

## Ard Adz Social Strategy - Opulous Socials

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### Key Dates

- Announcement Date: TBC
- Sale Date: TBC

### Objectives

- Increase awareness of the S-NFT sale
- Increase Opulous brand awareness
- Increase Opulous social media following
- Increase Opulous engagement
- Increase Opulous mailing list
- Sell out S-NFT sale
- Gain as much coverage as possible from publications, influencers etc.
- Build user trust in the Opulous brand

### KPIs

- Socials engagement
- Socials following increase
- Blog Visits
- Blog link clicks
- Website traffic
- Mailing list increase
- S-NFT sales
- S-NFT sale time

### Traffic

- Prior to release driving traffic to our [BLOG](#)
- Release day onwards driving traffic to [Republic deal page](#)

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## SOCIAL ASSETS BRIEFS & CAPTIONS\*

\*Assets and social copy subject to change & approval

### NFT S-NFT INCOMING POST

#### RATIO

1080x1080

1080x1920

1920x1080

#### COPY

S-NFT

New sale incoming!

#### ASSETS





#### TWITTER CAPTION

NEW S-NFT sale announcement coming TOMORROW 🎉

Who's ready? 🔥

\$OPUL \$ALGO #NFTs

#### INSTAGRAM CAPTION

NEW S-NFT sale announcement coming TOMORROW 🎉

Who's ready? 🔥

#Opulous #Algorand #NFTs

## PRE-ANNOUNCEMENT POST

**\*\*IMAGE\*\***

Gif from Twitter of someone excited.

**\*\*TWITTER COPY\*\***

Announcement coming 8PM UTC 🚀

Who's ready for #OPULSZN? Let us know in the comments 🙌

\$OPUL \$ALGO #NFTs

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## ARD ADZ S-NFT SALE ANNOUNCEMENT

### **\*\*VIDEO BRIEF \*\***

<https://docs.google.com/document/d/1Euy3KyNtV4RpUXJba1cViuLMlxK0uMZVbl8wshscOfY/edit#heading=h.ss3u2iyI370e>

### **\*\*TWITTER CAPTION\*\***

🔥 NEW S-NFT SALE INCOMING 🔥

We are excited to announce 'Patek Myself' from @ArdAdz will be our next S-NFT launch coming on DATE TBC 🚀

It doesn't stop there. We're also introducing our FIRST ever generative artwork collection 🎨

Find out more → [LINK TO BLOG](#)

\$OPUL \$ALGO #NFTs

### **\*\*INSTAGRAM CAPTION\*\***

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It doesn't stop there. We're also introducing our FIRST ever generative artwork collection 🎨

Find out more via Medium link in our bio 🔗

#Opulous #Algorand #NFTs

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## EARLY ACCESS POST

### RATIO

1080x1080

1080x1920

1920x1080

### COPY

#### S-NFT SALE

Get early access by holding OPUL tokens

#### \*\*NOTES\*\*

Text on the left and then fading into the image on the right

### ASSETS





**\*\*TWITTER CAPTION\*\***

We are giving \$OPUL holders the chance to get EARLY ACCESS for our next S-NFT sale 🚀

Find out more → [LINK TO BLOG](#)

\$ALGO #NFTs

**\*\*INSTAGRAM CAPTION\*\***

We are giving \$OPUL holders the chance to get EARLY ACCESS for our next S-NFT sale 🚀

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\$ALGO #NFTs

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## ARD ADZ INSTAGRAM LIVE ANNOUNCEMENT

### RATIO

1080x1080  
1080x1920  
1920x1080

### COPY

LIVE Q&A

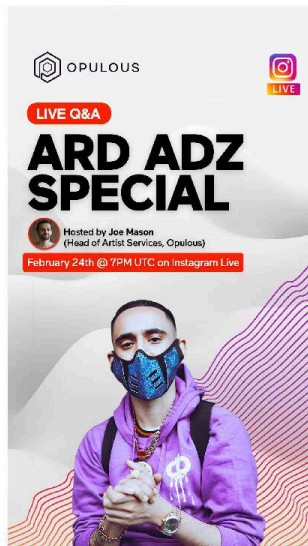
ARD ADZ SPECIAL

DATE TBC @ 7PM UTC  
Live on Instagram Live

Hosted by Joe Mason (Head of Artist Services, Opulous)

