

BANQUET

ADWEEK

CBS

WSJ

E

AdAge

CoinDesk

RollingStone

Forbes

WWD



MEET BANQUET.

BANQUET

We help our favorite brands
and creators launch into the
metaverse.

**“Tangpoko and her team are the
largest and most-respected
group of metaverse influencers
in Decentraland.”**



**“Partnering with Matt has given
Jagermeister access to a market
that previously we weren’t able to
connect to.”**



WHAT WE DO?

SERVICES

Product Strategy

Identify sustainable revenue opportunities for your businesses within the virtual economy.

Launch Strategy

Craft custom recommendations and advise on GTM plan.

Cultural Strategy

Offer guidance on the do's and don'ts of the scene upon entry. Facilitate key partnerships and relationships.

Positioning Strategy

Develop a unique and authentic positioning strategy that cuts through the noise. Based on your business, competitors, relevant market insights & trends, and collaborative sessions

Talent Curation & Team Building

Map out the team and skillsets needed to accomplish your business goals. Vet, interview, hire, and onboard the best possible talent.

Metaverse Strategy

Create a multifaceted recommended plan of action for how to approach the metaverse. Always 1/1 and tailored to your business goals. Provide POVs on land investment (renting/partnering/purchasing), scene development, event concepting, wearables and in-game smart items. Based on your brand strategy and kpis, develop a playbook for how to approach events, land development, experience design, etc. Prioritize the right web2 platforms for your venture and a framework for how to navigate them effectively.

WHAT WE DO?

CAPABILITIES

Design and Development

Wearables Development

Streaming Services

Event Organization

Event Promotion

Community Curation

Community Engagement

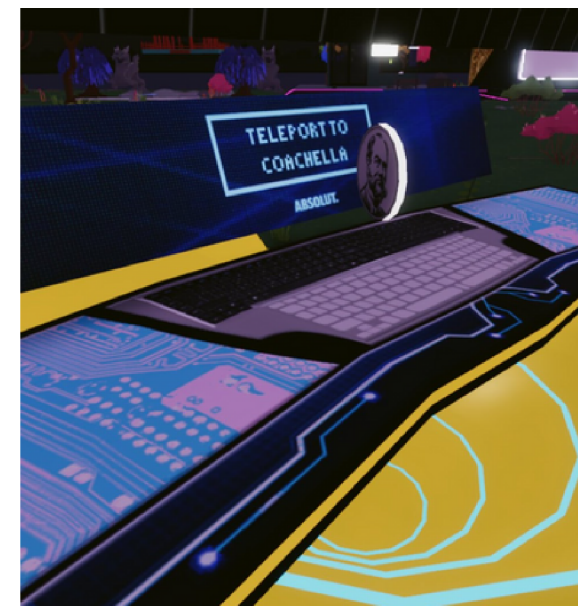
*See (slide #24-28) for IRL capabilities as well

OUR PARTNERSHIP PROCESS

- 1.ONBOARDING AND ORIENTATION**
- 2. HIT THE “CULTURE CHECKBOXES”**
- 3.PREEMPTIVELY BUILD A MINIMUM VIABLE COMMUNITY**
- 4.CONVERT COLLECTORS INTO YOUR SALESFORCE**

CASE STUDY

ABSOLUT.LAND



CASE STUDY

ABSOLUT.LAND

Absolut has been the official vodka of Coachella for a decade. To celebrate the 10 year anniversary of this partnership, Banquet was asked to extend the experience into the next frontier of live music...the metaverse.

The result was ABSOLUT.LAND, a Decentraland-based program that blends the virtual and IRL world seamlessly.

On the virtual side, Absolut.land featured unique experiences designed around their signature products and passion points.

An anti-gravity dance floor and virtual mosh pit

A museum gallery showcasing the most iconic Absolut bottle art.

A garden where visitors can hunt for branded collectives

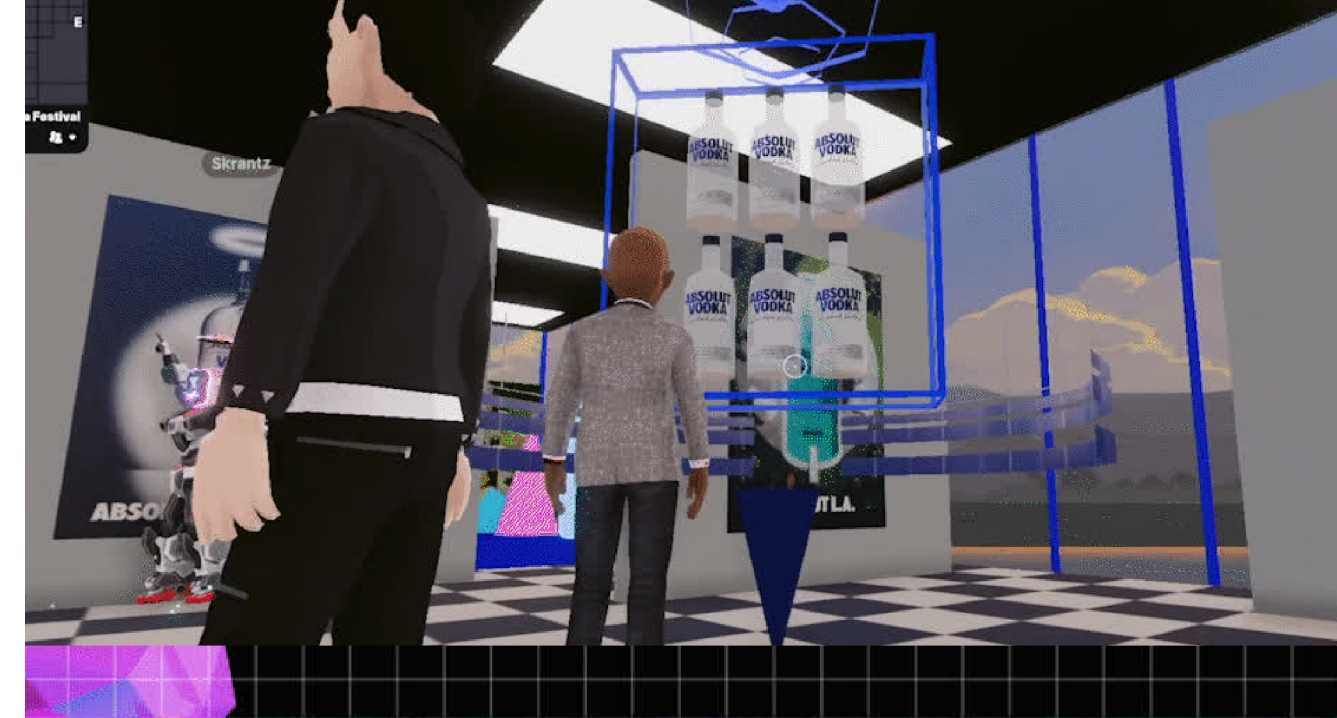
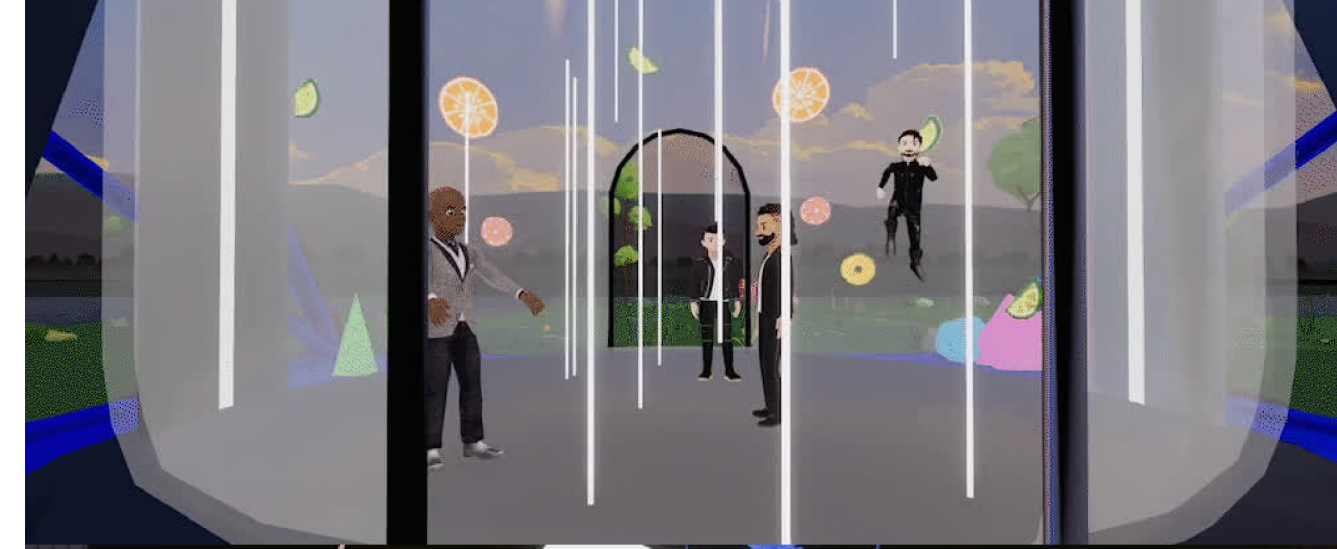
A selfie room,

A Pride tunnel that pays homage to Absolut's history of LGBTQ support

A rainbow-themed dance party

...and virtual jukeboxes where attendees could enjoy a sneak peak of Sweedish House Mafia's new album.

