

THE RELEVANCE HOUSE.

FOR WEB3 START- & SCALE-UPS



5 Minutes

THE RELEVANCE HOUSE AG

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WHY.

BLOCKCHAIN WON'T CHANGE THE WORLD. WHAT WE DO WITH IT WILL.

WE BUILD BRANDS – NOT BUZZ.

“Planning without action is futile; action without planning is fatal.” In the fast-moving blockchain industry, too many projects rush to hype their solution without a solid foundation. But the sector is crowded and noisy. Without a strong brand and strategy, you cannot hope to stand out or stand strong.

YOU'VE GOT THE 'WHAT'. WE BRING THE 'SO WHAT'.

If you want someone to invest in your project or buy your product, it is only fair to expect them to be able to understand what you do, without a PhD in computer science. That's where we come in.

We know you are working hard on changing the world, but without a really clear narrative, the world just won't get it. We can help you put your solution on the path to mass adoption by making it easier to understand – and by highlighting what makes it relevant to your target market.

Blockchain technology can change how we communicate, pay, consume entertainment, and manage logistics. Almost everything. But it won't change the way we are wired as humans and how we take decisions. For humans to buy into something, it needs to be relevant to them. They need to see it, they need to want it, and they need to trust it. Only then can we change the world.

MORE REPUTATION. MORE REVENUE. MORE SUCCESS.

A clearly defined brand positioning gives you a strong advantage at every level – from clarity of purpose, to audience acceptance.

Find the sweet spot where your strengths meet your target's needs. Communicate it through a detailed plan. Establish your authority with insightful thought leadership in the industry's most-read websites and publications. Squeeze more ROI from every cent you spend by tailoring your marketing to the people who matter. Attract top talent and turn your team into your evangelists. And most importantly, ensure that every move you make contributes to your long-term success, thanks to a considered and sustainable strategy.

WHAT'S NEEDED? ►

WHAT.

**WE COMBINE
VISIBILITY, VALUE
& CREDIBILITY TO
CREATE MAXIMUM
IMPACT.**

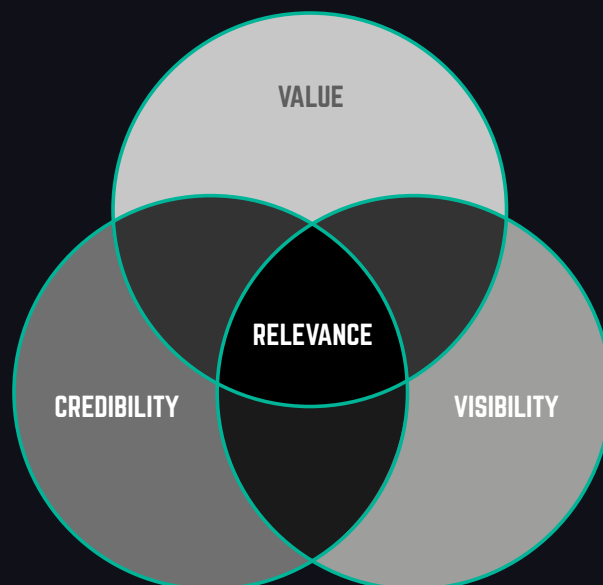
WE MAKE IT REAL.

A brand is a promise. For any company to be successful, it needs the market to believe, and respond to, its promise. But in the Web3 world, that is often a tough challenge. Not because the promise can't be trusted, but because the target market does not yet understand it. We make sure that your promise is heard and understood. We help you shape and share your story, build your brand, and make it relevant. We do so by creating and delivering visible, valuable, credible messages that measurably impact your business.

OUR VALUE PROPOSITION: ONLY RELEVANCE HAS IMPACT.

Relevance is the only thing that sells. What is relevant varies, depending on the audience you are trying to reach. But what never changes is how relevance works.

RELEVANCE DEMANDS THREE THINGS: VISIBILITY, VALUE AND CREDIBILITY.



We apply this insight at every step to derive the greatest meaning and add the most value to your brand and communications.

And “every step” really means just that: we are there from start to finish.

WHAT.

**WE COMBINE
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WE CRAFT, CREATE AND DELIVER

Whether you are just starting to build your project, or seeking to refocus or strengthen your business and brand, discover how to reach your business goals with outstanding branding and marketing.

BRAND DEVELOPMENT.

We apply our proprietary scientific methodology to distill a targeted, memorable brand that differentiates you from the pack.

CAMPAIGN MANAGEMENT.

