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Case Study Infinite Victory

NBA TO NFT: A GAME-CHANGING WEB3 TRANSITION

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CRAFTING BRAND SUCCESS

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Since 2014, Cap and Cut™ has led in transforming visions into engaging narratives and immersive brand experiences. Specializing in creative design and storytelling, our Boston-based team crafts messages that resonate and compel your audience to act. Together, we'll not only make your brand's story unforgettable but also motivate your audience to engage deeply, ensuring a meaningful and actionable connection.



INFINITE VICTORY - BRAND GO-LIVE

Full-Service Branding, Marketing and Community Activation

NBA TO NFT: A GAME-CHANGING WEB3 TRANSITION

We helped Bit Fry Game Studios bridge their celebrated NBA title Ultimate Rivals from the web2 arena to the web3 marketplace, evolving into Infinite Victory (IV).

Aiming to blend thrilling sports action with the groundbreaking capabilities of blockchain technology, **Bit Fry Game Studios** in partnership with **Immutable** engaged Cap and Cut to navigate this intricate journey by crafting a brand identity and community-driven launch strategy for both game and token.

The goal was to harness blockchain's potential, creating a web3 game that not only entertains but also challenges its community and rewards immersive engagement. It was about setting a new precedent for player interaction and ownership, pioneering a future where gaming and digital asset management converge seamlessly.

Services

- Brand Identity & Logo Design
- Event Branding & Video Package
- Graphics & Video Template Toolkit
- Social Media & Community Strategy
- Content Marketing & Influencer Outreach
- Early Community Building & Engagement Plans
- Web3 Integration & Consulting
- Website Development & Design
- Partnership & Network Expansion