Most important of all, we recruited a diverse team of builders, event producers, influencers, and community leaders within Decentraland. These creators became the face of our campaign, and were deeply embedded in every stage of the campaign.



THE RESULTS

ABSOLUT.LAND

200,000+ attendees at our IRL + metaverse activations

1.5x increase in online sales for Absolut.

48.1M Social Impressions

9.95% Influencer Engagement Rate





"In my opinion I think the Absolute Vodka Activation was is among one of the best brand activations to hit Decentraland because the team took all the necessary steps to rallying the whole community."

Sinful, Twitch Streamer

"The Absolut Vodka activation in Decentraland checked all the boxes. It was fun, interactive, and collaborative with the heart of the community."

ShelleyVan, Metaverse Venue Operator

"By far the best part of Absolut.land was the hosts. They did an amazing job drawing in newcomers and connecting attendees. Things like that really brought the experience to life."

AwedJob, DCL Community Leader, Educator

**REAL LASTING
CULTURAL
IMPACT**



ck · シケ (they/them) @iamckbubbles · May 2

next up, day 🍷 photo challenge, here is me w my new frens ✨

after attending the grimes concert, it was [#absolutland](#) from [@AbsolutUS](#) that really cemented my time here in [@decentraland](#) we had such a fun time partying together and this group photo is iconic

[#QxG](#) [@QuantumXe487](#)



ABSOLUT VODKA and 2 others



1



4

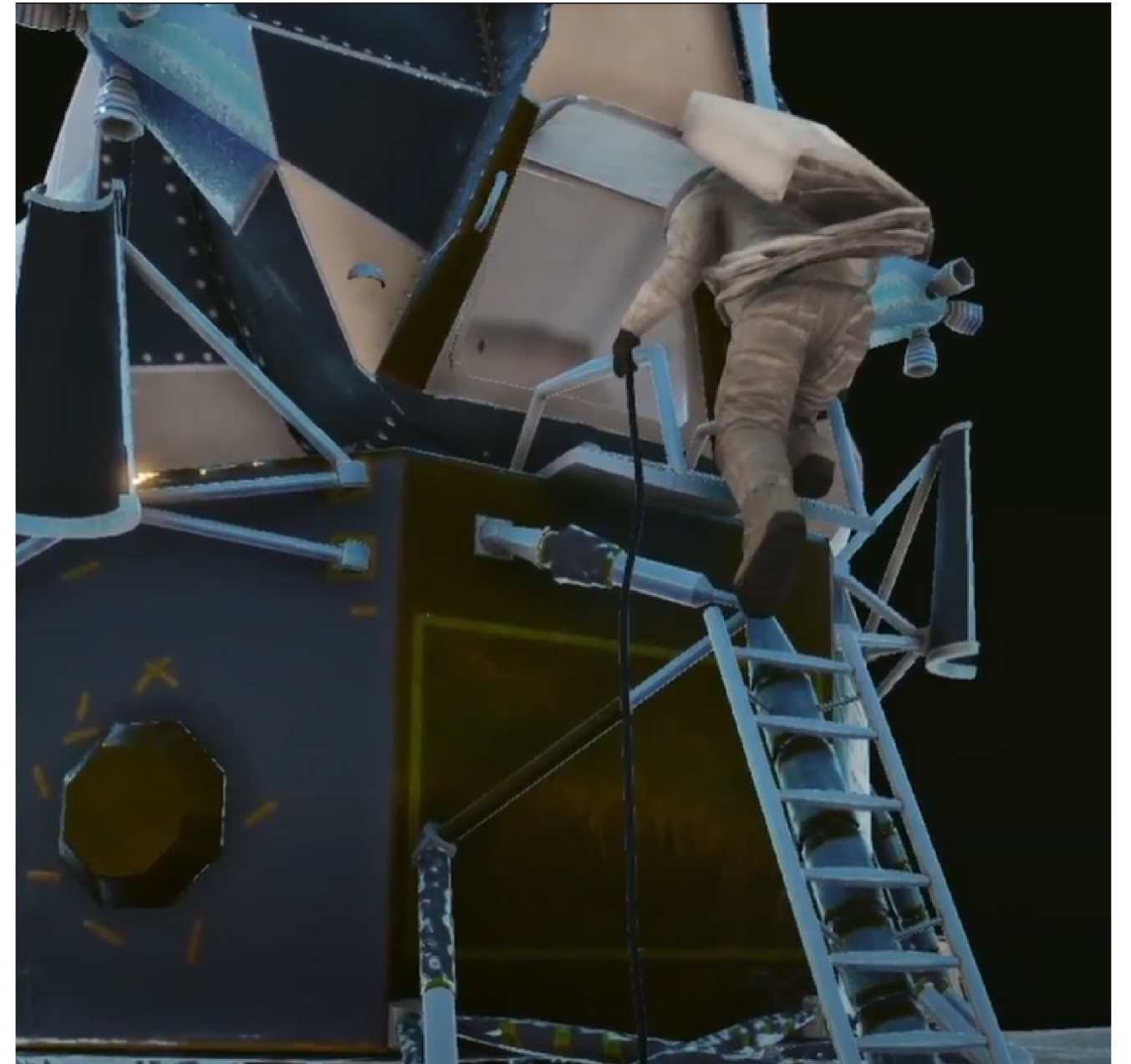
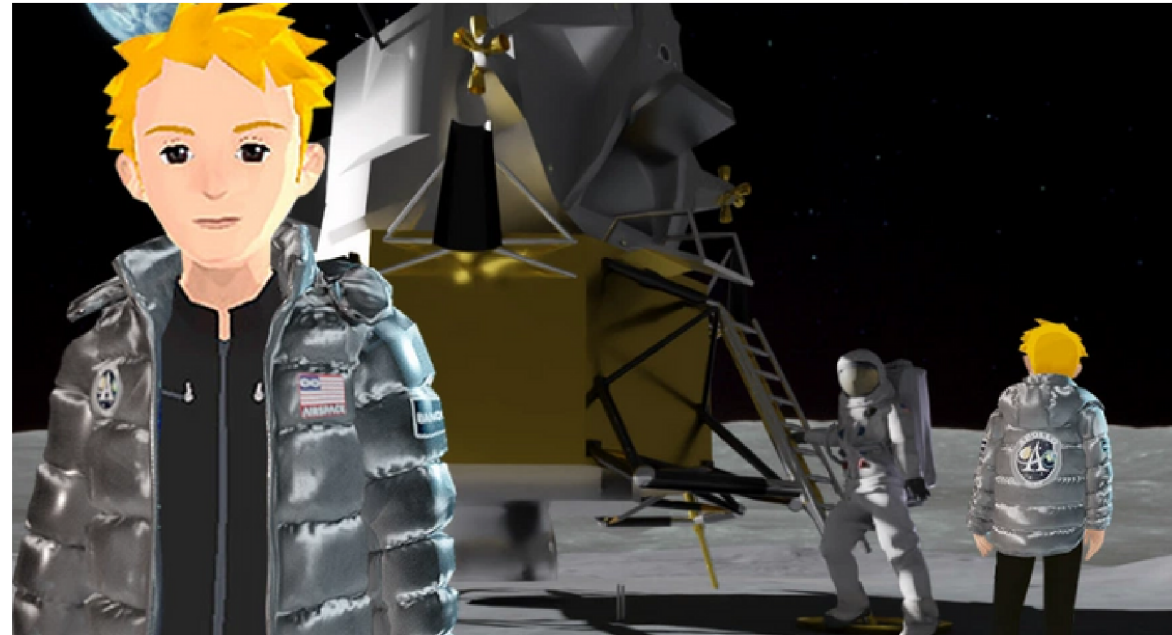


29



CASE STUDY

THE ALDRIN FOUNDATION



CASE STUDY

PROJECT APOLLO 11-52

To commemorate the 52nd anniversary of the Apollo 11, we constructed a reenactment of the lunar landing inside Decentraland and released a wearables collection featuring the official NASA mission patch.





