

BRAND3INDEX

**UNVEILING HOLISTIC AUTOMOTIVE
BRAND NFT IMPACT ACROSS
AWARENESS, ENGAGEMENT, AND
ACTION**



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AWARENESS

Unveiling the orchestration of PR and Web2 activations that set the stage for brand NFT visibility.

ENGAGEMENT

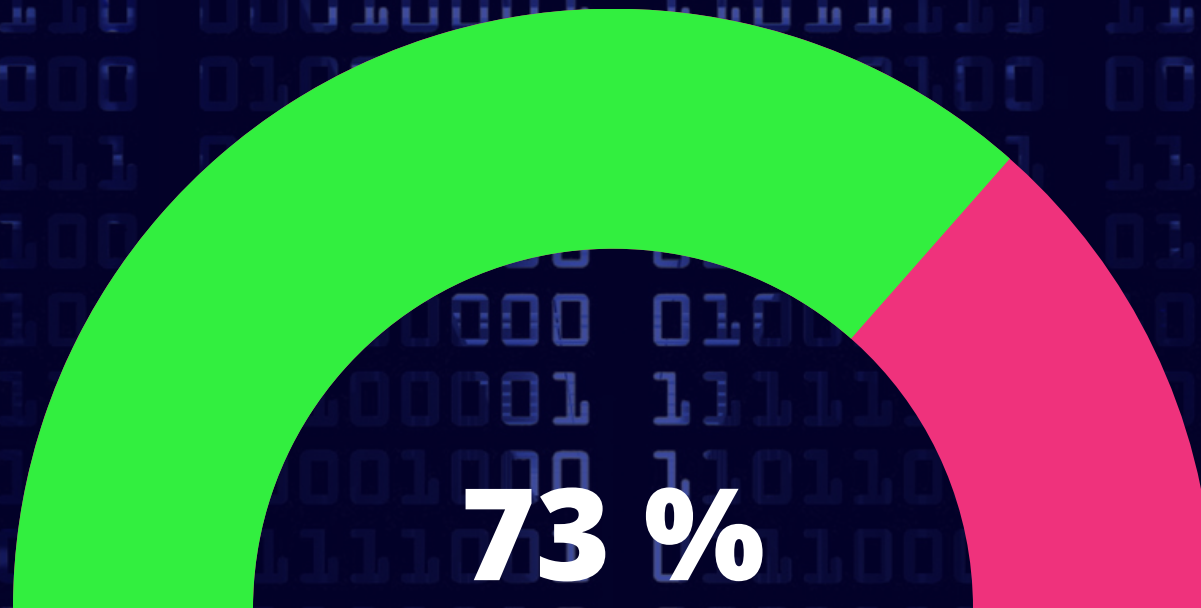
We then venture into the realm of Engagement, where Porsche's revival story stood in stark contrast to Renault's quest for enduring connection.

ACTION

As we explore the Action stage, a common thread emerges – none of the auto brands measured have yet ascended to the pinnacle of performance.

The quest for a high overall Performance Score remains a journey in progress.