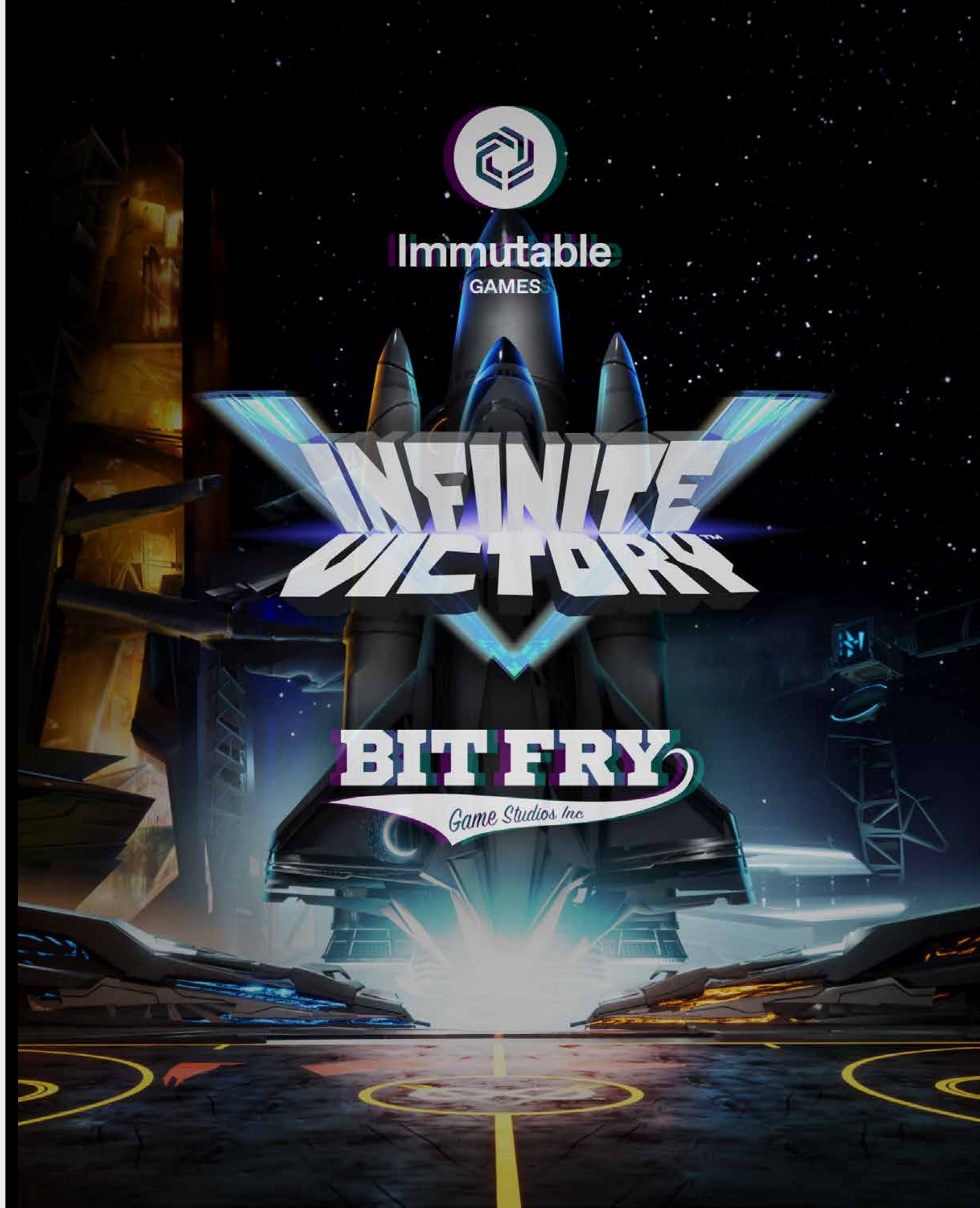
Impact

Key Launch Metrics

- 110,000 views on brand go-live post
- 100,000 views on UGC content
- Over 2 million views on IV content

Community Growth

- 7,000 pre-reg signups in first 8 days
- 5,500 Twitter followers in first 8 days
- 7,300 Discord members in first 8 days



THE RESULT

A strategic and impactful entry into the blockchain gaming space for Infinite Victory, successfully building an engaged web3 community and positioning the game for a highly anticipated launch alongside its NFTs and token.

Impact by the numbers.

+110K

VIEWS ON
BRAND GO-LIVE POST

+100K

VIEWS ON UGC POSTS
AROUND ANNOUNCEMENT

+2M

VIEWS ON IV CONTENT
THROUGHOUT CAMPAIGN

+8.1K

EMAILS COLLECTED
IN FIRST 8 DAYS

+7.4K

TWITTER FOLLOWERS
IN FIRST 8 DAYS

+7.3K

DISCORD MEMBERS
IN FIRST 8 DAYS



Process Notes

The development and launch of Infinite Victory were rooted in a strategic approach that prioritized community engagement and meticulous planning. We recognized early on that the success of a web3 game like Infinite Victory depended not just on innovative gameplay and blockchain integration but also on the strength and vibrancy of its player community.

By the involvement in Twitter Spaces and participation in various web3 community events would further exemplify Bit Fry Game Studios' dedication to embedding Infinite Victory within the fabric of the web3 community. By actively joining Twitter Spaces, the team engaged in real-time discussions, shared insights, and connected