THE RESULTS

Top Decentraland wearable sale of all time (our gold "airspace" puffer jacket sold for nearly \$20,000.)

Over 6,000 visitors to our lunar landing scene in one week.

40+ press mentions including Rolling Stone, Coindesk, WWD, and Forbes

Notable collectors include Micah Johnston, Latashá, Chris Torres, Chris Young, and Fvckrender.

CASE STUDY

FEMALE QUOTIENT



BRINGING THE FEMALE QUOTIENT INTO DCL

ONBOARDING / ORIENTATION

Took executives on walkthroughs that included basic orientation as well as key events in the space

CULTURE CHECKBOXES

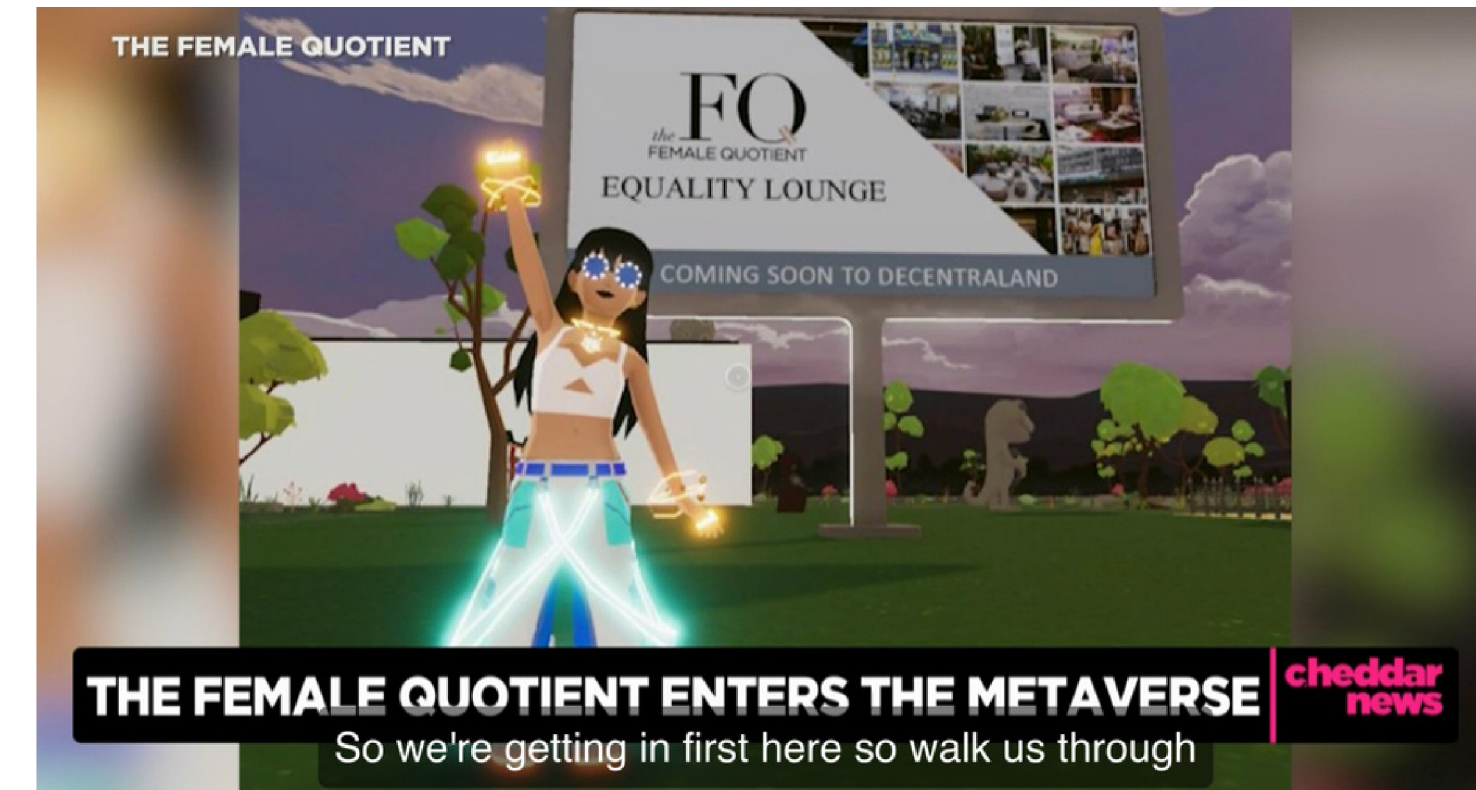
Outreach to females across web 3, Mirror, roundup posts, Twitter Spaces, Times Square Billboard

MVP

Babydolls, DCL Foundation, because DCL Official Equality Partner

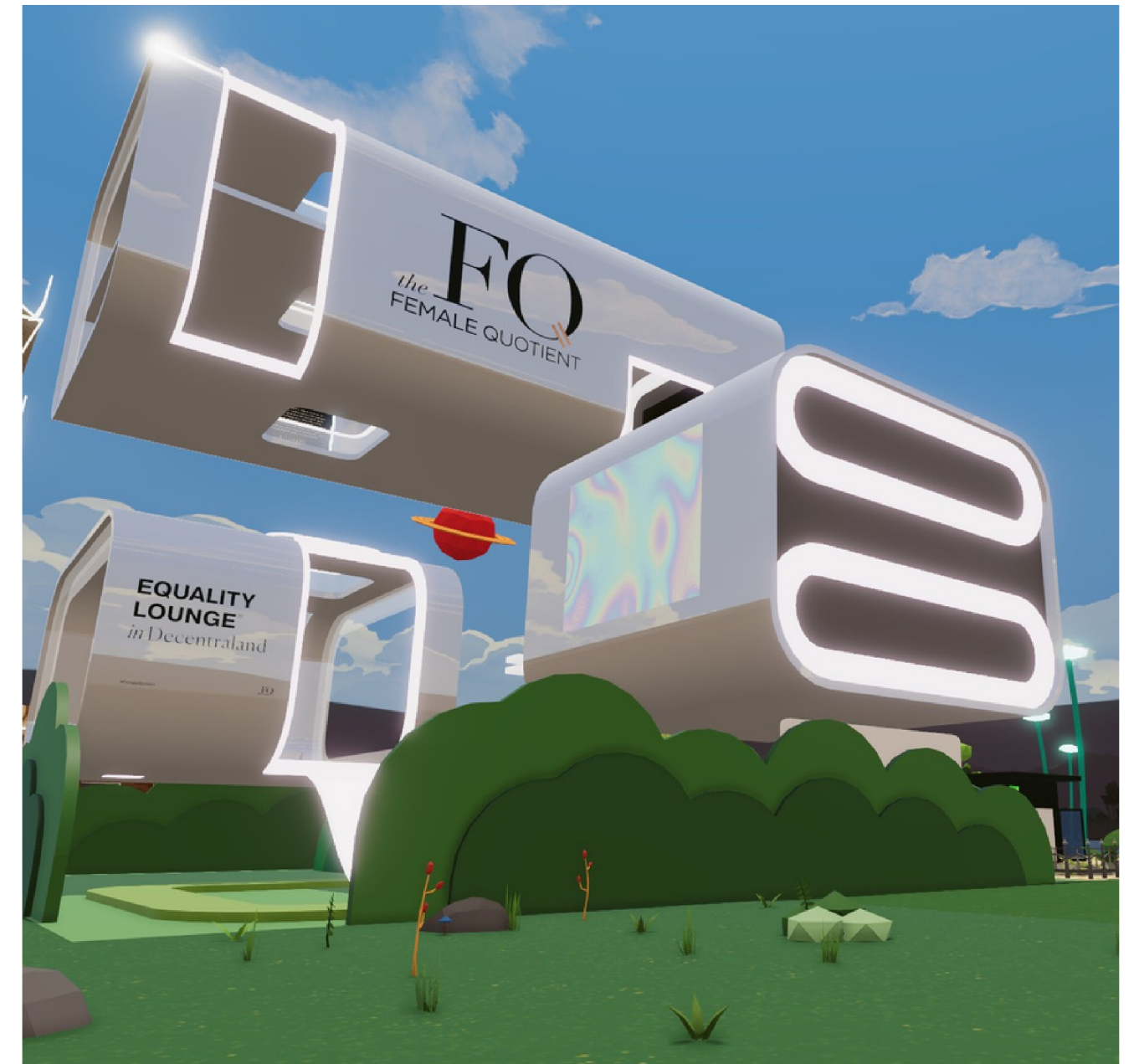
CONVERT

Quotes from thought leaders in DCL/Web3 used in press material as well as part of the build itself



DAVOS DECENTRALIZED

IRL X DCL



DAVOS DECENTRALIZED

"My favorite activation in Decentraland so far has been the Female Quotient HQ launch.