Conceptualization, design and execution of targeted campaigns for all major social media platforms.

MARKETING & STORYTELLING STRATEGY.

We map out the journey for the different target audiences, explaining in detail the stories, messages and channels we will use to drive conversion.

GROWTH HACKING.

Iterative user tests based on our growth hacking methodology to optimize conversion throughout the entire funnel. We find out how people use your touchpoints, identify & rectify bottlenecks and pain points, and boost conversion.

EDITORIAL SERVICES.

From op-eds and thought leadership, to blogs and storytelling, we develop compelling messages and stories that resonate with your target audiences.

EVENTS & PITCHES.

We prepare tailored pitch presentations for events, conferences and meetings with key stakeholder groups such as investors, potential partners, and foundations.

HOW.

OUR LAYER-1 SOLUTION: THE PROOF OF CONSISTENCY BRANDING FRAMEWORK.

OUR SECRET SAUCE.

Building a brand around a challenging new technology in a crowded, complex space is tricky. And the pace at which things move in Web3 is staggering – but we're right in the thick of that movement. This is where we live. We absorb every new industry turn, and everything we learn feeds into the method we use to drive your success.

It's not guesswork and it's not improvisation. Like the best chefs in the world, we work with recipes we have perfected over decades of work. We have accompanied many start-ups and studied the mechanics of their success. We apply everything we have learned over our many years building companies, creating global brands and running successful omnichannel campaigns. Based on all of this, we have developed a unique set of methodologies and tools that help us guide your project step by step. Building the brand. Crafting the story. Establishing the winning formula. It all looks easy when you know what you're doing and when there's a consistent, reliable method behind it.

THAT IS OUR SECRET RECIPE BOOK.

We work as an integral part of your company's team using a highly structured process.

THE DISCOVERY



We pick your brain and ask for your gut instincts to get a deep understanding of what makes your solution special.

THE DISTILLERY



We boil everything we've learned down to develop the brand essence – a solid, unique & relevant positioning that serves as the core for everything we build. We derive targeted marketing and storytelling strategies to convey this messaging, and of course, determine the KPIs to measure success.

THE STUDIO



We bring the brand to life in every detail – from establishing a clear and consistent identity, to designing the look, feel and content of your website, all the way to building social media campaigns, landing pages and pitch presentations.

THE DELIVERY



We ensure that you remain front and center with ongoing thought leadership articles, community engagement, growth hacking initiatives, social media campaigns, event and conference preparation, and stakeholder dialog.

WHO.

BUILDING BRANDS IN WEB3.

IN A NUTSHELL.

For over half a decade, THE RELEVANCE HOUSE has worked at the interface of blockchain and branding. As a full-service branding & marketing agency, we become your outsourced marketing department: we are part of the team. We focus on helping Web3 start-ups and scale-ups to transcend the hype and break through the noise, using a proven, proprietary and scientifically based brand and communications methodology.

WHO WE ARE

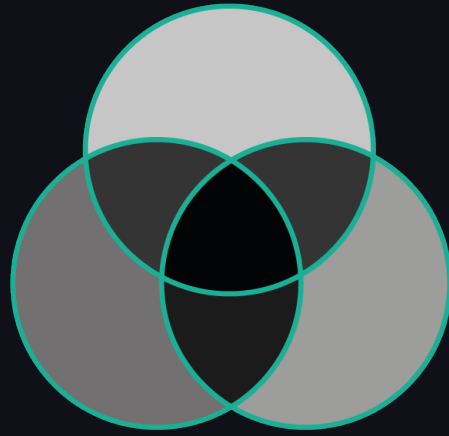
We are entrepreneurs ourselves. We have been building successful businesses, brands and start-ups for over two decades. We have been involved in digital technologies since the 90s and in the blockchain space since 2013. Over the past 5 years we have worked with more than 50 clients spanning the full range of blockchain projects, from banking to metaverse.

And we work with the best people around – our team brings together diverse backgrounds and strengths, not to mention true passion for Web3 technology.

THE RELEVANCE HOUSE supports clients from start to finish. We help them find their identity, reach their market and hit their targets. We put our powerful methodology and profound industry knowledge to work in defining meaningful, relevant brands and devising and executing powerful strategies to embed those brands in the marketplace.

Our structured approach, driven by deep expertise, empowers you to plan and target your communications with clarity and confidence, to increase the efficiency of your marketing spend, and generate measurable, sustainable results.





THE RELEVANCE HOUSE.

**READY TO BE
RELEVANT?
LET'S GET IN TOUCH.**

German Ramirez

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