An intro to the Blockchain Industry's Most Creative Agency.

PE R

We Solve Problems with Our Creativity.

Contents

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September 29, 2023.

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About Us

Blockchain marketing fruition starts with Pear.

Standing out from the blockchain crowd and effectively reaching your target audience is crucial for success. This is where our undisputed leadership in blockchain marketing comes into play. With a track record of excellence and innovation, we have established ourselves as the obvious partner for blockchain projects seeking to thrive in this competitive landscape.

We boast a team of seasoned professionals who are true visionaries in the blockchain space. Our deep understanding of blockchain technology, cryptocurrencies, and decentralized applications allows us to craft marketing strategies that resonate with both industry insiders and newcomers. Continuously monitoring industry trends and adapting strategies is how we stay on the cutting edge.

Tailored Solutions
Every blockchain project is unique, so we don't offer cookie-cutter solutions. It is well worth taking the time to understand your project's specific goals, target audience, and market dynamics. This personalized approach ensures that your marketing campaign is not only effective, but yours alone.

Primary Contacts:

Al Leong | Marketing Strategist

604 781-4470

alleongvbc@gmail.com

Bill Downie | CEO/Chief Creative Officer

604 989-1750

bill@pearagency.ca

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World-class Experience

Al Leong
CMO/Marketing Strategist

About Al Leong.

With over 31 years of experience in the IT sector, Al Leong has established himself as an award-winning marketing strategist. He has dedicated the last 8 of those years to the blockchain industry. He formerly served as the Head of Global Marketing at a Softbank portfolio company, where the primary focus was on blockchain Web3 application development and staking.

Al was the CMO and Partner at Amazix, a top-ranked blockchain marketing agency in 2021, before deciding to go out on his own. At Amazix, he worked with high-profile clients such as Bancor, Casper Labs, and PolkaCity (Polkadot). Other notable roles include being the Marketing Advisor to NULS.io, a blockchain development platform, and CertiK. He was also the CMO of OTC Trade, a P2P crypto trading platform based in the USA. In addition, Al has advised 8 global blockchain firms and led a global consulting team for Siemens.

Earlier in his career, Al worked on projects for industry giants like Adobe, Apple, IBM, Motorola, HP, Disney, Sony, and the US Department of Defense. He also had the privilege of working on Microsoft while at Ogilvy.

"Results: The proof is in the pudding of our efforts."

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World-class Experience

Bill Downie
CEO/Chief Creative Officer

About Bill Downie.

Bill's energy and passion for advertising and design is as strong today as it was 40 years ago when he began his career in Toronto, Canada. Since he was a young Art Director on the heels of the 'Mad Men' era, Bill's creative mind has been complemented by that of a strategic thinker to create captivating and effective campaigns.

He moved to Vancouver in 1992 and held Managing Partner and senior level creative positions at Publicis, DDB, Saatchi & Saatchi, Ogilvy, and Cossette. He has won numerous creative and strategic awards globally for a long list of clients that include Telus, BC Securities Commission, Tourism Vancouver, Isuzu, Toshiba, and Rogers Communications.

Bill has collaborated with Al Leong on dozens of projects over the last 15 years, most of which are in the blockchain space. His experience working on projects in the blockchain ecosystem is touched upon in the case study pages.

Forming Pear is no doubt the pinnacle of Bill's career. He thrives in a mentorship role and is buoyed by the unbridled, inspired thinking of the next generation.

"Creativity is the spark that ignites brands."

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Core Team

Morgan Downie
Lead Designer

Sydney Downie
Lead Designer

Jake Downie
Customer Success

Jordy Le
Designer

Meet the Next Generation.

The Pear core team is either Gen Y or Z. This comes with an inherent grasp
and appreciation of blockchain technology, the digital landscape, and social media.

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What We Do

Research

- Research and survey design
- Analysis, reporting, and recommendations

Marketing Strategy

- Customer personae and segmentation
- Promotional programming
- Budgeting and action planning
- Performance management
- Media Planning and buying

Public Relations

- Media pitching and release writing
- PR distribution
- Crisis management

PPC and Programmatic

- Ad development and scheduling
- Metrics and analysis

Influencer Outreach

- Influencer outreach and negotiations
- Performance management

Content Strategy

- Social Media strategy
- Content calendar
- Articles, blog, newsletters, and email
- Social templates