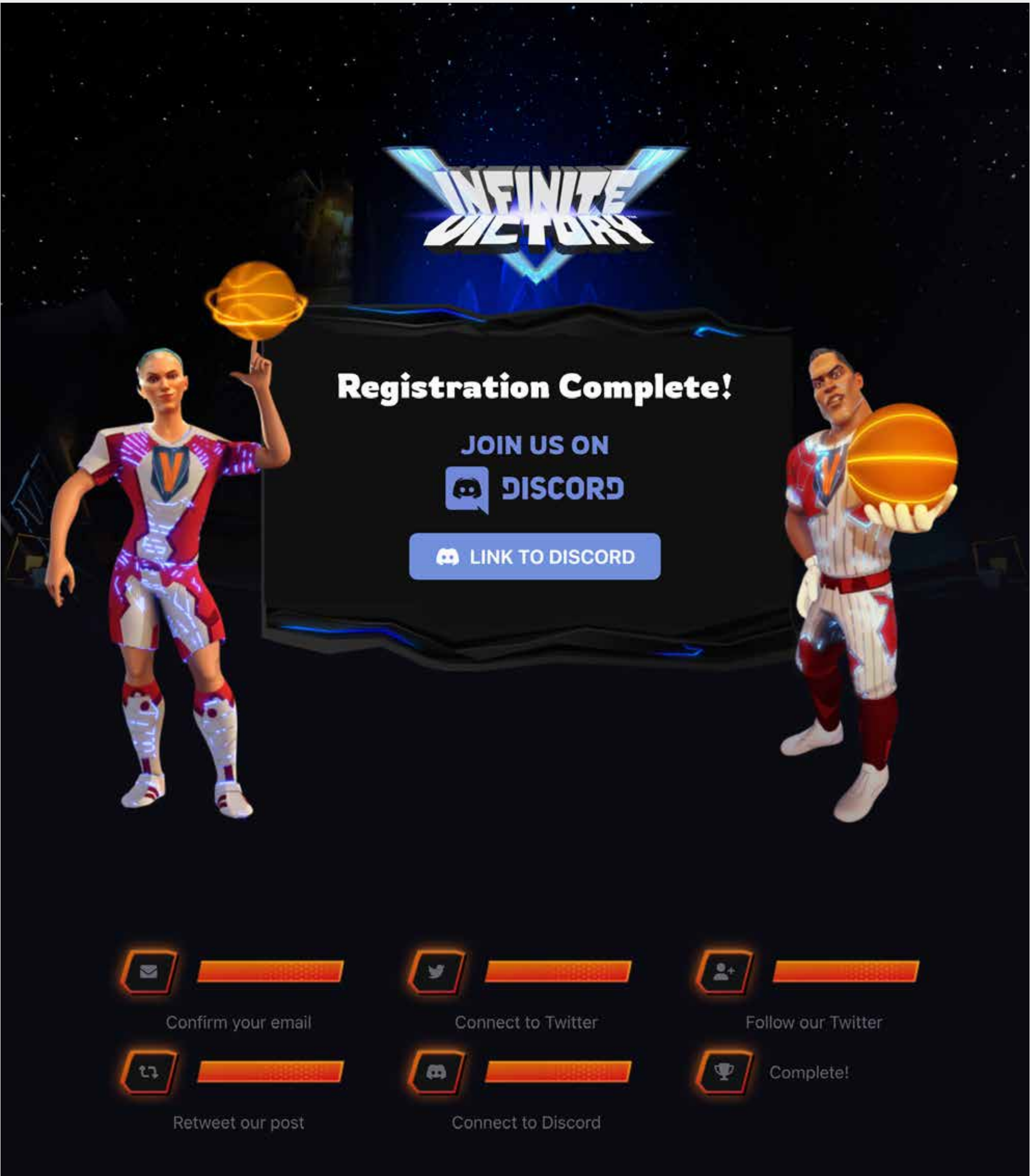
with both fans and influencers, enhancing visibility and credibility within the ecosystem. Participation in web3 community events, both virtual and in-person, allowed for direct interaction with the community, showcasing the game's features, gathering valuable feedback, and fostering relationships with potential collaborators and users. These efforts would underscore Bit Fry's commitment to not just building a game but nurturing a vibrant community around Infinite Victory, so we leveraged every opportunity for them to engage, listen, and grow together with the audience.

