



Proposal: YouTube DASH advertising campaign,  
1000 views per day for 30 days.

---

Amount: 60 Dash

Time: One month (one payment)

The proposed advert is here [LINK](#)

# Who we are

---

Eralith Studios is a brand new startup advertising studio in Cape Town, South Africa. When we found the Dash DAO, we realized that this was the ideal opportunity for us to found our own studio, while strengthening the Dash that we had. We made this first advertisement as a showcase of what we can do, and hope to sell it to the Dash DAO as our first completed project.

Pieter Louw is a 3D computer animator with 6 years of experience. He spent the last three years freelancing in the advertising industry.

His latest demo reel is here : [LINK](#)

Please refer to the description below the video for Pieter's contribution to each clip.

An older demo reel is here: [LINK](#)

Thomas du Plessis is a final year animation student at the Animation School in Cape Town. His latest animation project won second prize for the best student character animator at the Cape Town International Animation Festival in 2017.

His demo reel is here: [LINK](#)

Charl du Plessis is a Chartered Accountant (SA) with over 30 years business experience.

Lastly Cape Town is the media industry hub of Africa with a large community of highly skilled freelance artists, animators and filmographers from which freelance workers may be drawn at very competitive prices.

We are invested in Dash.

# The ad campaign

---

## a. Target audience

Our target audience are people who are new to Bitcoin, but are not aware that there is an alternative to Bitcoin available with much better features that will ensure its long term usability and growth.

Cryptocurrencies in general and Bitcoin in particular have experienced a massive bull run in the last few months, with the total market cap exceeding 50 billion US dollars. Despite the growth of altcoins, Bitcoin still has a more than 50% market share. The reason is not that Bitcoin has superior technology, features or advantages, but simply its first mover network effect. When better informed, a significant percentage of new Bitcoin users should migrate to Dash.

## b. The message

The message of the advert is simple: Bitcoin lacks private and instant transactions. Dash provides these and is therefore superior. The advert ends with the words, "Dash is Digital Cash. Dash.org."

## c. The format

The advert is designed to run in line before YouTube videos. It is 15 seconds long. There is a compelling hook (the Bitcoin logo being crushed) in the first 5 seconds, so we expect that a large percentage of people will let the ad run longer to see the outcome. The second part of the advertisement points the viewer to the Dash.org website for more information.

#### d. The YouTube campaign.

The ad will run in line before YouTube videos. It will only be served to viewers who have been watching videos on Bitcoin or other cryptocurrencies. We aim to have 1000 views per day for 30 days. We will evaluate the YouTube analytics of this campaign to see if more views per day would be appropriate or not for future campaigns.

## Budget

---

The budget is calculated at DASH = \$90

Expenses	Per hour	Per day	Hours	Days	USD	DASH
Proposal cost					\$450.00	5
YouTube cost		\$50.00		30	\$1,500.00	16.6667
Overheads etc.					\$100.00	1.1111
Salaries						
Artists	\$30.00		90		\$2,700.00	30
Admin	\$10.00		45		\$450.00	5
Total					\$5,200.00	57.778

Please refer to the following link regarding the average salary of 3D animation artists: [LINK](#)

## Reports

---

We will post a weekly report on the Dash.org forum until one week after the end of the campaign.

## Future projects

---

We hope to forge a lasting relationship with the Dash DAO as one of its main advertising agents.

Our biggest strength is character animation, and we would like to produce ads that focus on characters. However, we are not limited to one medium of video advertisements. As mentioned before, we have direct access to a large group of freelance artists and studio services in Cape Town, and will be able to produce work in any medium needed.

If this campaign is successful, we will use the bulk of our income from it as capital to start on the next project.

Thank you for your time, and consideration.

Pieter and Thomas