### ASSETS (DATES SUBJECT TO CHANGE)





**\*\*TWITTER CAPTION\*\***

Join our Instagram Live with @ardadz tomorrow @ 7PM UTC 🔥

Learn more about our S-NFT launch, Generative Art Collection and MORE! 🚀

Follow here [➡ bit.ly/Opulous\\_IG](https://bit.ly/Opulous_IG)  
Set a reminder via our Instagram Story 💡

\$OPUL \$ALGO #NFTs

**\*\*INSTAGRAM CAPTION\*\***

Join our Instagram Live with @ardadz tomorrow @ 7PM UTC 🔥

Learn more about our S-NFT launch, Generative Art Collection and MORE! 🚀

Set a reminder via our Instagram Story 💡

See you there! 🙌

#Opulous #Algorand #NFTs

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## ARD ADZ INSTAGRAM LIVE - LIVE NOW POST

### RATIO

1080x1080

1920x1080

1080x1920

### COPY

LIVE NOW

Q&A with Ard Adz!

Join us on Instagram Live

Hosted by Joe Mason (Head Of Artist Services, Opulous)

### ASSETS





### TWITTER CAPTION

Our Q&A has begun on our Opulous Instagram Live 💡

Join us and ask questions about our upcoming S-NFT sale with @ArdAdz 🚀

➡ [bit.ly/Opulous\\_IG](https://bit.ly/Opulous_IG)

\$OPUL \$ALGO #NFTs

### \*INSTAGRAM CAPTION

Our Q&A has begun on our Instagram Live 💡

Join us and ask questions about our upcoming S-NFT sale with @ArdAdz!

\$OPUL \$ALGO #NFTs

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## COMMON GENERATIVE ARTWORK ANNOUNCEMENT

### RATIO

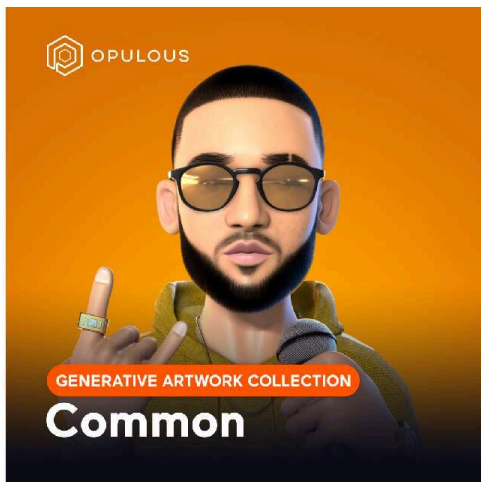
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1920x1080

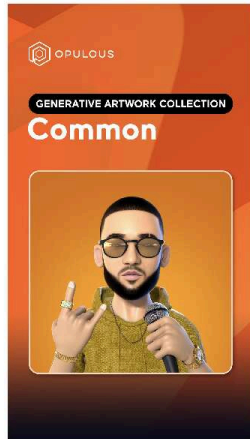
### COPY

GENERATIVE ARTWORK COLLECTION

COMMON

### ASSETS





### TWITTER CAPTION

🎨 GENERATIVE ART INCOMING 🎨

The first 150 to invest at least \$200 in our Patek Myself S-NFT sale will receive a unique Common level generative art #NFTs from our upcoming collection! 🎉

Early access for \$OPUL holders 👁️

➔ [LINK TO BLOG](#)

\$OPUL \$ALGO

### INSTAGRAM CAPTION

🎨 GENERATIVE ART INCOMING 🎨

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Early access for \$OPUL holders 👁️

Find out more via Medium link in our bio!

\$OPUL \$ALGO

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## ARD ADZ NEW ARTIST POST

### RATIO

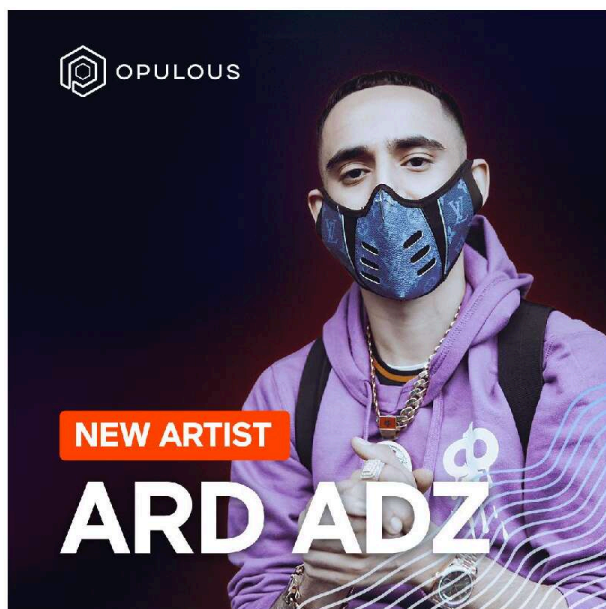
1080x1080  
1920x1080  
1080x1920

### COPY

NEW ARTIST

ARD ADZ

### ASSETS





**\*\*TWITTER CAPTION\*\***

We can't wait for the upcoming S-NFT launch with @ardadz 🔥

Find out more [→ LINK TO BLOG](#)