Brand Go-Live Event at Gamescom

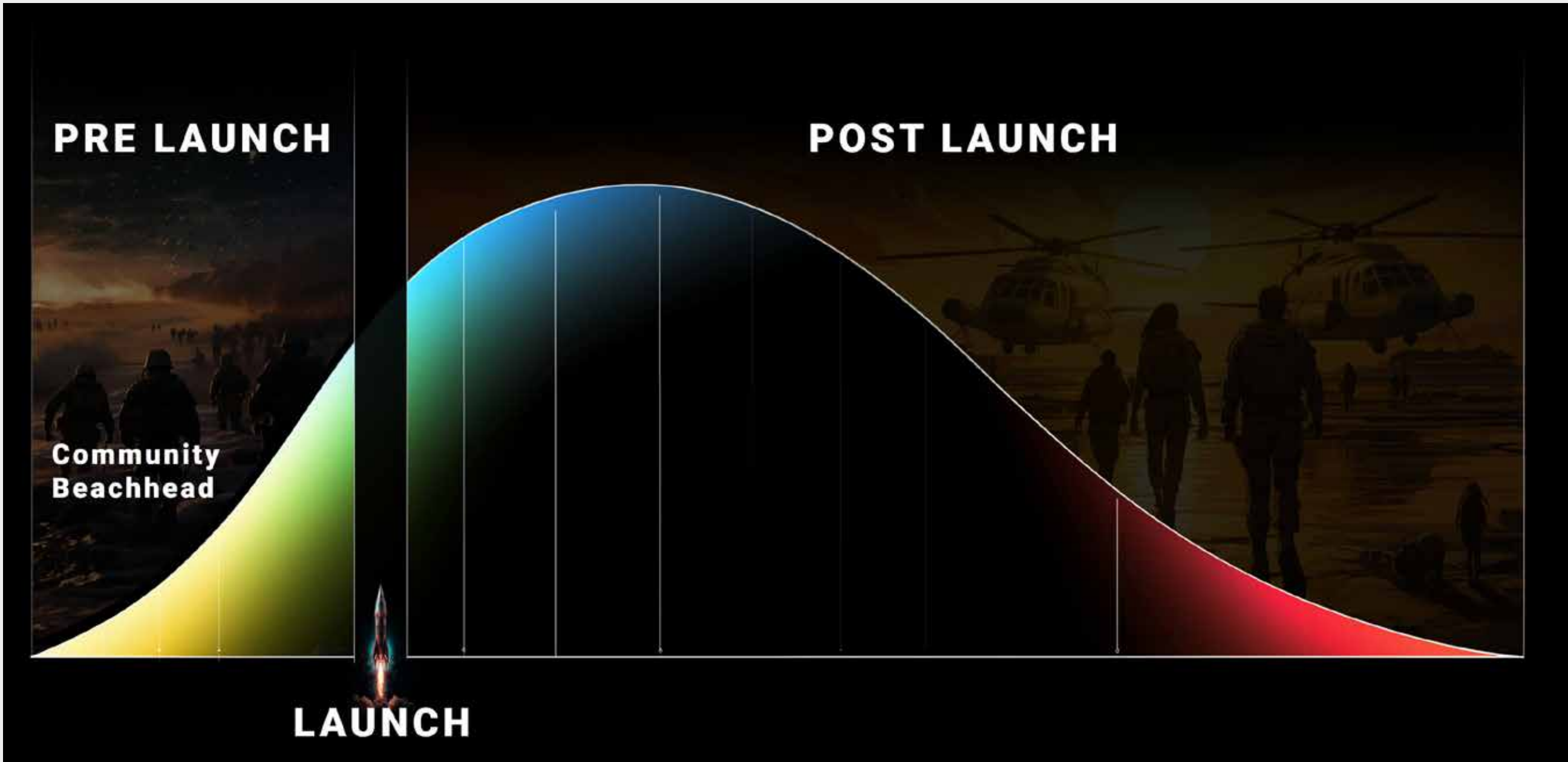


The Infinite Victory brand go-live at Gamescom with Immutable was a strategic step towards building a vibrant community around Infinite Victory. We aimed to attract gamers and web3 enthusiasts, tapping into the close-knit, socially active networks where our audience thrives, particularly on Twitter and Discord. The team brought their game to life on the Immutable X Bus; this eye-catching, electric double-decker bus became a mobile arena where attendees could dive into the game's universe. We enabling attendees to lace up, hit the court, and try out the first playable demo to experience the gameplay firsthand.