Sales Tools

- Presentation templates
- 1-pagers

Websites

- Design and development
- Maintenance

Branding

- Evolution
- Creation

Video and Animation

- Concepts
- Pre-production
- Post production

Advertising and Design

- Concepts
- Production

Event Management

- Booth, collateral, and swag
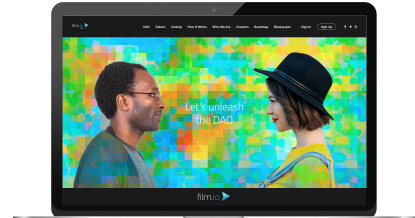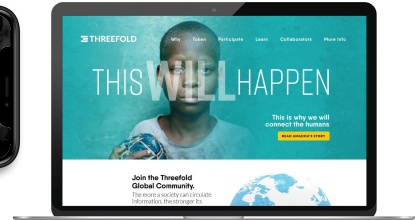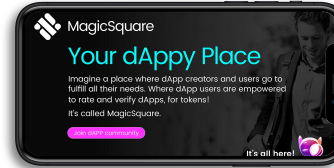- Logistics, travel, and coordination
- Speaker support

Stationery

- Letterhead
- Business cards
- eSignatures

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Category Experience at a Glance

Crypto Fintech	MeetAmi
Decentralized Apps	Dapplify
Web3 Infrastructure	InfStones
Open-source Internet	ThreeFold
NFT Platform	Nemus
Mobile Game	Cricket Start Manager
Decentralized Filmmaking	film.io
Blockchain Broadband	3air
Layer-1 Platform	Prasaga
Web3 App Store	MagicSquare

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Best Practices

Client Onboarding

An important first step to establishing the processes that will keep projects on track and the relationships strong.

Communication Channels

From Slack to email, we work alongside and communicate with our clients in the systems that work for all.

Project Management

We currently employ Agile Project Management methodologies within Asana.

File Sharing

Google Drive is our file storing and sharing preference but we also use Teams, Dropbox, and other options as required.

Video Conferencing

We much prefer meeting in person but are well versed in Google Meets, Slack Huddles, Microsoft Teams, and Zoom.

Creative Software

The Adobe Creative Cloud keeps us up to date on all design applications. We also design websites with Figma and Webflow.

Estimates

Estimates detailing all foreseeable costs will be presented to the client for approval before work commences.

Budget Control

The frequency and methodology of budget control reporting will be discussed during the client onboarding.
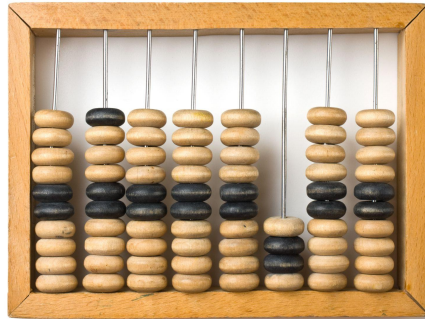
Timelines

Timelines will identify approval stages clearly to ensure that the project is moving forward as flawlessly as possible.

Weekly Status Meetings

With larger and time sensitive projects we initiate a weekly status meeting, with a follow-up email sent to the team.

Creative Briefs

We work with our clients to fill out a Brief. The creative process begins as soon as the Brief is client approved.

Archiving

All final production files will be stored on our server and sent to our clients for archiving in their system.

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InfStones - web3 infrastructure

InfStones - web3 infrastructure

Problem

US and European firms resisted working with the Chinese-owned InfStones for regulatory and political reasons. The challenge was to evolve the brand to a place where it resonated with those audiences, opening the door for the business development team.

Solution

We evolved the InfStones brand with a strong, global feel in tandem with a hiring initiative that diversified the team further.

Results

InfStones landed many new clients, including Binance.US, after the brand evolution.

Deliverables

Strategy, research, brand evolution, web design, trade show materials, stationery, video production, and swag.

Trade Show Backdrop and Desk

Website

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MeetAmi - crypto fintech

MeetAmi - crypto fintech

Problem

Fintech brands that advisors engage with are typically corporate and lack humanity.

Solution

We created an iconic 'a' to give the brand a sense of permanence. The combination of rich and vibrant colours stood out among the fintech crowd. Imagery and concepts also challenged conventional thinking.

Results

The branding opened many doors to investors and they a currently in the due diligence stage. AmiLearn was launch on the Morningstar Advisor Workstation platform.

