brands can offer trustworthy, accurate footprint reduction data to consumers and stakeholders.

Being able to identify the product, as we have discussed earlier in this white paper, and do this at various points in the supply chain and product lifecycle, companies know exactly how many product or product components they recycle and re-use. Think of the Decathlon CEO Barbara Coppola announcing, in one sentence, top-line growth and the exact number of repairs in 2022. This would be possible for all brands applying such technology.



(MIDJOURNEY ILLUSTRATION)

Barbara Quote in October 2023:

Today, we need to scale circularity to preserve our playground.

We are pushing the boundaries on 4 key pillars:

1. Extending products' lifespan
2. Improving products' recyclability
3. Building a buy-back system
4. Developing product rentals

## 2.10

### RECRUIT SCARCE TALENT

Recruit scarce digital and diverse talent

Be present there were leading edge talents is and engage with them in appealing ways, free from traditional biases.

Transform, train and recruit digital talent:

Most brands have difficulty upskilling traditionally trained designers and marketers to work more digitally. Brands now have the option to use digital, spatial collaboration platforms as a playing ground for co-creation and find and train the next generation of designers and marketers who think digitally first.

Inclusion & diversity:

In the virtual spaces, using different avatars you can be your true self, free from superficial judgement based on your last name, the color of your skin, your social background. This can help companies to commit to skill-based hiring, eliminating biases in recruiting by communicating and meeting with talent in an anonymized layer to do so. The recruiting agency Uniqueverse for example creates an environment that allows you to display your talents, characteristics, and human quirks, independent from name.

## 2.11

### BUILD ENTREPRENEURSHIP

Build a more entrepreneurial, high engagement culture

Increase each team member's autonomy, connectedness and sense of contribution, and personal growth.

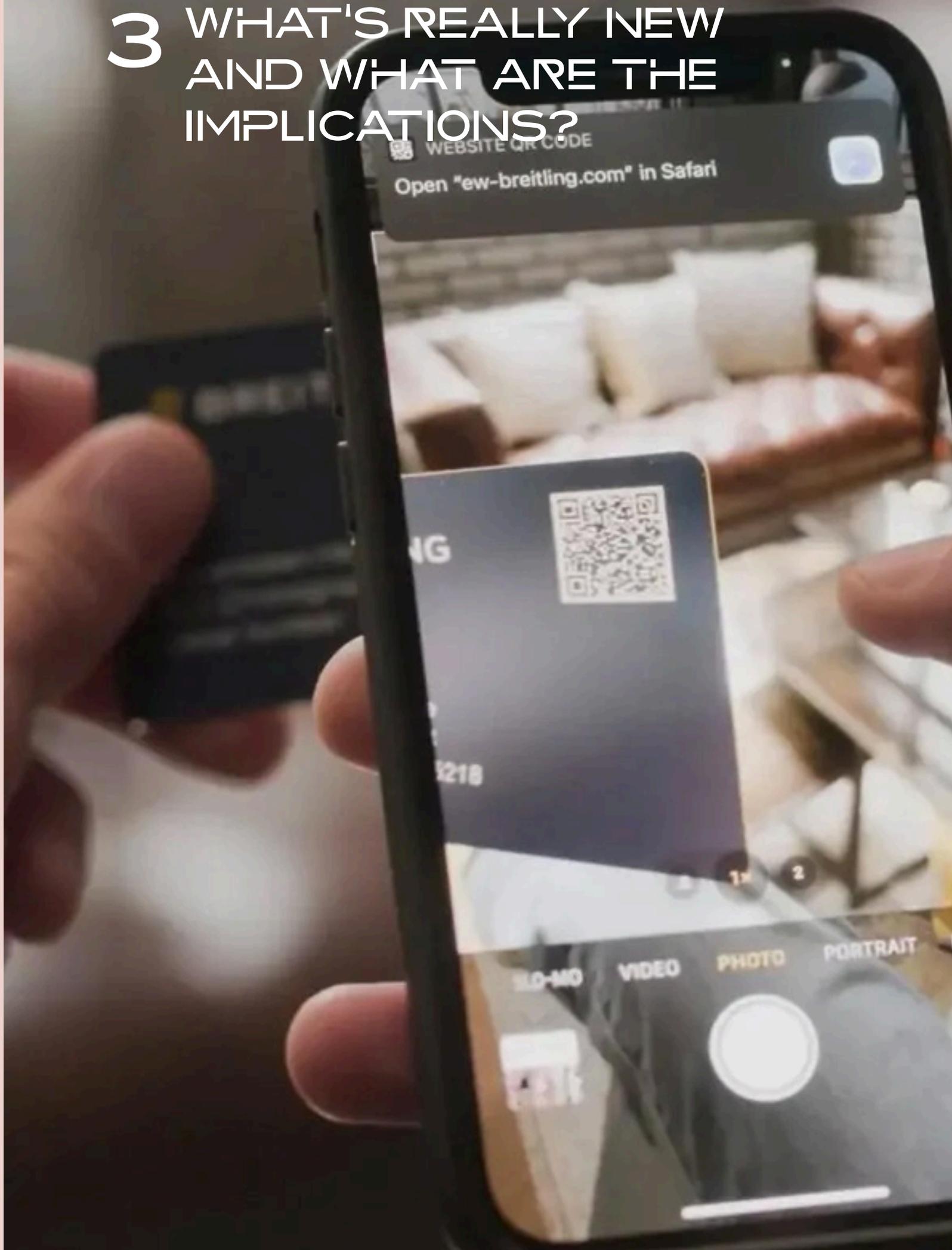
Employee engagement drives company performance and adaptive capacity. Adaptive capacity becomes more important than ever. However, engagement is low.