The launch party was done in both physical and virtual world, and attendees got to meet each other in both worlds.

Taking what was previously exclusive programming reserved for the Davos elite and streaming it in the metaverse for all the world to see is such a welcoming approach to give back to the global community."

Marja Konttinen, Marketing Director, Decentraland

CASE STUDY

ALUNA @ THE METAVERSE FESTIVAL



CASE STUDY

ALUNA @ THE METAVERSE FESTIVAL

"Working with Banquet, Aluna was able to craft a unique experience for her fans, giving holders of her NFT exclusive access to Amnesia in Decentraland to go listen to her unreleased songs with other holders."

NFTS.TIPS

"Pure vibes."

ZORA



WHY US ?



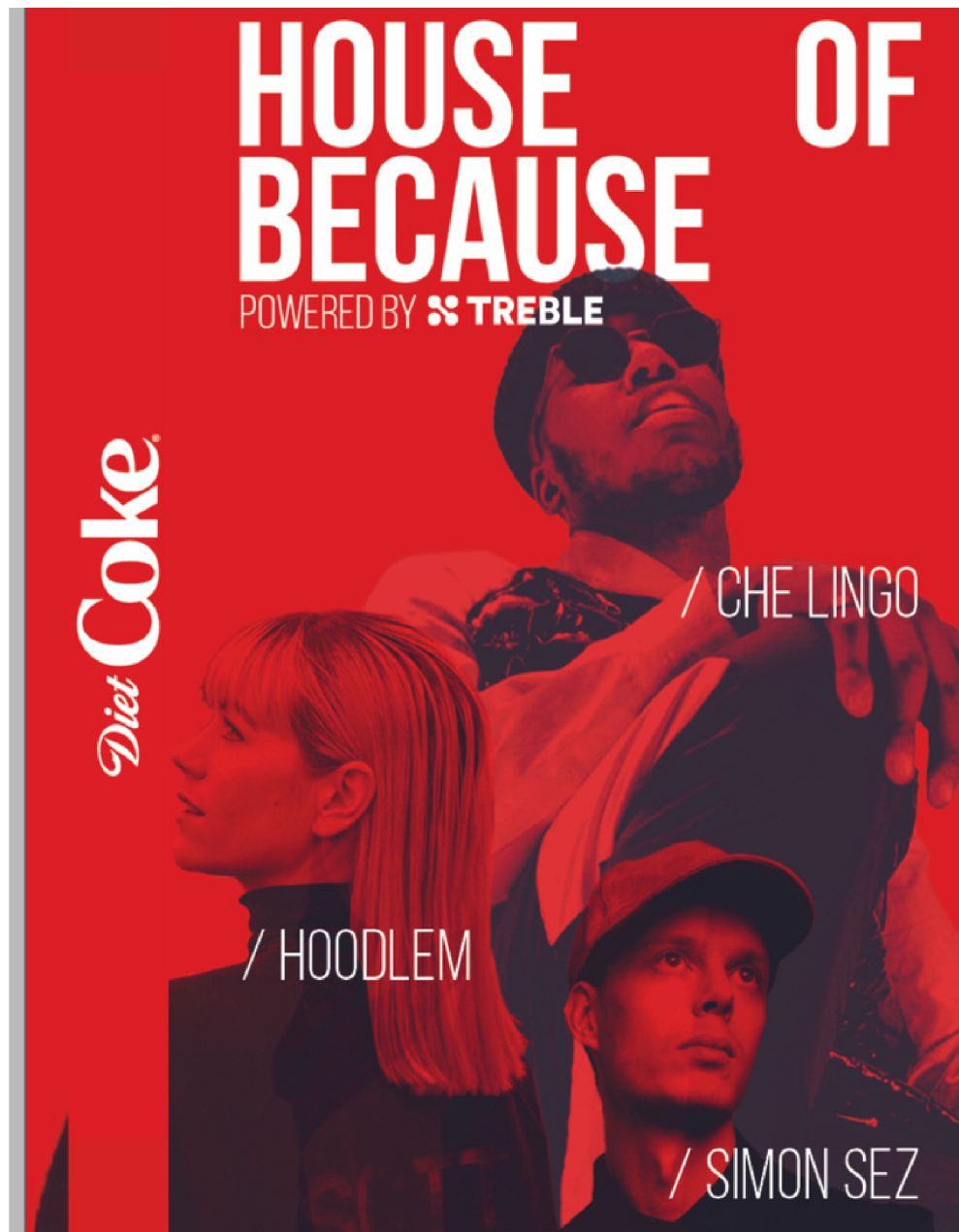
The metaverse is not the matrix. Real world experiential still matters.

Banquet has been pioneering **hybrid metaverse events** that combine IRL x DCL into one cohesive experience.

*bespoke music experience ✓
web 3 event production ✓
metaverse activations ✓*

IRL PORTFOLIO

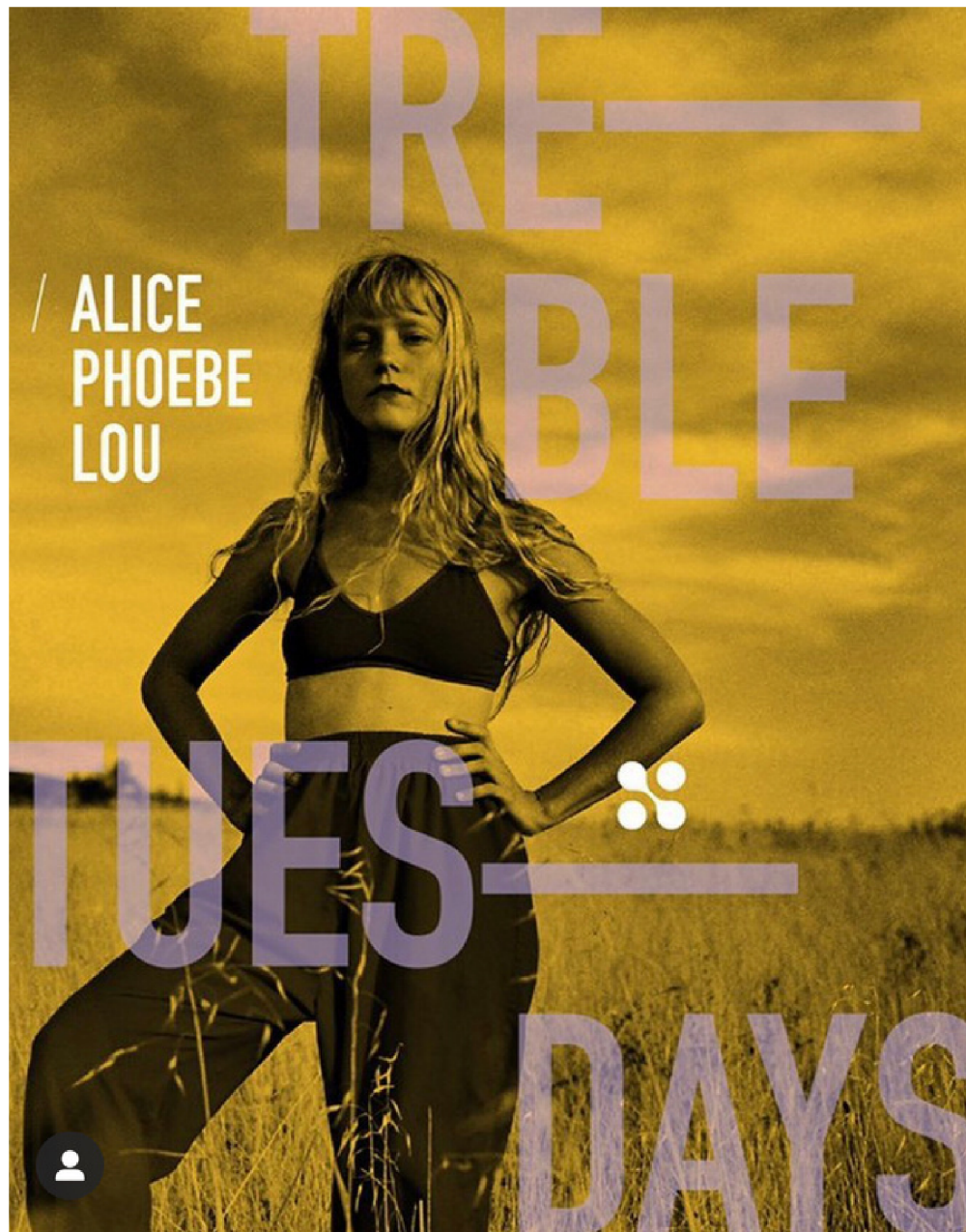
EXPERIENCE DESIGN/EVENT PRODUCTION, TALENT CURATION



Past Partners: Coca Cola, Vice Media, Jagermeister , Island Records, Creem Magazine, and many more.