Deliverables

Brand creation, web design, presentation templates, trade show materials, swag, newsletter, stationery, and sales to

Presentation
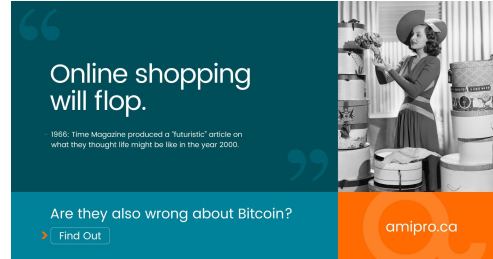
Digital Ads and Social Media Campaign
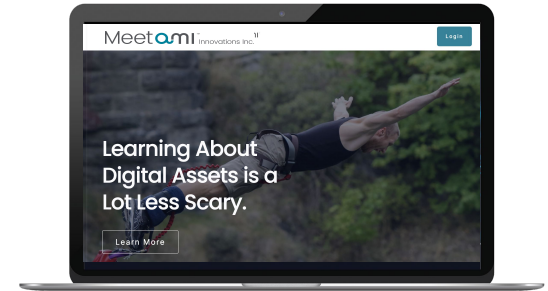
3air - blockchain broadband

3air - blockchain broadband

Problem

3air had a vision to revolutionize broadband connectivity in developing countries using blockchain technology. However, they needed a comprehensive strategic marketing plan, brand revitalization, and a successful token launch.

Solution

We crafted a strategic marketing plan that aligned with 3air's innovative vision. We were instrumental in revitalizing their brand along with key sales and marketing materials.
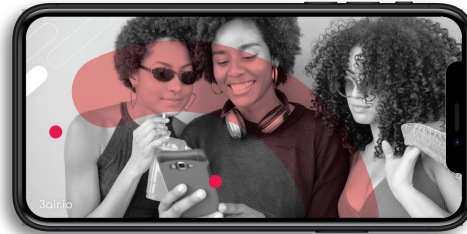
Results

Our efforts culminated in a successful token launch, elevating 3air's position in the market and setting them on a path for future growth.

Deliverables

Strategy and creative direction of brand evolution including stationery, presentations, tagline, and social media templates.

Social Media and Digital Ad Imagery

Stationery
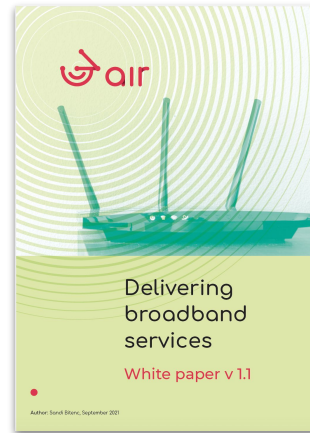
White Paper

Brand Guidelines

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Dapplify - decentralized apps
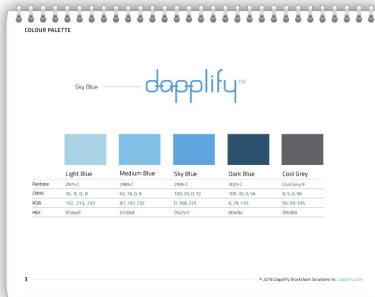
Dapplify - decentralized apps

Problem

In the very days of blockchain technology, the founder identified a need for decentralized apps. At this point in time, the blockchain was still an abstract concept to investors.

Solution

We created an instantly credible brand that combines high tech and humanity, using language that simplifies the complex and emerging blockchain ecosystem.

Deliverables

Brand creation, website, and presentation design.

Brand Guidelines

Business Overview

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MagicSquare - web3 app store

MagicSquare - web3 app store

Problem

MagicSquare needed an advertising campaign to promote its marketplace for dApp creators and users. The creative approach needed to target both these groups in an engaging way that they could relate to.

Solution

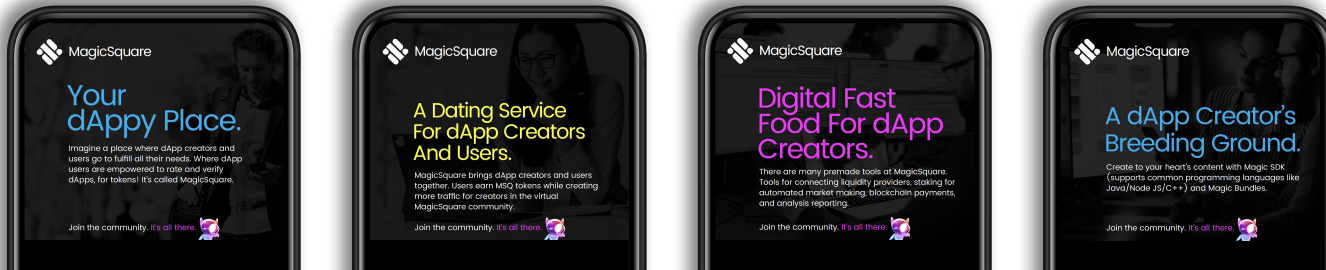We created a campaign with quirky headlines and videos that connected with the target audiences.