A 2018 Gallup study found that barely a third of US employees were fully engaged in their work, 2/3 is not. This is the result of the traditional top-down, control-focused organization model. That model reduces autonomy, a sense of connectedness and personal growth, the key factors driving intrinsic motivation.

We see generativeAI as an important catalyst to change. The use of generativeAI to provide all the company's knowledge to the frontline for example, enables local decision making .

GenerativeAI can also efficiently support initiatives to open strategy development to the whole company.

# 3 WHAT'S REALLY NEW AND WHAT ARE THE IMPLICATIONS?



# WHAT'S REALLY NEW AND WHAT ARE THE IMPLICATIONS?

We are moving from a digital 'Web2' age where consumers could read and then write, to Web3 and beyond.

Where consumers can own and even create.

This brings the following three advantages:

## 3.1 DECENTRALIZED MINDSETS

### Breaking it down

Embracing a Web3 and decentralization perspective can unveil unexpected opportunities, leading to potential exponential growth in areas you hadn't anticipated. The web3 approach urges brands and organizations to truly empower their community, promoting genuine co-creation and a deep-rooted customer-centric approach. For a traditionally hierarchical, risk-averse corporation, this represents a transformative journey that fosters organizational growth. Enabling your customers to shape the brand's trajectory, participate in co-design, and have a stake in ownership converts them into fans, ambassadors, and stakeholders simultaneously, akin to a Tupperware 4.0 model.

Web3 co-creation often encompasses community-led decision-making and shared value. This necessitates the establishment of certain boundaries or guidelines, within which there's ample room for creativity and freedom. The more autonomy you provide, the greater the excitement and potential for the community to elevate your brand to uncharted heights, though this comes with increased risks. A willingness to share profits with those who contribute, such as through royalties, is key. Contrarily, in the web2 model, collaboration is typically limited to a single influencer or celebrity, with a set compensation agreement.

With the rise of technologies like GenerativeAI, robotics, and 3D printing, consumers now have more tools at their disposal to craft new designs, products, and entertainment forms. This trend not only supports but accelerates the move towards decentralization.

## 3.2 NEW CONSUMER EXPERIENCES AND TRUTH

Emerging consumer trends are paving the way for innovative explorations using both established and cutting-edge technologies, including AR/VR, blockchain, smart contracts, virtual realms, and gaming. Some customer needs, unmet by web2 technologies, are now addressable through Web3, blending various tech solutions to craft novel experiences. When considering loyalty programs, web3 introduces three distinct advantages: (i) Interoperability: The blockchain's transparent, shared data layer facilitates multi-brand rewards; (ii) Liquidity: Rewards become tradable or exchangeable in secondary markets; and (iii) Personalization: Rewards tailored to individual micro-interactions, informed by wallet activities.

The blockchain stands as a verifiable origin reference, applicable both to products and materials. Beyond countering counterfeits, it provides firms a secure and fully compliant method to disclose sustainability metrics.

Generative AI empowers consumers to tailor and craft, unveiling fresh avenues to engage with brands.

## 3.3 ECONOMICS

New revenue streams for the brand selling digital goods and earning from secondary sales from tokens customers collecting or buying as part of the loyalty program. In addition, we expect significantly lower MROI / RoAS as we enter a new advertising era away from big tech. Web3 will allow for new ways to have direct consumer contact, create new experiences, and create and share identity and consumer intelligence, with no or significantly lower dependence on big tech and their walled gardens. This will open up new ways for hyper targeted and direct advertising and creating and monetising brands' own media / ad spaces.

## IMPLICATIONS

For brands and therefore the role of CMOs enabling this shift, we see 2 major implications:

(1) From creating a product to creating an experience: For decades CMOs aimed to create experiences. They now have new means at their disposal, to turn brands into a feel-good factor. With the product as by-product, while building and monetizing fandom in new ways.

