



# Vayner3

## Case Studies



# Core Clients



**crocs™**



**PEPSICO**



**ROBLOX**



ROBERT  
MONDAVI  
WINERY



**tinder™**

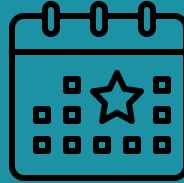
# Key Capabilities



**Strategic  
Partnerships**



**Brand  
Education**



**Project  
Management**



**Innovative  
Platforms**



**Cross-Functional  
Collaboration**

## Brand Brief:

Explore innovative technologies and engage digital communities through strategic partnerships that leverage social content, physical products, digital collectibles, and in-real-life events.

## My Role:

### Account Lead & Partner Coordination

- Cross-functional Collaboration
- Project Management
- Creative Direction
- Go-To-Market Strategy
- Event Marketing



Timeline: 18 Months

**crocs**<sup>TM</sup>

# Crocs' Innovative Year in Review



# VeeCon Excited Digital Native Communities

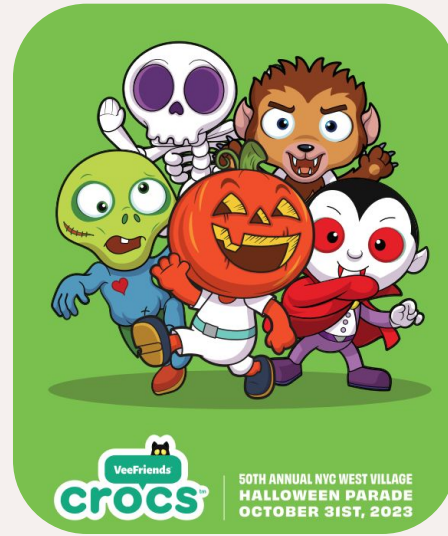
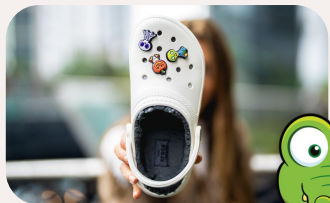




## Crocs & Doodles Developed an Innovative Product Bundle



# Crocs and VeeFriends Capped Off "Croctober" With Halloween Fun





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**Danny Casale and Coolman's Universe Helped  
Wrap Up the Year in Style at Miami Art Week**

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## Brand Brief:

Pilot innovative projects for PepsiCo brands to showcase marketing capabilities and establish internal workflows for emerging technologies.

## My Role:

### Client Relations & Innovation Expert

- Developer Management
- Marketing Strategy
- Creative Problem-solving
- Event Operations



**Timeline: 24 Months**

**PEPSICO**

bubly  
sparkling water

GATORADE

PEPSI

LIFE  
WTR

Cheetos





## Paint The Town bubly

In 2023, bubly became a Roblox pioneer by developing a branded game within an existing game show experience. In conjunction with platform-native influencers and loyalty program Flaunt, bubly offered players limited-edition wearables and entry into a product sweepstakes. With these unique collectibles, bubly became the first beverage brand to launch a branded avatar head on Roblox.

The game saw more than 129,000 visits in the first 48 hours and the entire inventory of 53,000 branded heads were claimed within 72 hours, authentically seeding bubly with the Roblox community.

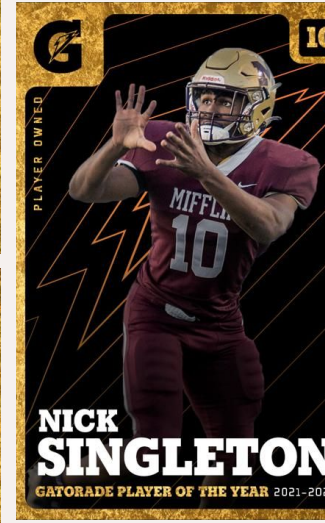
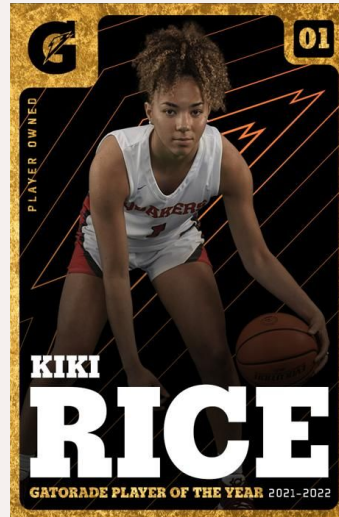
bubly  
sparkling water



# Gatorade Game Changers

Elevating Gatorade's Player of the Year (POY) program to new heights, the Game Changers initiative showcased the potential at the intersection of sports, innovation, and philanthropy. By immortalizing the outstanding 2022 POY recipients as collectible digital trading cards, Gatorade celebrated their achievements and empowered these student athletes by boosting their name, image, and likeness.