\$OPUL \$ALGO

**\*\*INSTAGRAM CAPTION\*\***

We can't wait for the upcoming S-NFT launch with @ardadz 🔥

Find out more via link in bio!

#Opulous #Algorand #NFTs

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## RARE GENERATIVE ARTWORK ANNOUNCEMENT

### RATIO

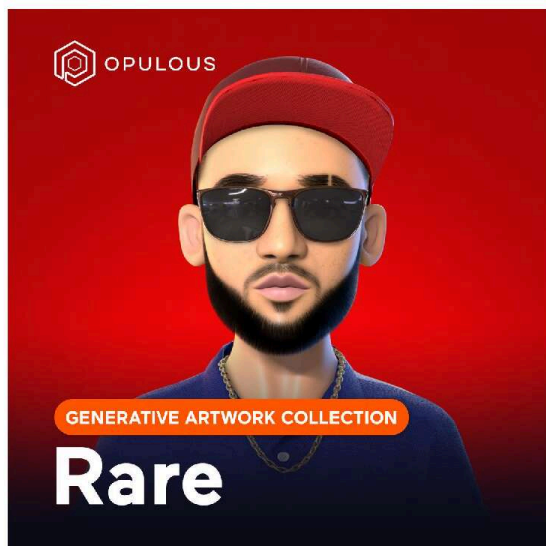
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1080x1920  
1920x1080

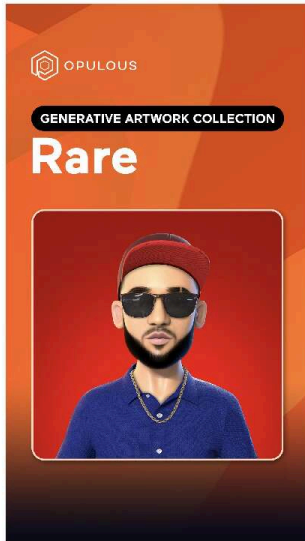
### COPY

GENERATIVE ARTWORK COLLECTION

TIER: RARE

### ASSETS





### TWITTER CAPTION

⚡ RARE #NFT PERKS ⚡

The first 30 investors who invest at least \$500 will receive:

- 🔥 Unique RARE level generative art #NFT
- 🎵 Signed CD from Ard Adz
- 🎫 2 tickets to a Ard Adz headline show
- 👕 Limited Edition T-Shirt

Find out more [→](#)

\$OPUL \$ALGO

### \*INSTAGRAM CAPTION

⚡ RARE #NFT PERKS ⚡

The first 30 investors who invest at least \$500 will receive:

- 🔥 Unique RARE level generative art #NFT
- 🎵 Signed CD from Ard Adz
- 🎫 2 tickets to a Ard Adz headline show
- 👕 Limited Edition T-Shirt

Find out more via Medium link in bio [🔗](#)

#Opulous #Algorand

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## SUPER RARE GENERATIVE ARTWORK ANNOUNCEMENT

### RATIO

1080x1080

1080x1920

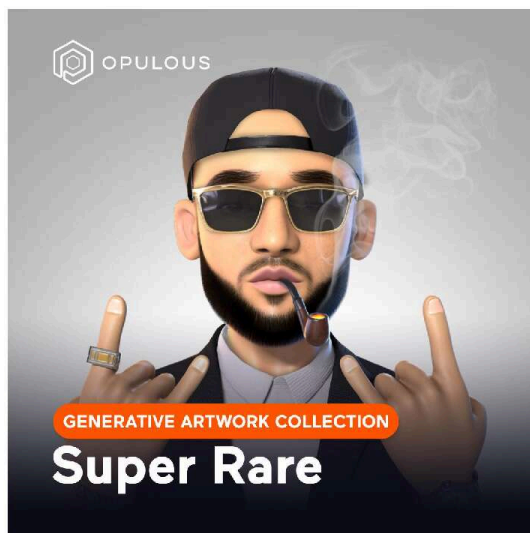
1920x1080

### COPY

GENERATIVE ARTWORK COLLECTION

SUPER RARE

### ASSETS





**\*\*TWITTER CAPTION\*\***

🔥 SUPER RARE #NFT PERKS 🔥

The first 10 investors who invest at least \$2k will receive:

- 🔥 Unique SUPER RARE level art #NFT from our upcoming collection
- 📡 @ArdAdz x Opulous customized speaker
- 🧠 Zoom call with @ArdAdz
- + All RARE perks

➡ LINK TO BLOG

\$OPUL \$ALGO

**\*\*INSTAGRAM CAPTION\*\***

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The first 10 investors who invest at least \$2k will receive:

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- 📡 @ArdAdz x Opulous customized speaker
- 🧠 Zoom call with @ArdAdz
- + All RARE perks

Find out more via Medium link in bio.

#Opulous #Algorand

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## ULTRA RARE GENERATIVE ARTWORK ANNOUNCEMENT

### RATIO

1080x1080  
1080x1920  
1920x1080

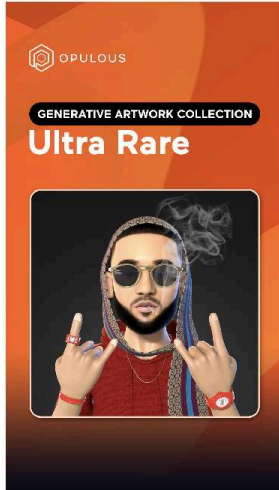
### COPY

GENERATIVE ARTWORK COLLECTION

ULTRA RARE

### ASSETS





## TWITTER CAPTION

🔥 ULTRA RARE #NFT PERKS 🔥

The first TWO investors who invest at least \$5k will receive:

- 🧠 A unique ULTRA RARE level artwork
- 🎵 Studio session with @ardadz
- 🏆 ALL perks from SUPER RARE & ULTRA RARE TIERS.

Find out more [→](#)

\$OPUL \$ALGO

## INSTAGRAM CAPTION

🔥 ULTRA RARE #NFT PERKS 🔥

The first TWO investors who invest at least \$5k will receive:

- 🧠 A unique ULTRA RARE level art NFT from the upcoming generative artwork collection
- 🎵 Studio session with @ardadz
- 🏆 ALL perks from SUPER RARE & ULTRA RARE TIERS.

Find out more via link in bio!

#Opulous #Algorand

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**SALE GOING LIVE IN 1 HOUR POST**

**RATIO**

1080x1080

1080x1920

1920x1080

**COPY**

SALE STARTS IN

1 HOUR

Opulous logo

**ASSETS**



## **TWITTER CAPTION**

Early access ticket holders will be emailed soon with pre-sale access! 🎉

Pre-sale TBC PM UTC

General Sale: TBC PM UTC

Good luck everyone! 🎉

\$OPUL

## **INSTAGRAM CAPTION**

Early access ticket holders will be emailed soon with pre-sale access! 🎉

Pre-sale UTC

General Sale: UTC

Good luck everyone! 🎉

#Opulous

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## ARD ADZ 'PATEK MYSELF' SALE LIVE NOW

**\*\*ASSET\*\***

Video voiceover brief - **in production:**

<https://docs.google.com/document/d/1bXAEIvu8NoPabGhMQza80I46AP25rYNVuhQ2C3vcRvE/edit#>

**\*\*TWITTER CAPTION\*\***

🔥 Patek Myslef S-NFT sale is LIVE 🔥

Buy here → LINK TO REPUBLIC DEAL PAGE

See T&Cs → LINK TO T&Cs

Good luck everyone! 🚀

#NFTs \$OPUL \$ALGO

**\*\*INSTAGRAM CAPTION\*\***

🔥 Patek Myslef S-NFT sale is LIVE 🔥

Buy now via link in our bio!

T&Cs via link in our bio!

Good luck everyone! 🚀

#NFTs #Opulous #Algorand

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## ALLOCATION NEARLY GONE POST

**\*\*RATIO\*\***

1080x1080

1920x1080

1080x1920

**\*\*COPY\*\***

Screenshot of the republic page

**\*\*NOTES\*\***

<https://twitter.com/opulousapp/status/1456270911565299723>

**\*\*TWITTER CAPTION\*\***

Wow. Over TBC% of the allocation has already gone!

