



Introduction of TRON:

TRON is a blockchain-based, decentralized protocol project with an internal TRON (TRX) coin that aims to be a content distribution platform for the digital entertainment industry. On June 2018, TRON's team launched of its mainnet, in other words its own proprietary blockchain, to which it migrated all the TRX (ERC-20) tokens that previously circulated on the Ethereum blockchain.

TRON's circumstance:

TRON is looking to expand its reach into Taiwan, however, they wanted an approach that engages the community, both developers and crypto enthusiasts, in Taiwan within a limited budget.

Aside from community outreach as a KPI, they are looking to have teams participating in their Decentralized Applications (DApp) development competition (www.tronaccelerator.io) that gives away US\$1 million dollars in prize money.

Solution for TRON:

We introduced TRON in both Taiwan Blockchain Summit 2018 and FINTECH Taipei 2018 in November with the use of a booth space, we represented TRON and market their DApp competition to the audience in these two events.

We designed and produced collateral based on their brand guidelines, have them approved and distributed to the target audiences

We had an overwhelming response of over 50 attendees on TRON Dev+ where 10% of the attendees provided positive feedback and would recommend the event to their friends..



**Community
engagement**



**Marketing collaterals
design & production**



Event activation