CASE STUDY

JAGERMEISTER PRESENTS: TREBLE TUESDAYS



3 years, **5** cities, **150+** Events produced, **11K+** creators hosted annually,

POST COVID

3

Virtual Concerts

25K+

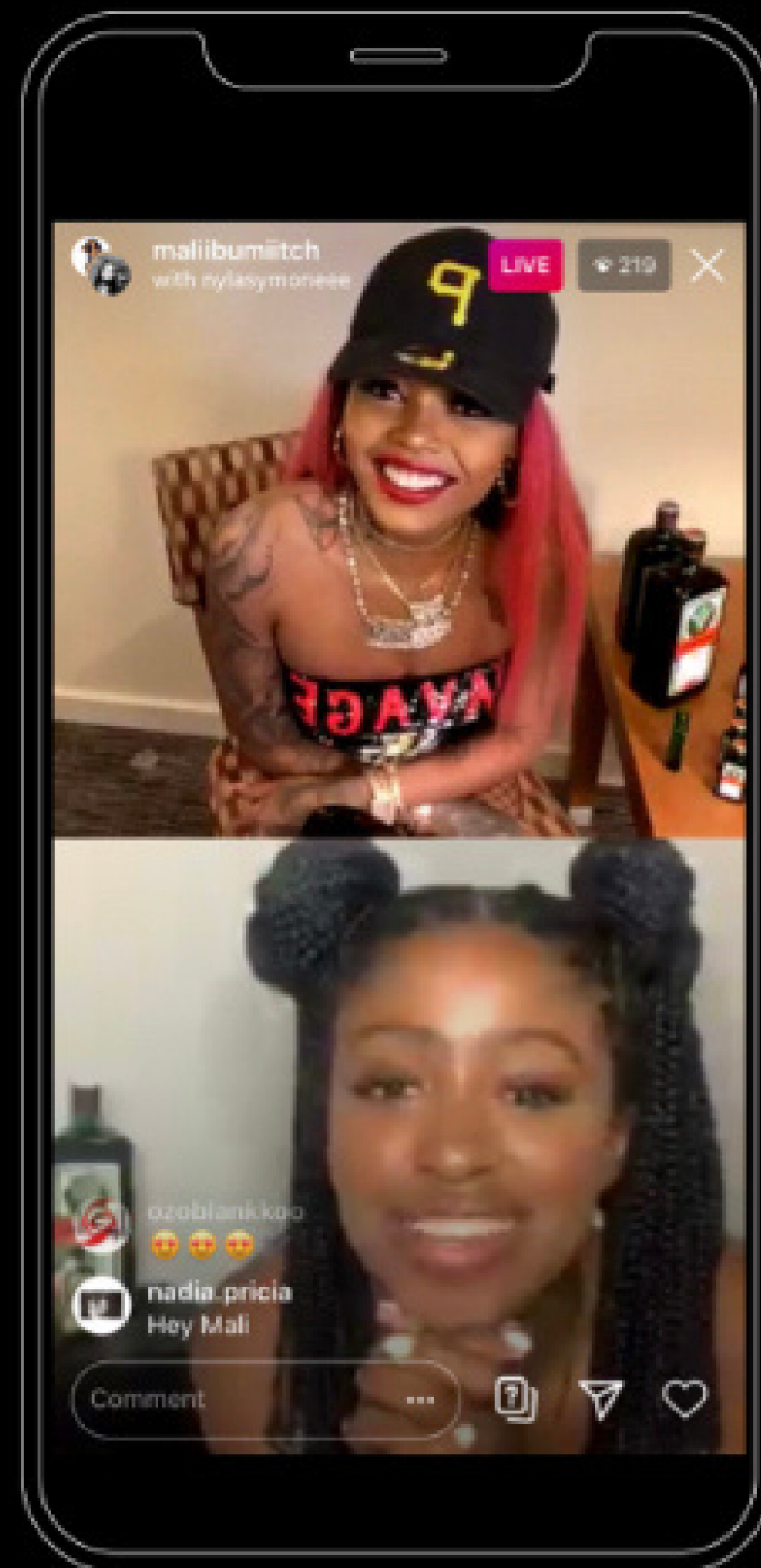
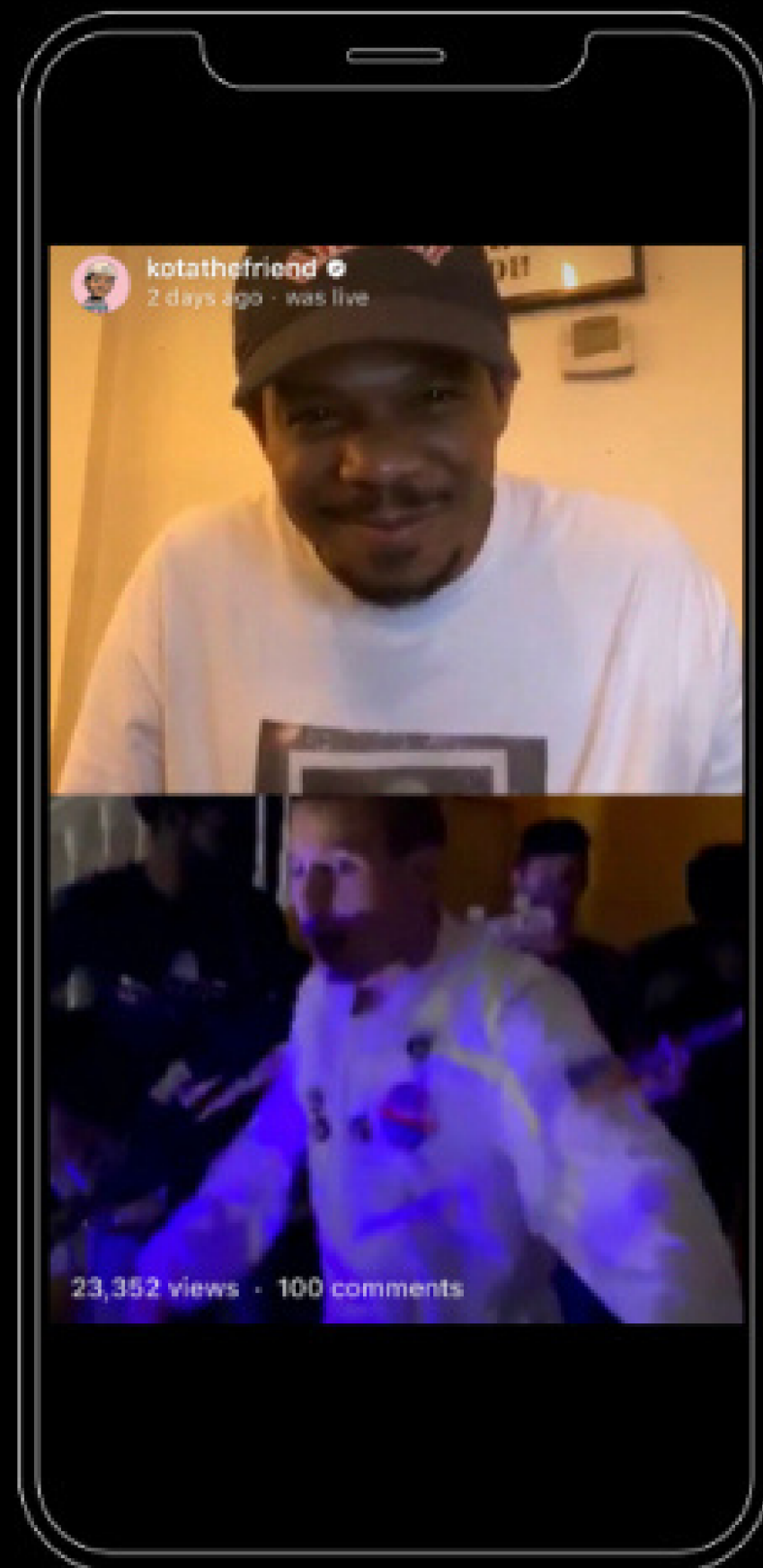
IG Live viewers on
our kickoff show

250+

Artists commissioned for
sync projects

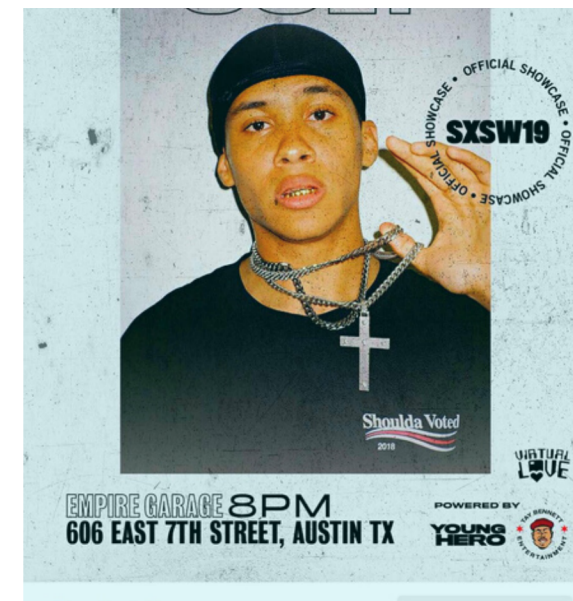
1M+

In earned media
via social shares



IRL X WEB3

PHYSICAL EVENTS HOSTED FOR VIRTUAL COMMUNITIES



BANQUET HAS PRODUCED OFFICIAL WEB3 EVENTS FOR SXSW, NFT.NYC, AND THE METAVVERSE FESTIVAL



VIRTUAL EVENTS



D&G
DOLCE & GABBANA

**KID SUPER
STUDIOS**

FO
the
FEMALE QUOTIENT

ABSOLUT.