The POY packs were proudly shared on social by the brand and athletes, and were promoted with QR codes strategically placed around the annual Athlete of the Year ceremony. Funds from every sale were redirected to Good Sports, a charity that increases sports access and opportunities for youth in high-need communities.





## Strength of a Woman Festival

Artists Shaylin Wallace, Rachel Winter, Amber Vittoria, and Varvara Alay showcased their talents at Mary J. Blige's inaugural Strength of a Woman Festival & Summit (SOAW), hosted by Pepsi. In a first-of-its-kind initiative for PepsiCo, event attendees were rewarded with digital art, each featuring a unique piece by one of the accomplished women creators.

The limited edition Proof Of Attendance Protocol (POAP) collectibles, totaling 2,500 for each artist, were distributed exclusively during the event, and amplified the festivals goal of spotlighting female trailblazers in music and Web3.



# Black Art Rising 2.0

In 2022, LIFEWTR elevated their annual celebration of Black History with the Black Art Rising 2.0 collection. Partnering with artists Shaylin Wallace and Julian Gilliam (aka LOGIK), this initiative featured two limited edition digital art pieces, with only 50 copies of each sold available.

All proceeds from the initial sales went directly to the artists and the artwork was showcased in an interactive virtual art gallery, providing fans with an immersive viewing experience. Furthermore, a royalty structure was established enabling secondary sales to support Black creators.



LIFE  
WTR



LIFE  
WTR  
black  
art  
rising



## Welcome to Chesterville

In collaboration with Meta, Cheetos developed a innovative Halloween activation in Horizon Worlds to leverage the platform's immersive potential. The result was Cheetos' Chesterville, a holiday experience that generated positive social media engagement and garnered strong organic PR by offering fans who completed in-world challenges with the ability to vote and bring their favorite flavor back from the dead.

Overall, the activation elevated brand visibility, awareness, and engagement during the 2022 Halloween season. This creative activation marked Frito Lay's first venture onto immersive platforms, setting the stage for future brand initiatives in extended reality (AR/VR) across the PepsiCo portfolio.



## Brand Brief:

Guide a strategic partnership to enhance Roblox's immersive ad offerings and showcase impactful case studies that elevate awareness of the platform's industry-leading metrics and unique user engagement capabilities.

## My Role:

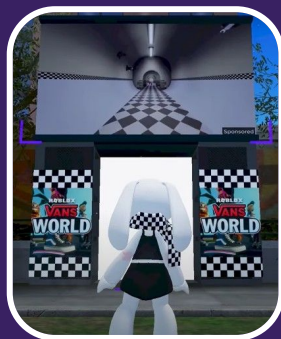
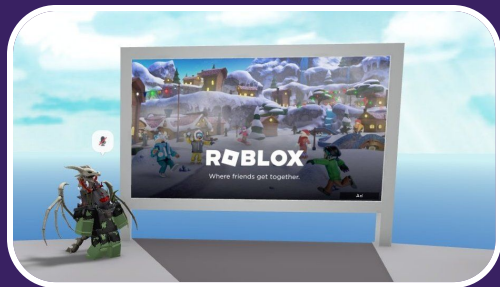
### Cross-functional Leadership

- Media Management
- Technical Specialist
- Audience Development Strategist
- Project Coordinator

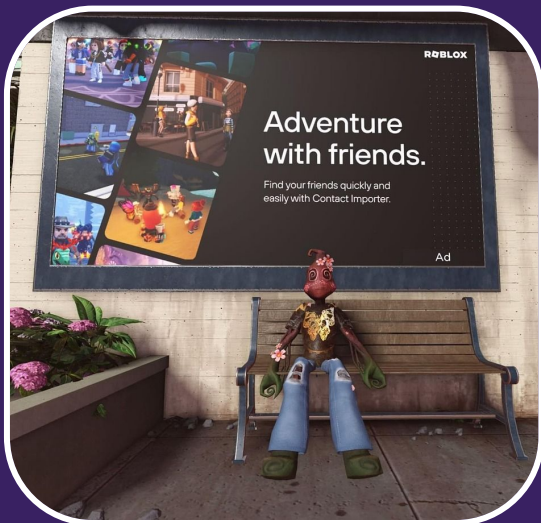
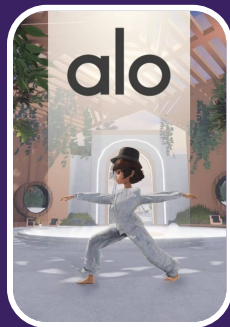


Timeline: 8 Months

**ROBLOX**  
**PARTNER PROGRAM**



**ROBLOX**  
PARTNER PROGRAM



## VaynerMedia x Roblox Partnership

As a key member of the Roblox Partner Program, VaynerMedia has played a vital role in the development and implementation of Roblox's new immersive ad offerings. Through media marketing guidance, educational sessions for brand leaders, relationship building with platform developers, and partner onboarding and support, VaynerMedia has helped establish metrics of success for Roblox and media clients.