Selling out QUICK 🔥

Buy here [→](#) LINK TO DEAL PAGE

LET'S GO! 🚀

\$OPUL \$ALGO

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## SOLD OUT POST

### RATIO

1080x1080

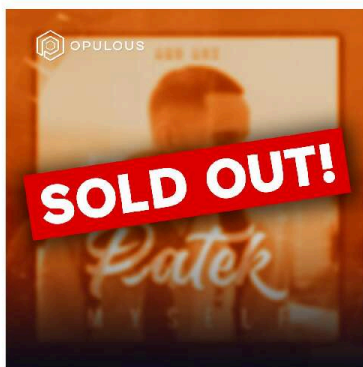
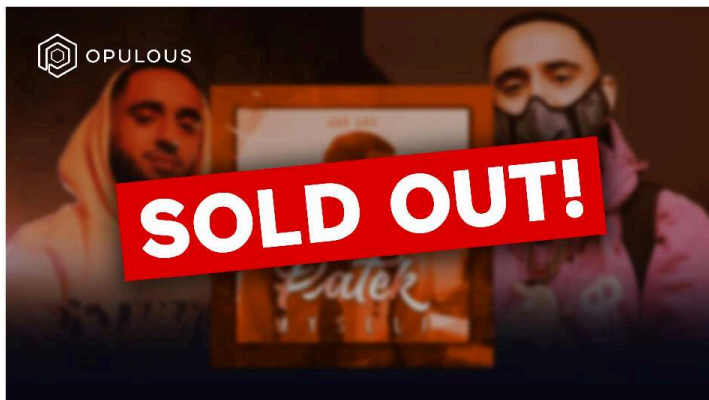
1920x1080

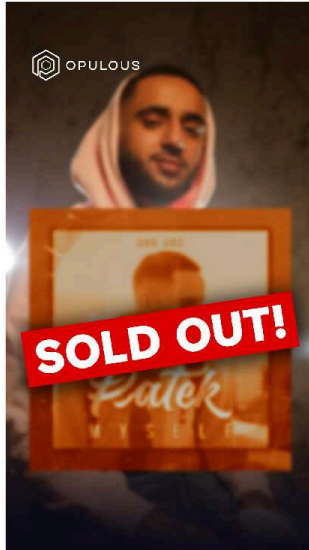
1080x1920

### COPY

S-NFT POSTER with SOLD OUT

### ASSETS





**\*\*TWITTER CAPTION\*\***

🔥 SOLD OUT 🔥

Congrats to everyone who managed to get an S-NFT. Updates on minting are coming soon, so stay tuned!

Let us know in the comments if you managed to secure an S-NFT 🤗 ↻

\$OPUL \$ALGO @joinrepublic

**\*\*INSTAGRAM CAPTION\*\***

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\$Opulous #Algorand @joinrepublic

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## Ard Adz: You've secured your S-NFT, so what's next?

### RATIO

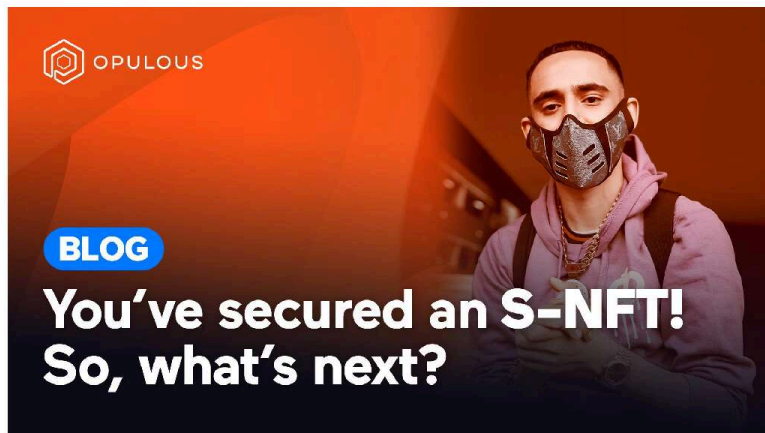
1080x1080  
1080x1920  
1920x1080

### COPY

### BLOG

You've secured your S-NFT, so what's next?

### ASSETS



### TWITTER CAPTION

Our S-NFT sale of 'Patek Myself' by @ardadz has now finished, so we've rounded up all the key information you'll need to know 🙌

Find out what's next [➡ LINK TO BLOG](#)

\$OPUL

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\$OPUL

**END OF DOCUMENT**

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