Deliverables

Brand evolution and digital ad campaign (stills and videos).

Digital ads: stills

Digital ads: video (GIFs)

ThreeFold - open-source internet

ThreeFold - open-source internet

Problem

Threefold, a global, peer-to-peer network aiming to create a more sustainable and equitable digital world, had a solid foundation but lacked optimized brand assets and a comprehensive understanding of its market.

ThreeFold needed to articulate its positioning more clearly against competitors and engage its target audiences in a more meaningful way.

Solution

We undertook minor brand evolution to optimize and improve Threefold's image in the marketplace.

Through market research, including surveys and data analysis, we gained invaluable insights into customer priorities and perceptions, informing strategic decisions. This comprehensive approach also included the development of a brand personality trait profile, mood boards, brand voice, and brand guidelines.
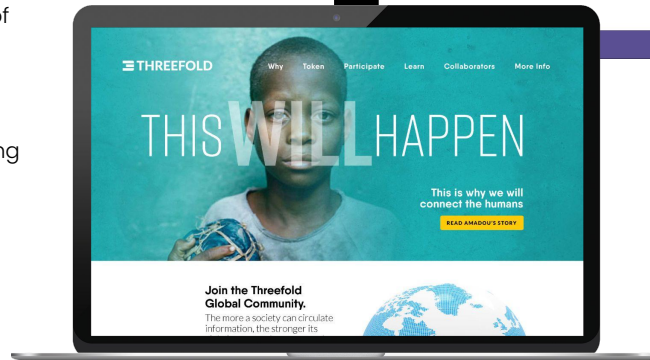
Results

Engagement and conversion rates, while maintaining existing brand equity, increased significantly along with credibility.

Deliverables

Strategy, research, brand evolution, brand guidelines, and web design.
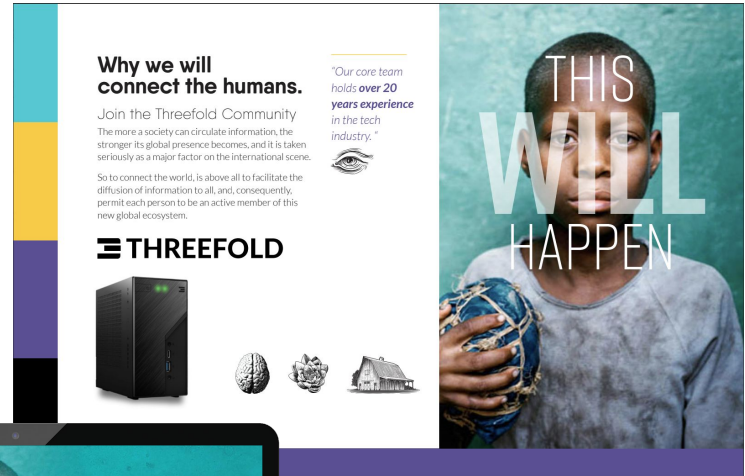
Branding mood board

Nemus - NFT platform

Nemus - NFT platform

Problem

Nemus, in an effort to save the Amazon rainforest, developed a platform and initial branding but they lacked strategic advisory and a strong advertising campaign to deliver their exceedingly importnat message.

Solution

We provided strategic advisory services including discovery, strategy feedback, and initial road mapping. The centerpiece of our engagement was a comprehensive brainstorming and ideation process that resulted in a thematic plan for a 6-12 month advertising campaign.

Results

The campaign increased awareness and involvement with Nemus, effectively driving its mission forward.