(2) From central to decentral brand development: The way they do that is changing from centrally determining direction and activation, to setting inspiring and guiding, the community while they co-create and collaborate.

# 4 YOUR APPROACH

With an idea of the strategic objectives to fulfill, and the new technologies that will help you do so, now it is the time to define your approach in transforming brand engagement and loyalty.

Consider educational and support capabilities required for successfully navigating this emerging space.

# 4.1 LAY THE FOUNDATION FOR SUCCESS

Here is an approach we successfully applied before. This needs to be tailored to your specific situation.

STEP 1: LAY FOUNDATION FOR SUCCESS

STEP 2: DEFINE CONCEPT (EXPERIENCES)

STEP3: BUILD END VISION, WHAT IT MIGHT LOOK LIKE

STEP 4: MVP DESIGN

STEP 5: TECHNICAL PLAN

STEP 1: LAY FOUNDATION FOR SUCCESS

- Align on objectives and goals, measurements of success
- Define required resources and determine the type of support required
- Agree on principles for design and implementation
- Build core team common language of innovation methods used and key Web3 ingredients using case examples/client stories
- Establish psychological safety for effective team collaboration

Details for Step 1: Required resources

Management buy-in and inspiration

- Inspiration and guidance sessions on NFTs and related technologies, incl. 3D/spatial/metaverse, blockchain, and generative AI where relevant
- At the right level of aggregation for different audiences (level, background)

Strategy and concept development

- Development of consumer personas including unmet needs
- New technologies and solutions to potentially fulfill these unmet needs
- Mapping to problems/solutions to strategic goals
- Prioritization for impact, effort, energy
- Roadmap of use cases: now, later, last
- Using effective tools for collaboration across different experts and time zones

# 4.1 LAY THE FOUNDATION FOR SUCCESS

## PROJECT EXECUTION

- Security and data protection
- Training of technical staff in blockchain and NFT engineering
- Blockchain development and integration, NFT programming
- Development of flawless and simple UX for maximum adoption
- Web3 customer identity and profiling

## DETAILS FOR STEP 1

Key principles for design and implementation:

- o Engagement and loyalty is about creating a motivating experience, a loop of (gamified) experiences that draws the customer in again and again:
- o Build intrinsic motivators, for example help consumers to develop and show competency, act autonomously with a common goal, and be connected to other people with the same interest. The same reasons why MMO (Massively multiplayer online) games draw gamers in again and again
- o Introducing new extrinsic motivators (you get this for that)
- o Speed and quality is of essence yet we venture into the unknown. Therefore, this is not about building one-off grand design, but about targeted experimentation at speed to through simple new features with tangible impact. An emergent program with additional functionalities continuously improving the customer experience towards an endvision we cannot yet see
- o In particular, as we venture into Web3, it opens new ways for consumer collaboration and participation. Expect the unexpected therefore, be open for unexpected consumer and community initiative and feedback

## DETAILS FOR STEP 1, A COMMON LANGUAGE

It is crucial to create a common language upfront for Innovation methods, e.g., Customer jobs to be done, Riskiest assumptions, Test & learn; and for new technologies that enable new experiences, e.g., tokenization, gamification, NFT utility, digital twins, spatial computing, etc.

## 4.2 DEFINE CONCEPT (EXPERIENCES)

### BRAINSTORM THE POSSIBLE WAYS TO IMPROVE DEFINED KPIS

1. Absorb and reflect on existing ideas
2. Reflect on key learnings of emergent web3 loyalty programs (Starbucks, Breitling, other)
3. Add new - partly in-house and partly with designated creative partners for additional ideas, e.g., through 'how might we' sessions with agencies developing bleeding edge experiences e.g, Dirt empire, Alpha metaverse, other)

### DESIGN CONSUMER EXPERIENCES

1. Determine which consumer segments to focus on and specific objectives, reflecting on the goals set in step 1
2. Deep dive into those focus consumer groups. Rather than doing mass consumer surveys, dive into existing research and unearth clues about what drives consumer behavior, i.e. their functional, emotional and social jobs to be done under certain circumstances. Where needed perform additional ethnic research uncovering implicit needs through observation and story-telling interviews
3. Understand the customer jobs-to-be-done for each of the existing and new customer groups and assess whether the current brand propositions are fulfilling these needs.
4. Identify how web3 technologies would be able to fulfill unmet jobs-to-done where old technology is not fulfilling these or not fulfilling it enough.
5. Sanity check how we can fulfill unmet jobs-to-be-done for customers (wholesale) and consumer facing staff, to create a win-win-win for all. This will ensure the new experiences are brought to live and pulled in by all key stakeholders.
6. Develop multiple strategies that excite existing customers and new customer groups, Strategy 1: With buying the physical product, claim the digital twin of the product and use on Instagram or for your Avatar. Exciting for current customer base and doesn't scare off your current customer base. Strategy 2: In a game such as Fortnite, launching the brand's digital product for the Avatars creates brand awareness amongst a new customer group that overtime want to buy the real product).
7. The next steps is to create gamified loops where one experience reinforces the other, together constantly feeding the basic 'self-determination' consumer needs related to competence, autonomy and relatedness
8. For those strategies, assess if the new experience excites new customers or alienate existing customers. We asses if the new experience means a real change in experience, and the four factors for adoption of that new experience: whether it addresses the good and the bad of the old experience, as well as the hopes and fears related to the new experience. We also stress-test congruence / alignment with defined goals.

