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 off 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 is looking to expand its reach into Taiwan, however, they wanted a approach that engages the community in Taiwan. Aside from community outreach they are looking to have teams participating in Decentralized Applications (DApp) development competition (www.tronaccelerator.io) that gives away US$1 million dollars in total.

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. We produced all required collaterals and have them distributed to both targeted audiences and interested parties. We also held TRON Dev+, the very first TRON's meet-up, with their Head of Technical Integration to connect and explain in detail how DApp can be developed on TRON's network. We had an overwhelming response of over 50 attendees on TRON Dev+ and registration of over 150 teams on TRON's DApp competition.

Community engagement

Marketing collaterals design & production

Event activation