Since the announcement of the Roblox Partner Program, VaynerMedia has executed multiple brand experiences with partners such as Alaska Airlines, PepsiCo, and Mondelez, developing case studies that demonstrate Roblox's marketing value.

## Brand Brief:

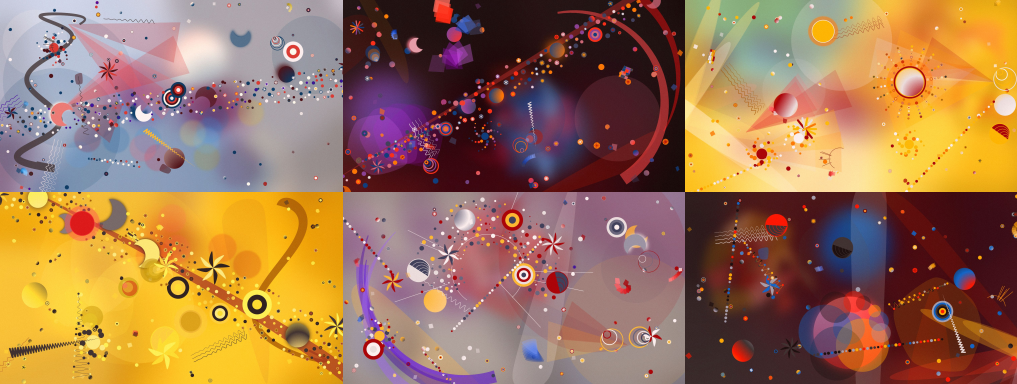
Revolutionize the world of wine collecting and authentication by guiding Robert Mondavi Winery to pioneer an industry-first luxury offering through a blockchain-based sale and redemption of limited-edition wine.

## My Role:

### Account Lead & Partner Coordination

- Project Management
- Marketing Strategy
- Audience Engagement Specialist





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## The 'MCMLXVI' Collection

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Robert Mondavi Winery partnered with French luxury porcelain house Bernardaud on a limited series of exquisitely designed limoges porcelain bottles to hold custom wine blends created by the acclaimed winemakers Geneviève Janssens, Thomas Rivers Brown, and Andy Erickson.

Each bottle was sold paired with a unique piece of generative art by American artist Clay Heaton, created by assigning visual characteristics to blend-specific traits specific including tasting notes, mouthfeel, aroma, color, and body.

In total, 650+ bottles were sold and delivered at a \$3,500 price point, generating more than \$2 million in revenue.



## Brand Brief:

Authentically introduce Tinder to the Web3 community through strategic collaborations and an inclusive Twitter Space promoting female representation and equal ownership rights in Web3.

## My Role:

### Cross-functional Leadership

- Partner Coordination
- Project Management
- Event Specialist
- Go-To-Market Strategy

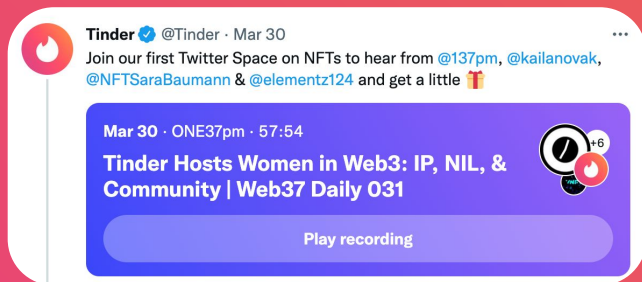


Timeline: 8 Months



tinder™

## Tinder Hosts Women in Web3: IP, NIL, & Community



Tinder executed their initial venture into the world of Web3 with a groundbreaking Twitter Spaces event, "Women in Web3: IP, NIL, & Community." The conversation featured influential voices such as college athlete Kaila Novak, journalist Erika Lee, and artists Julie Pacino, Sara Baumann, and Jessica Greenwalt.

This initiative underscored Tinder's commitment to community conversation and empowerment, and garnered the engagement of more than 1,100 listeners and the generation of 2,500+ digital collectibles designed by Sara and inspired by Kaila.