## 4.3 BUILD END VISION, WHAT IT MIGHT LOOK LIKE

### DEFINE GOALS AND BOUNDARIES, OR GUARDRAILS

What do we desire, what is out of the question, what is for discussion? Think through for example product categories, brands, collaboration partners, sources of revenue, investments, etc.

Consolidate strategies as developed into step 2 in a view how consumers will experience the brand. Capture this in a few customer journey's, a news article that will be written in the future about this, etc.

Describe how the company will benefit from the strategies, by capturing and using more data, across the business, and how this will result in top-and bottom-line growth

Translate into a clear format for key dimensions of the loyalty program

Stress test the vision: Each key team member asks his / herself: over the next few years, how is our marketing and loyalty approach going to reinvent itself and the world around it? Each writes out his or her answer in from-to statements. Then discuss the answers and evaluate:

- o Does it sufficiently define how we increase relevance as a brand?
- o Would our agenda surprise competitors?
- o Does the strategy imply significant stretch?
- o Does it provide a point of view about the future that ensures consistency, spurs creativity and inspires bravery in our organization?



## 4.4 MVP AND TECHNICAL PLAN

### STEP 4, MVP DESIGN

- Uncover key assumptions (is there a need, can it scale, is it worth it?) and prioritize assumptions for impact (high/low) and confidence (high/low)
- Define Web2 & Web3 data / insights required to further improve and / or personalize those experiences over time.
- Develop Test & Learn plan by defining experiments to be run: objective, prediction, experiment, resources, experiment safety and security)
- Define v1, the features to start with from where we can pivot and extend based on consumer and community feedback and initiative
- Assess different blockchains against objectives and tap our contacts to start grant application to get the brand onto their chain and thereby reduce investment in implementation

### STEP 5, TECHNICAL PLAN

- Assess current infrastructure
- Gather requirements and develop program architecture for end vision and first steps towards it (end vision v1, first features)
- Define requirements for front-end, back-end, smart contract, integration with current systems, QA, legal, project management & infrastructure
- Determine required project team and resourcing
- Develop and assess partners for integrating point solutions into an integrated end vision
- Develop budget and business case for management approval
- Define data flow required and dashboarding for fast test & learn cycles, running and evaluating specific experiments and improve upon learning

## 4.6 CHOOSE A SOLID PARTNER

As the possibilities are endless, and so are the risks, you want to carefully consider the teams to work with who can inspire you, find new solutions, and safely help drive execution.

Ask yourself therefore, who of the people to work with brings the following?

1. The ability to level up and down convincing the C-suite strategically and finding out what is truly relevant for consumers while being in the field?
2. A deep understanding of how successful innovation is done, not just getting the process right, but also getting people inspired to bring their best?
3. Access to new thinking from gamers and gaming studios, artists, DJs, ad tech and security experts to go beyond the obvious in finding customer problems worth solving and solutions?
4. Deep experience of having done it before, not just in the last 1 ½ years, but actually over a period of more than 5 years with deep knowledge of web3 technologies and secure solutions and access to development grants to finance part of the journey?

# 5

## ABOUT THE AUTHORS

IntotheNXT is a leading strategy consulting firm helping companies achieve remarkable results with people inspired to bring their best. Our solutions are based on deep understanding of new technologies like web3 and AI and what truly motivates people, on top-tier strategy experience, and on new insights and creative thinking. We help companies with strategy & execution for disruptive tech, data-driven performance and bureaucracy busting management models.

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20+ years of experience as a top-tier strategy & innovation consultant and start-up Founder.

Helps organizations serve customers better and be a great place to work through better application of human and artificial intelligence.

Applies leading thinking on strategy, innovation, leadership, and organization psychology. Purpose-driven, people- and impact- focused, learning-oriented, low-ego and high-energy.

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Vera Schut

With 15+ years of experience in strategy & execution, analytics and corporate finance, Vera balances sharp observations with a pragmatic approach focused on impact. Structured problem solver and a versatile, people-oriented go-getter. Her style allows client teams to embrace new thinking and get into action mode, becoming more effective as individuals and in teams.

Vera can be booked as a public speaker through the Speakers Academy. She speaks about topics such as Blockchain, NFTs, Metaverse, AR, VR and business.

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