Deliverables

Strategy, brand evolution, and digital ad campaign (stills and gamified).
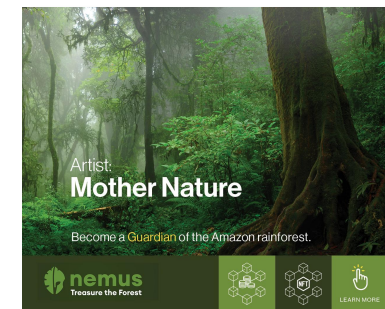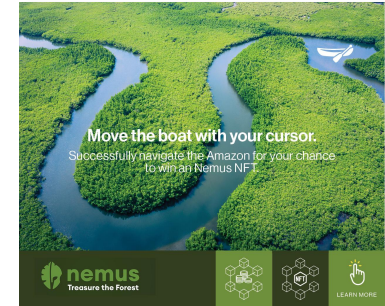
Digital ad campaign concepts

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Cricket Star Manager - sports game

Cricket Star Manager - sports game

Problem

Cricket Star Manager, a play-to-earn cricket management game, had an initial brand but lacked a cohesive and strategic brand personality. The game offers both competitive and non-competitive modes and features NFT-based in-game assets.

However, it needed a way to effectively communicate its unique selling proposition and engage a broader audience in the fast-growing market of blockchain-native sports games.

Solution

A focused survey to construct a brand personality trait profile, which guided the revitalization of Cricket Star Manager's brand.

While the logo remained unchanged, we enhanced the brand's visual expression through updated photo style and iconography. Comprehensive brand guidelines and a compelling brand story were also developed.

Deliverables

Strategy, research, brand evolution, and advertising campaign.

Brand Guidelines

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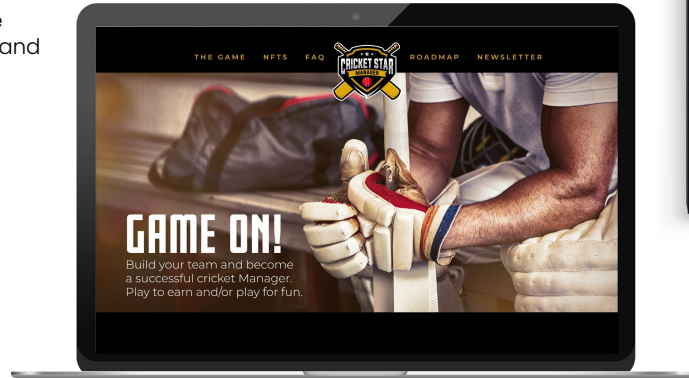
Film.io - decentralized filmmaking

Let's liberate

creators

Film.io - decentralized filmmaking

Problem

Film.io, a decentralized filmmaking ecosystem, had a website that was static and lacked interactive elements. Their aim was to revolutionize the filmmaking industry by placing Hollywood decision-making onto the blockchain and empowering both creators and fans.

However, their existing website failed to communicate this disruptive approach effectively.

Solution

We started by gaining a deeper understanding of the core values and vision which would motivate them to democratize the filmmaking industry through blockchain technology.

We developed mood boards that guided the final design and the website was transformed from a static interface to a dynamic, user-friendly platform that aligns with the company's innovative vision.

Results

This redesign not only elevated the brand's market recognition but also significantly increased website conversion rates.

Deliverables

Strategy, imagery creation, web design, and development.

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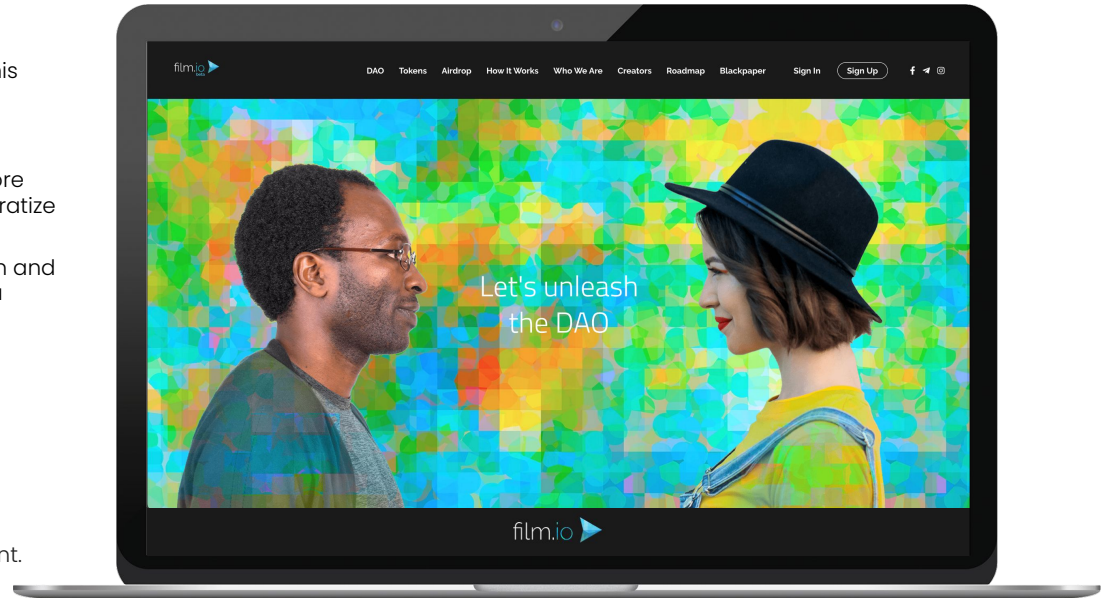
Prasaga - layer-1 platform