The Drive for Pre-Registrations



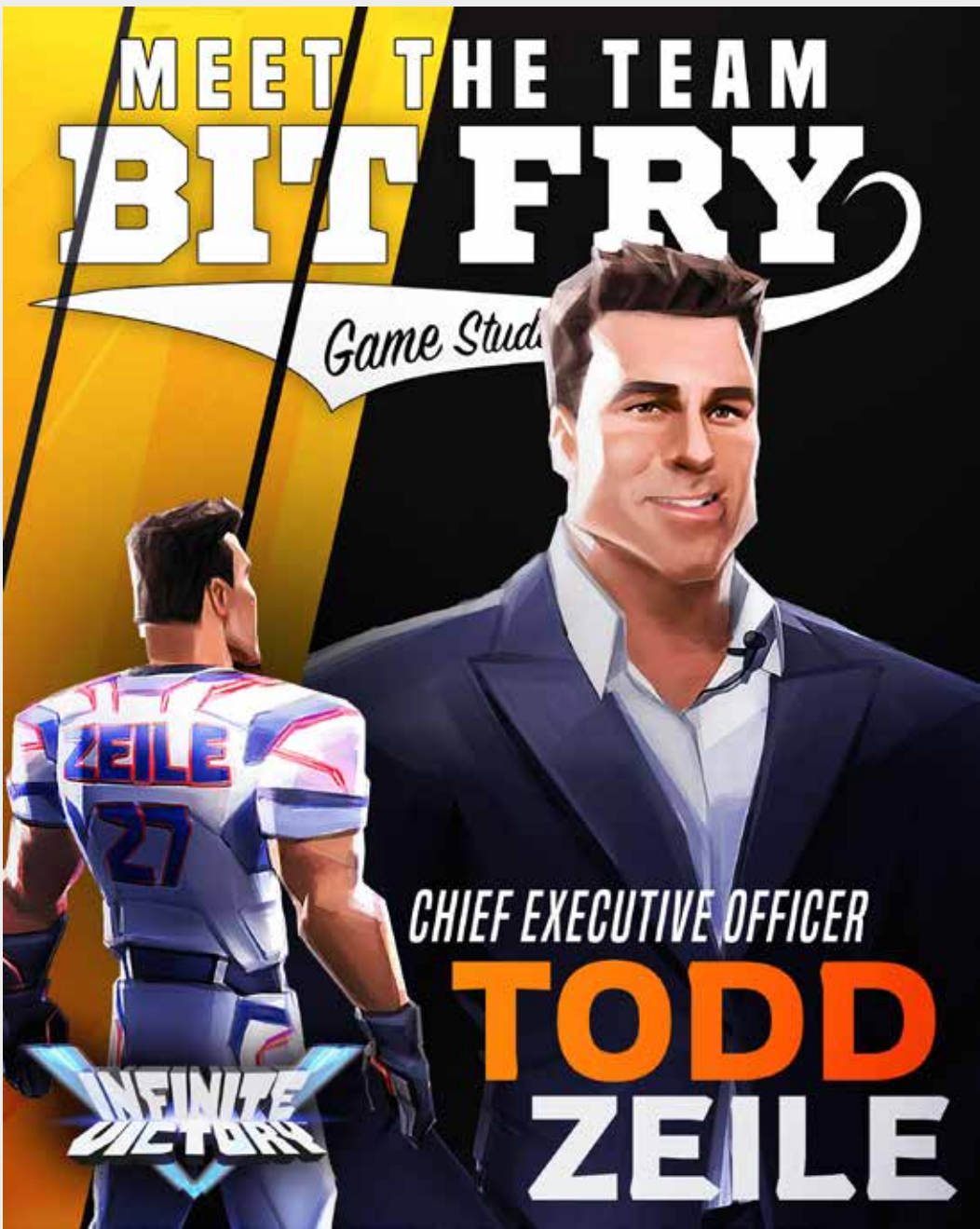
Pre-Reg Process: Included connecting email, signing up for newsletter, Following IV on X, retweeting trailer, joining Discord, and participating on Discord server.



GGJ NEXT Logo: The challenge involved seamlessly integrating the Global Game Jam logo into the GGJ Next identity. The hot air balloon emerged as the ideal symbol for youthful adventure.

The pre-registration drive for Infinite Victory was designed to lay the foundation for a robust community ahead of the game and token launch. It was meticulously crafted to not just grow a community but to foster a sense of belonging and anticipation among our early adopters. Our aim was to gather a group of enthusiasts who would become the bedrock of our fanbase, actively contributing to a vibrant community as we marched toward launch. We sought to collect a tapestry of engagement points, ensuring that each member felt like a co-creator, deeply woven into the fabric of Infinite Victory's journey. This approach was pivotal in building a legion of supporters who would not only be our first players but also our most ardent advocates, carrying the torch of excitement into the wider gaming world post-launch.

Engagement Strategy



Our content strategy was a multi-layered approach, designed to ignite the gaming community's curiosity and encourage pre-registrations for an upcoming exclusive playtest of Infinite Victory. We launched with team introductions, setting the stage for a personal connection between the creators and the players. Gameplay highlights showcased the electrifying fusion of sports. We let fans influence the game's development through votes, and introduced them to the legendary announcer, Tim Kitzrow from NBA Jam, lending nostalgic gravitas to our narrative. To bridge the gap between the familiar web2 gaming landscape and the emerging web3 frontier, we also rolled out an educational series aimed at fostering a seamless transition into the web3 ecosystem for players intrigued by its possibilities.

The Outcome

The identity design and community building campaign for Infinite Victory have yielded impressive numbers, drawing in over 100,000 enthusiasts eager to engage with the game. This marks an exceptional prelude to both the game and token launch. These figures not only showcase strong interest in the beta phase but also signal Infinite Victory’s ideal positioning for a significant splash in the web3 market.

With the groundwork laid by successful social-fi sharing campaigns and the anticipation built around NFT and token releases, Infinite Victory is on the cusp of launching a new chapter in digital ownership and interactive gaming. This strategic approach sets the stage for a launch that promises to be as successful in numbers as it is in community engagement and innovation.



**Seize the future of web3 with us - transform your vision
into reality and lead the digital revolution.**

LET'S TALK
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