☁ Mixcloud

EVERYREALM

COACHELLA



ROKU



snapple

HUGO

Jägermeister

DOLLHOUSE

“THE CBGB’S OF THE METAVERSE”

Since its grand opening last spring, Dollhouse has hosted over 100,000 visitors (and counting!)

It is the fastest venue to ever be approved as a "Point of Interest" inside Decentraland.

2022 partnerships have featured Mixcloud, EveryRealm and, Kidsuper. Our concert bookings include a diverse slate of performers— influencers like BabyYors and Y3lda, rising stars like Chris Stylez, and even a DJ set from Twitch's head of music community.



DRIP SOCIETY

A HAVEN FOR HYPEBEASTS

Drip Society is the very first NFT sneaker shop in the metaverse.

It features a highly curated selection of virtual footwear.

Our "backroom," a speakeasy venue located inside the store, hosts drop parties & secret shows. These events are frequented by sneaker influencers such as Vic Mensa, Kenneth Annand, FVCKRENDER, and RareShoe.

Drip Society is quickly becoming a culture incubator for the NFT sneaker scene to congregate inside Decentraland.



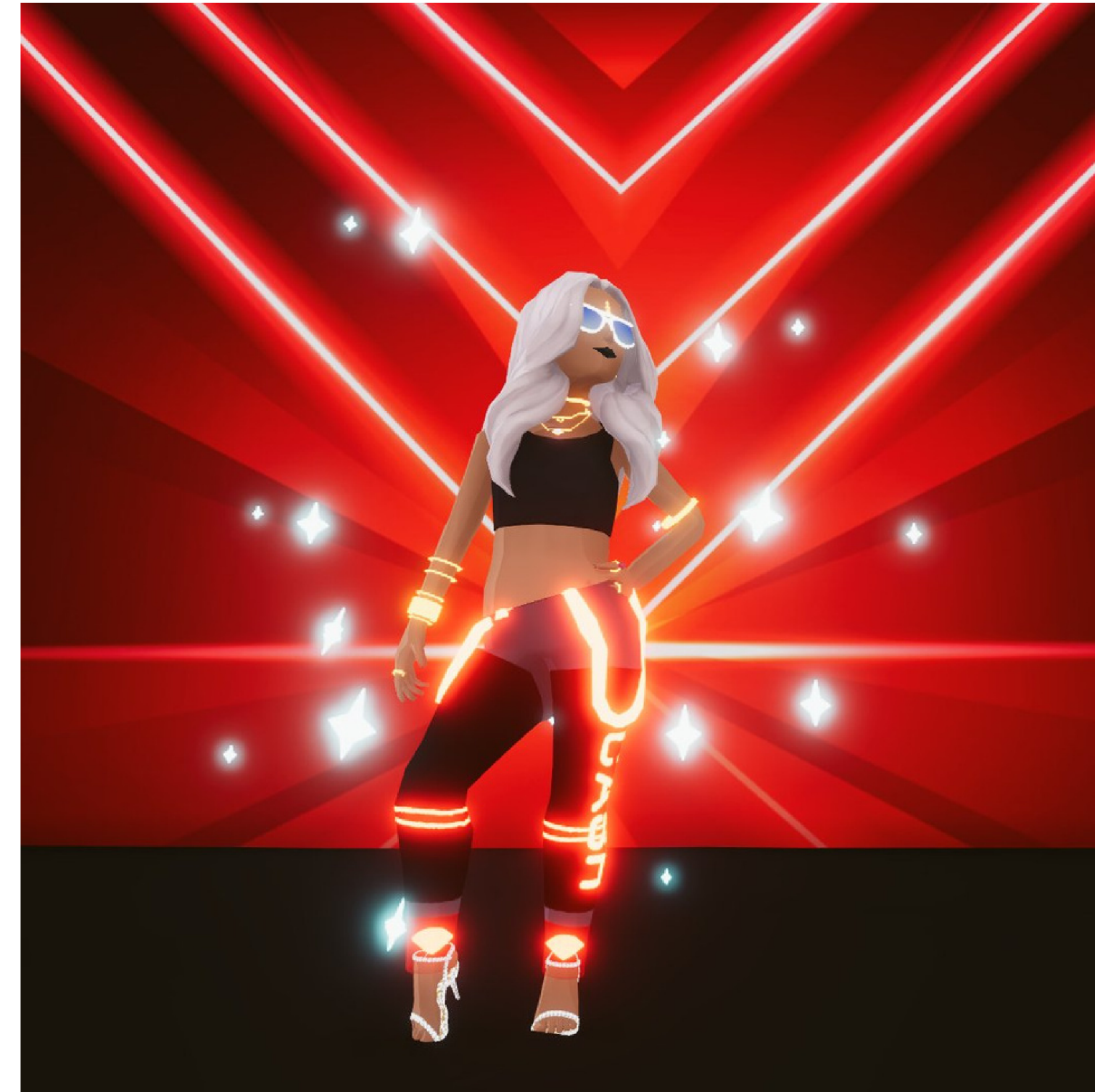
MEET TANGPOKO



TANGPOKO.ETH

- Modeled in metaverse campaigns for Snapple, Kidsuper, Absolut, and Def Squad.
- Metaverse architecture portfolio has been featured in the Wall Street Journal, Cheddar, Marketing Brew, and Art Week 2020. www.tangpoko.com
- Founder of DCL Babydolls, the first metaverse influencers born inside DCL.
- Verified Partner for Decentraland
- Advisory Board Member for Elite World Group Women in Web3 Council

...also shes an avatar which is pretty cool.



MEET MATT BOND



007.ETH

- President of Banquet, Cofounder of Drip Society (the first NFT sneaker shop in the metaverse), and MD for Prager Métis's web3 fund.
- Featured on Coindesk, NPR, Fox Business News, and Noisey
- His first metaverse brand activation was a DCL party thrown for Jordan Belfort's mezcal company.
- Created and produced the first official Watchparty for the #metaversefestival last year.
- Threw the closing party for Art Week this summer.
- Former resident of Google Creative Labs's design incubator.



Matt Bond • You
President at Banquet
1yr • 🌐

Mark my words...In the not-so-distant future, every Fortune 500 CEO in the world will need to answer "What is your metaverse strategy?" on their earnings calls.

"AT BANQUET, THE CREATOR IS KING. FOR ANYONE LOOKING TO ENTER THE METAVERSE, THIS LAB WILL GIVE YOU A SHOT OF INSPIRATION."

LEMONADE

LETS CHAT!

THANK YOU

Matt@banquetlabs.com



Appendix

DECENTRALAND HALLOWEEN PARTY

Banquet was tapped to produce Decentraland's official Halloween activation last year. We created #NFTSAREDEAD, a reference to many snarky headlines written about the NFT market during its downturn in spring of 2021.

For the night, we created a Haunted Mansion experience "catered" by Santo Infierno. Over 4,000 people attended the event, making it one of the top 3 most populated evenings of the year.

WHAT THEY SAID

TESTIMONIAL

Tang is my fave, absolutely wonderful community member and maker! Seen in Davos and Times Square!