PORSCHE 911



Awareness

81

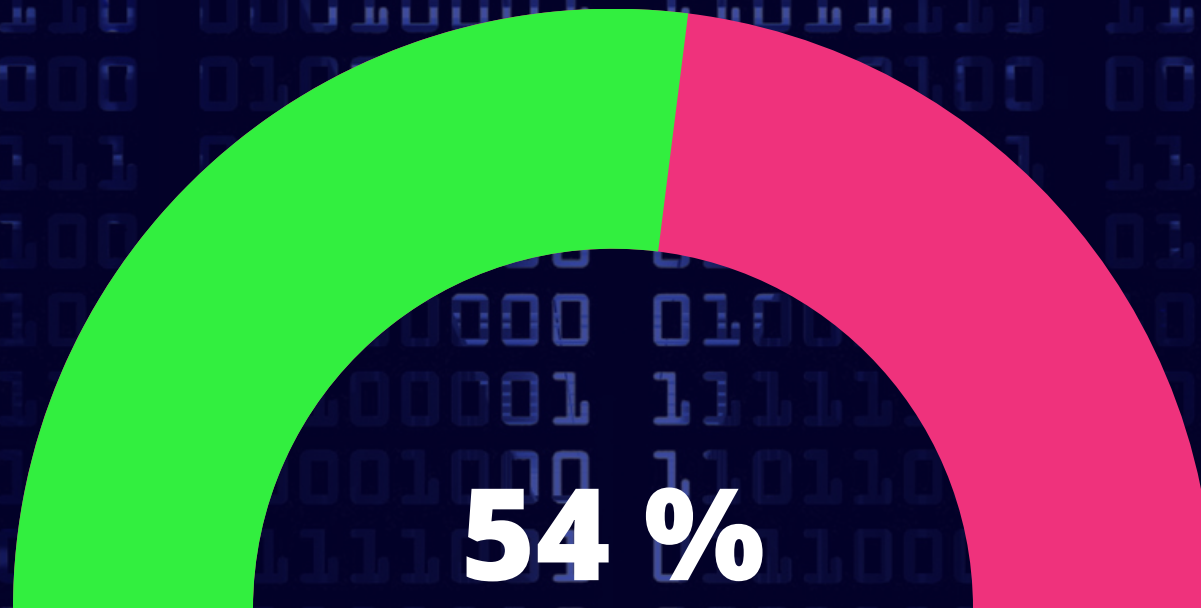
Engagement

72

Action

65

RENAULT GENR5



Awareness

73

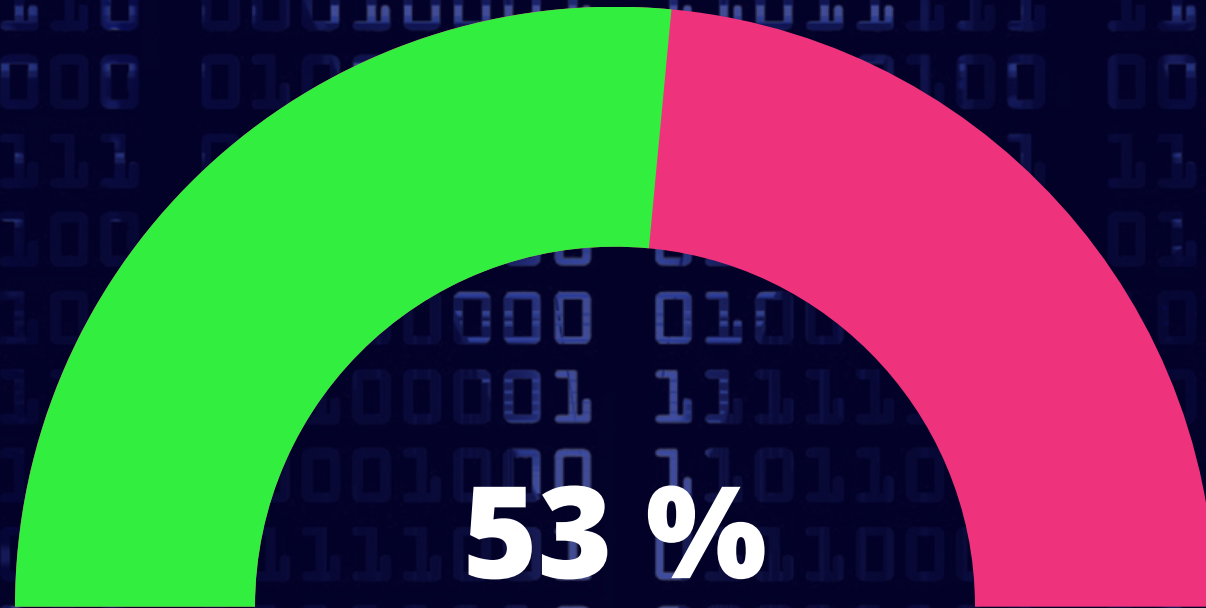
Engagement

37

Action

53

HYUNDAI METAMOBILITY IONIQ6



Awareness

72

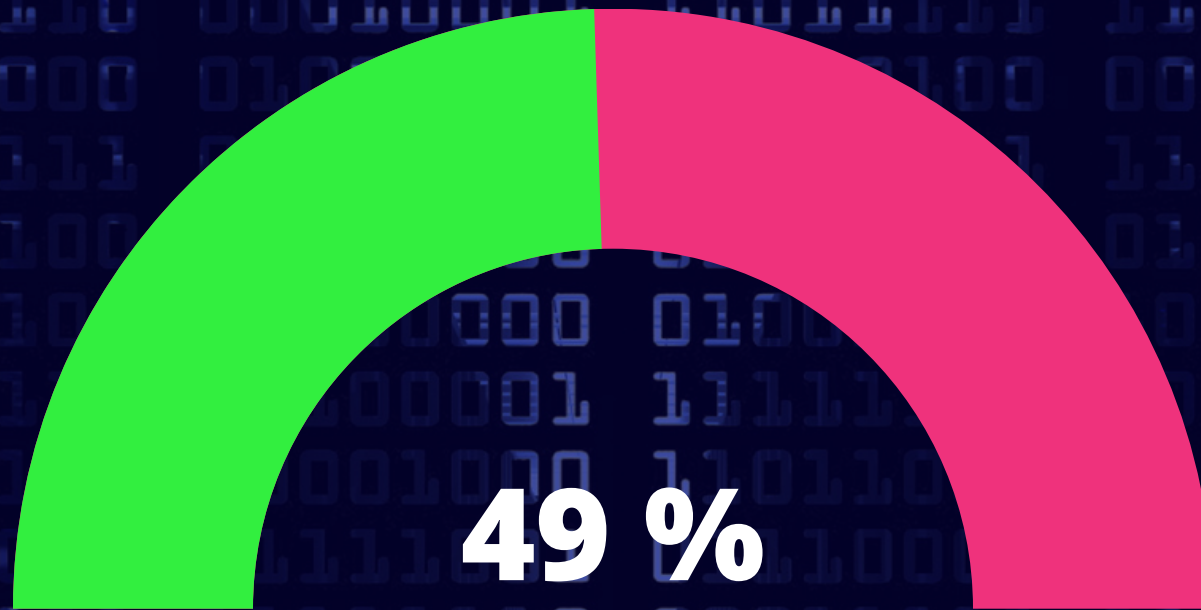
Engagement

30

Action

57

NFG BY ART2PEOPLE X MERCEDES-BENZ G-WAGON



Awareness

53

Engagement

31

Action

62

MORE AUTOMOTIVE BRANDS MORE ANALYSIS...

- Let there be light by Alpine
- McLarenMSOLABGenesis
- Maschine - Mercedes
- Hyundai x Meta Kongz
- Skoda
- ...

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MORE INDUSTRIES...

- **Luxury**
- **Beauty**
- **Retail**
- **Entertainment**
- **CPG**
- **Travel**
- **...**

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CONTINUING THE ADVENTURE...

Brand3index Performance Score transcends revenue,
illuminating the dynamic interplay of Awareness,
Engagement, and Action.

Our path, though trodden, remains a work in progress,
subject to further refinements and discoveries.

**PLEASE HELP US by commenting, connecting
and collaborating.**

**Stay Curious, Stay Involved: Let's keep the
conversation going!**

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