P⊗SSIBLE

Prasaga - layer-1 platform

Problem

Prasaga, a company focused on revolutionizing blockchain technology, had a compelling technical solution but faced challenges in effectively communicating their complex ideas to a broader audience.

Their brand lacked a cohesive voice and story, and their website was not optimized for conversions.

Solution

The process started with a comprehensive brand survey to better understand the core values and unique selling propositions of Prasaga. Based on the insights, we crafted a compelling brand voice and story that resonated with both technical and non-technical audiences.
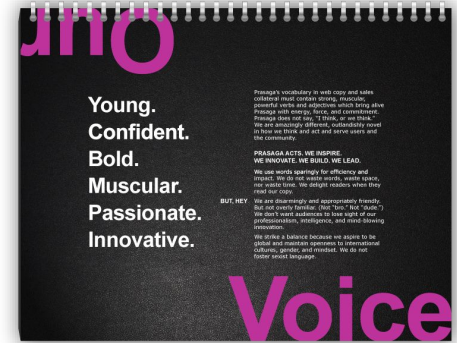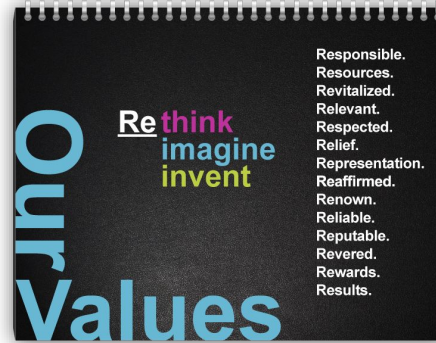
We also produced targeted promotional material for their potential investors. To cap it off, we created mood boards that informed the redesign of their website, focusing on user experience and conversion optimization.

Results

The result was a more cohesive and engaging brand, along with a unique website that tells their story effectively, presents them as innovators, and drives conversions.

Deliverables

Strategy, research, brand evolution, web design, and presentation materials.

Brand Guidelines

Website

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Testimonials

AI is a highly accomplished performance expert with a long track record in leading Fortune 100 companies. Having had the pleasure of working with AI on a variety of marketing and technology related projects, I can directly speak to his dedication, professionalism and capacity to innovate.

AI is a humble and skilled professional. He inspires confidence.

Daniel Araya

PhD, Forbes, Brookings Institution

"Pear Agency brought their immense creative talent to Atlas Power and turned the content and ideas in the capital raise pitch-deck into a professional deck, one which gave investors a positive first-impression of how serious a player Atlas is in the energy space.

They helped open conversations with investors, contributing to our success."

Mitchell Miller

Founder/CEO, Atlas Power Technologies

"We've had the pleasure of working with Pear since 2020. They created our brand and fulfilled all of our needs including investor decks, our website, advertising, and much more.

The quality of brand they created was critical to closing with investors."

Sarah Morton

Founder/Chief Strategy Officer, MeetAmi Innovations Inc.

"I have worked with the Pear team on many startup projects. They have an innate ability to capture the identity of a company, whether it be in branding, web design, or investor deck design.

As entrepreneurs, they understand the challenges companies face through all stages of growth.

Pear has played a significant role in securing capital for my clients."

Kirk Exner

President, Newcoast Capital Corp.

Free 20-minute Consultation

A Short Conversation Could Favourably Impact the Success of Your Vision.

A free 20-minute consultation will give you a glimpse at how we think. It will also help us determine your needs and where we can help.

Book Now

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Thank You

Primary Contacts:

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PEAR
agency inc.

Did you know?

Pears contain anti-inflammatory properties which will increase your energy level.

Something every entrepreneur needs.