Marja Kottinen, Marketing Director at Decntraland

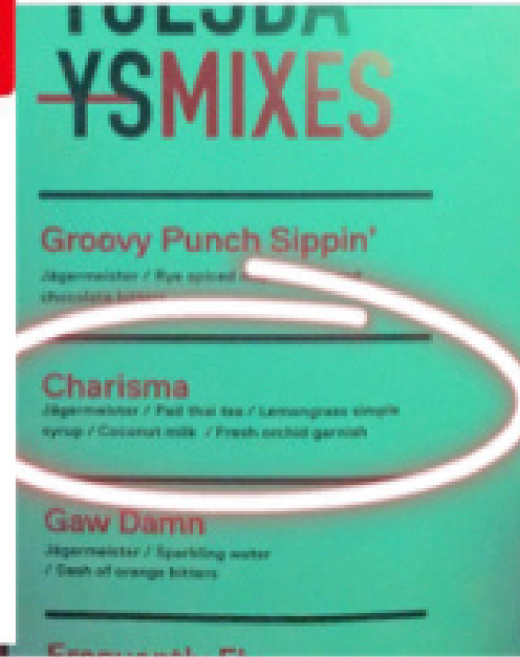
VISIT TO UNIVERSAL STUDIOS HOLLYWOOD OR
@okmagazine 🎵👁️

- **Adrian Grenier** was spotted at a **Treble** Tuesday event at Jump Into The Light in New York City on Tuesday. Adrian, who was there to support **The Skins**, a band under his own label, sipped on Jägermeister cocktails and rocked along with fellow guests.

That's love!

'CHARISMA' Out Now: bit.ly/2CdMHHT

#TheRisksProof 🇺🇸



STAFF

DAYS IS
F NYC'S



When you realize both [@alunageorge](#) & [@HERMusicx](#) were at [#trebletuesdays](#) while you were Dj'ing 🙄🙄🙄🙄🙄🙄🙄🙄🙄🙄 I'm fantastic in what you do ❤️



Wyclef Jean ✓ [@wyclef](#) · Jun 21, 2018

So dope 😎 [@houseofyesnyc](#) with [@Jazzy](#)
See you all there Warriors !!!!



CASE STUDY

NFT EMOTE (HUG)



Tangpoko @tangpoko

♥ First Hug in Decentraland! ♥

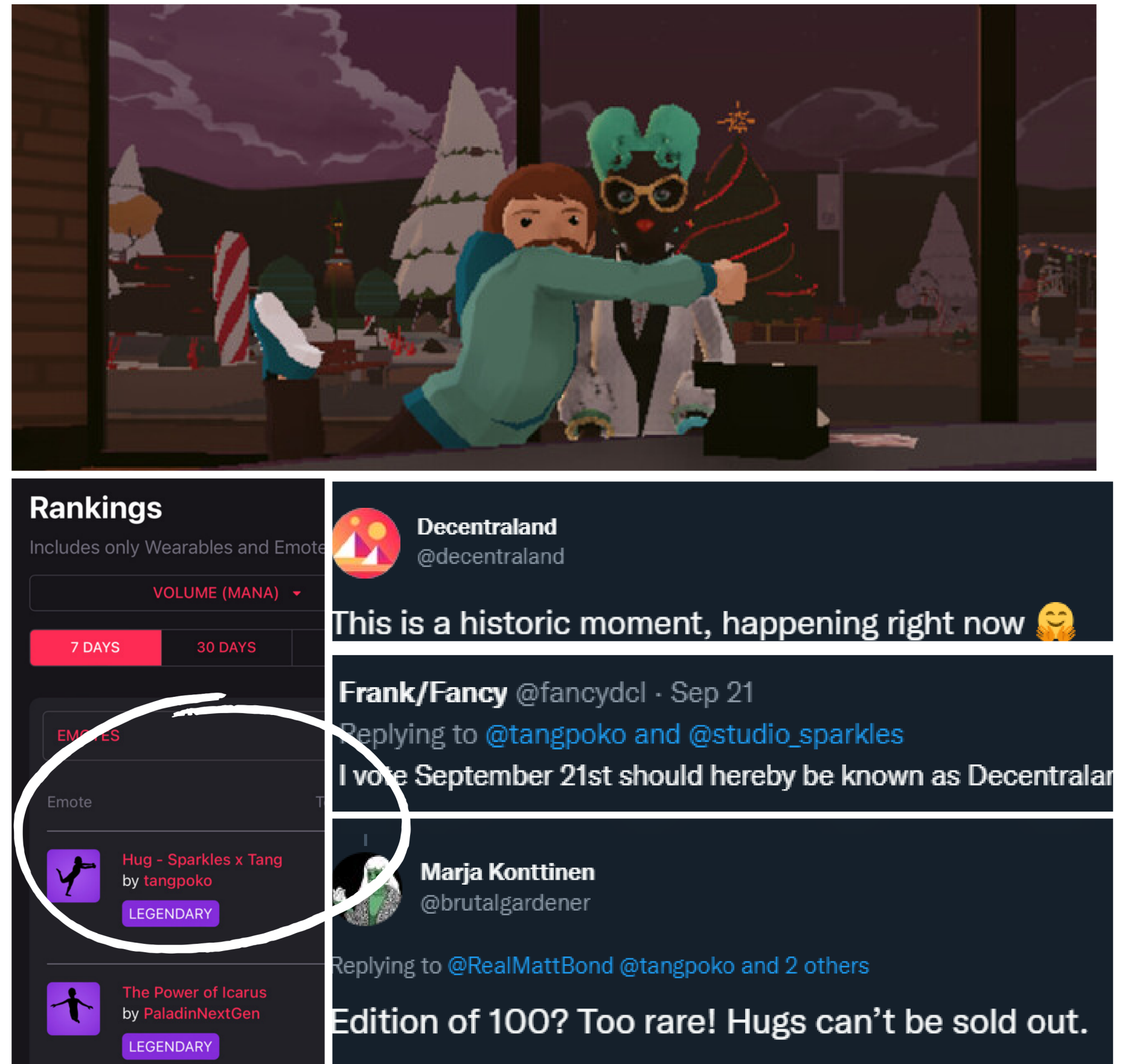
So happy to work with the immensely talented
[@studio_sparkles](#) on this very special [#emote](#)! Prepare to get
hugged everybody!!!

[https://market.decentraland.org/contracts/0x3a1ace76ffc0c4f93b4d33b92f7f823a9380c939/items/0 ...](https://market.decentraland.org/contracts/0x3a1ace76ffc0c4f93b4d33b92f7f823a9380c939/items/0...)

Post your hug pics below!! pic.twitter.com/hbKeDkjmWB

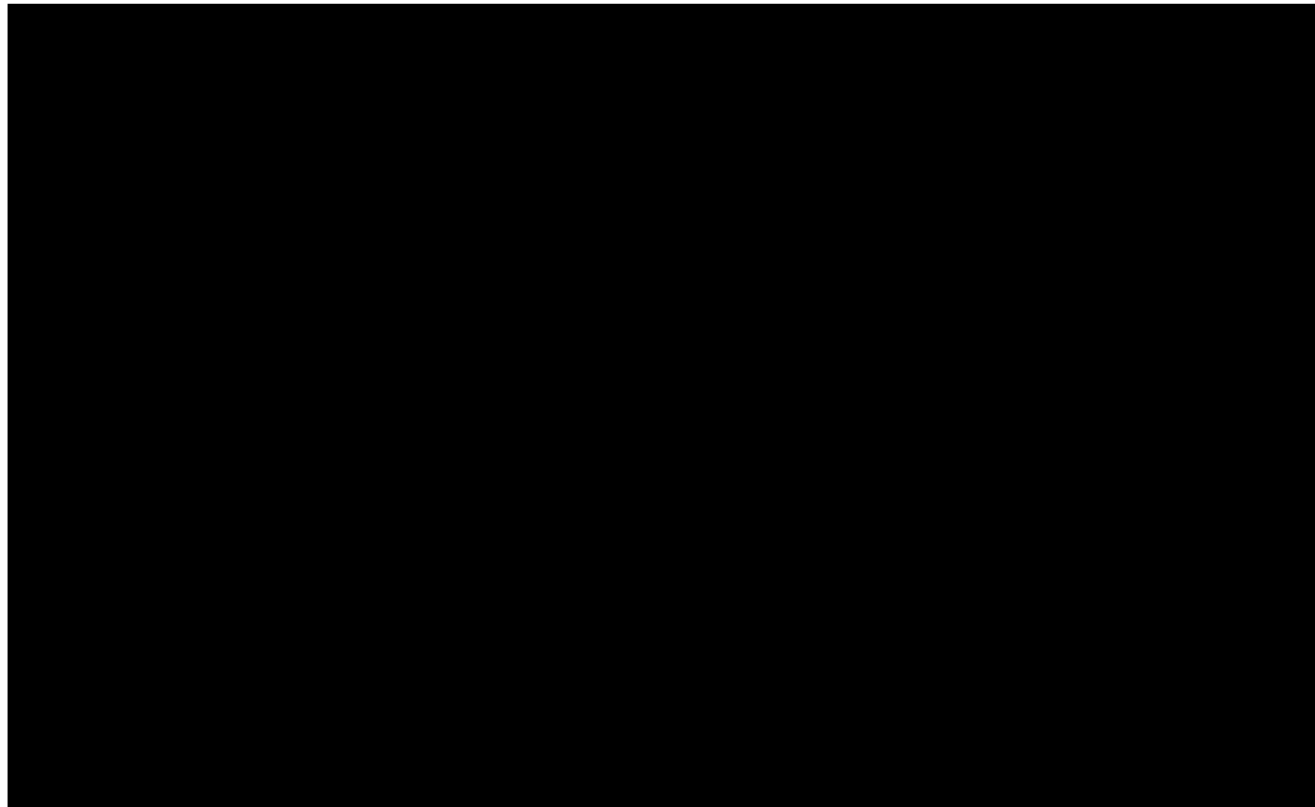
Impressions	46,358
Media views	6,172
Total engagements	1,057
Media engagements	386
Detail expands	265
Likes	173
Profile clicks	111
Link clicks	49
Retweets	40
Replies	33

Sold out in
less than
two hours.



CASE STUDY

POP!WALL



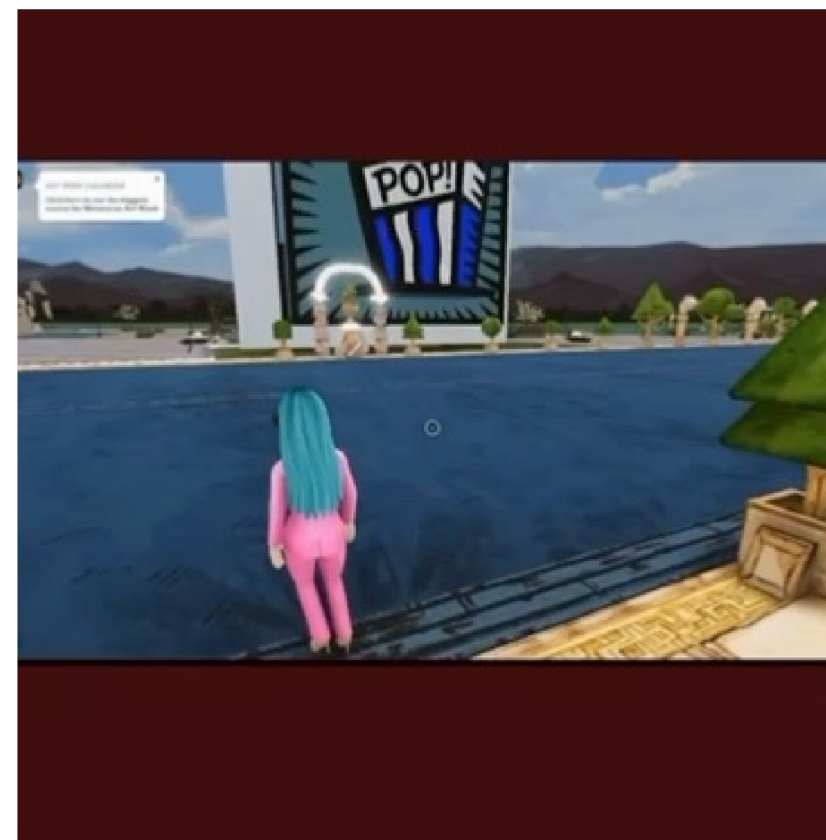
In collaboration with House of Tang, Burton Morris brought to life the Pop!Wall: a 3D interactive art piece that combines his timely symbol with Tangpoko's beloved spaces that bring our community closer.

The ArtWall sits natively inside Decentraland, where visitors were challenged to climb its structures and prove their metaverse aptitude through elite parkour skills. Those who reach the top were rewarded with a free BM wearable.

On Sunday, we produced the closing party for Art Week, presented by Pop! club, where we unveiled Burton's follow up project...his first official wearable collection entitled "Pop!Top."

BURTON MORRIS STUDIOS

THE RESULTS



1000 people succssssfully
climbed our Pop!Wall

Burton's Closing Party listed as
a highlight of Art Week in
Blocksters recap.

Pop!Tops featured the third
highest wearable sale of all time
in Decentraland

CASE STUDY

THE LESBIAN BAR PROJECT JAGERMEISTER & ROKU CHANNEL



ONBOARDING AND ORIENTATION CLIENTS

- ELITE MODEL MGMT
- BRAND INNOVATORS
- FEMALE QUOTIENT
- RANDI ZUCKERMAN
- PRAGER MÉTIS
- HUG.XYZ
- BITWAX
- KRAUSE HOUSE DAO
- ALUNA FRANCIS
- BLOCKSTER WRITING STAFF
- NY PUBLIC LIBRARY



Bitwax
@Bitwax_

Replying to @DJ_HornyOnMain and @decentraland

Decentraland party's are so sick!

I was just having a tour with @tangpoko around her @DCLBabyDolls nightclub 🤩 mind blown!

12:09 PM · Jun 1, 2022 · Twitter for Android



caitlin | bluesun.og
@BlueSunNFT

Today I had my first @decentraland experience and my mind is 🤩 It was SO much fun. Thank you so much @tangpoko from DCL BabyDolls for the tour and the cute clothes and for introducing me and @RijiRaja to our new obsession !!! 💙💙💙



Randi Zuckerberg
@randizuckerberg

HUG's metaverse debut is @decentraland's Crypto Valley Gallery (55,24) where we'll show art from our woman-led groupHUG cohort, as well as some amazing 1/1 artists in @thehugxyz community. Tremendous thanks to @brutalgardener and @tangpoko for hosting us!



Marja Konttinen @brutalgardener · Apr 26

Today's huggable exhibition in @decentraland's Crypto Valley Gallery space is by the wonderful @thehugxyz - I'm a big fan of @debsoon and @randizuckerberg's vision of uniting all the best NFT projects so it makes me happy to be able to host them in DCL

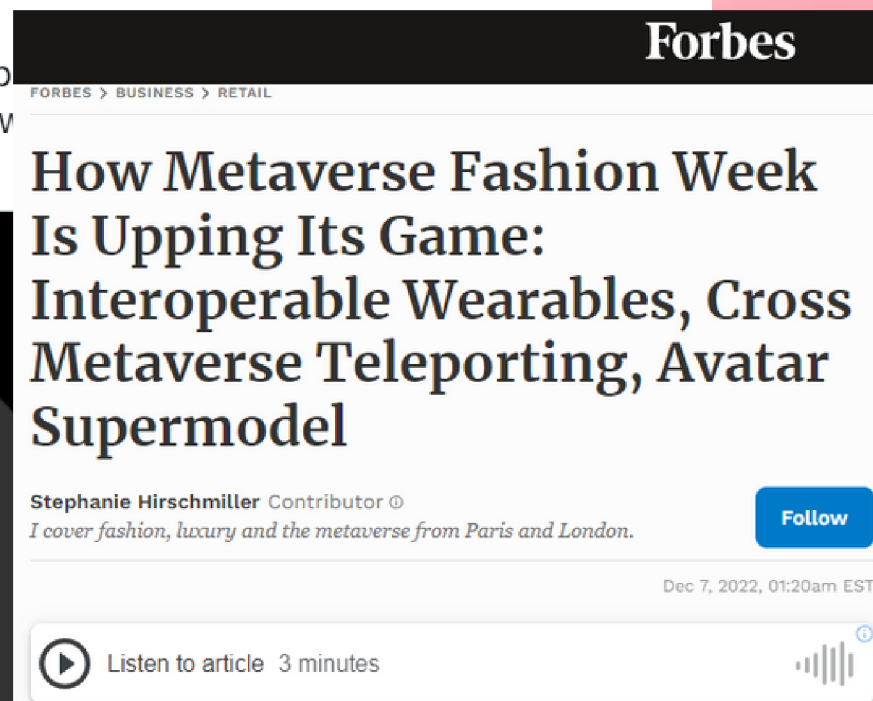


SUPERMODEL MVFW 23



Not only will new designers & internationally recognized brands be shown, but the first official [#MVFW23](#) supermodel will be introduced!

[@Tangpoko](#), a DCL community member deeply involved in fashion and pop culture in Web3, will be the main supermodel this season.



Decentraland avatar supermodel ambassador Tangpoko. TANGPOKO/DECENTRALAND



3 developed linked NFT wearables from its 20-look MVFW22 collection. Tangpoko, the Metaverse Fashion Week supermodel, will have access to future D&G airdrops. Tangpoko — the DCL community member who will model this season — created the imagery. Photo: Courtesy of Tangpoko