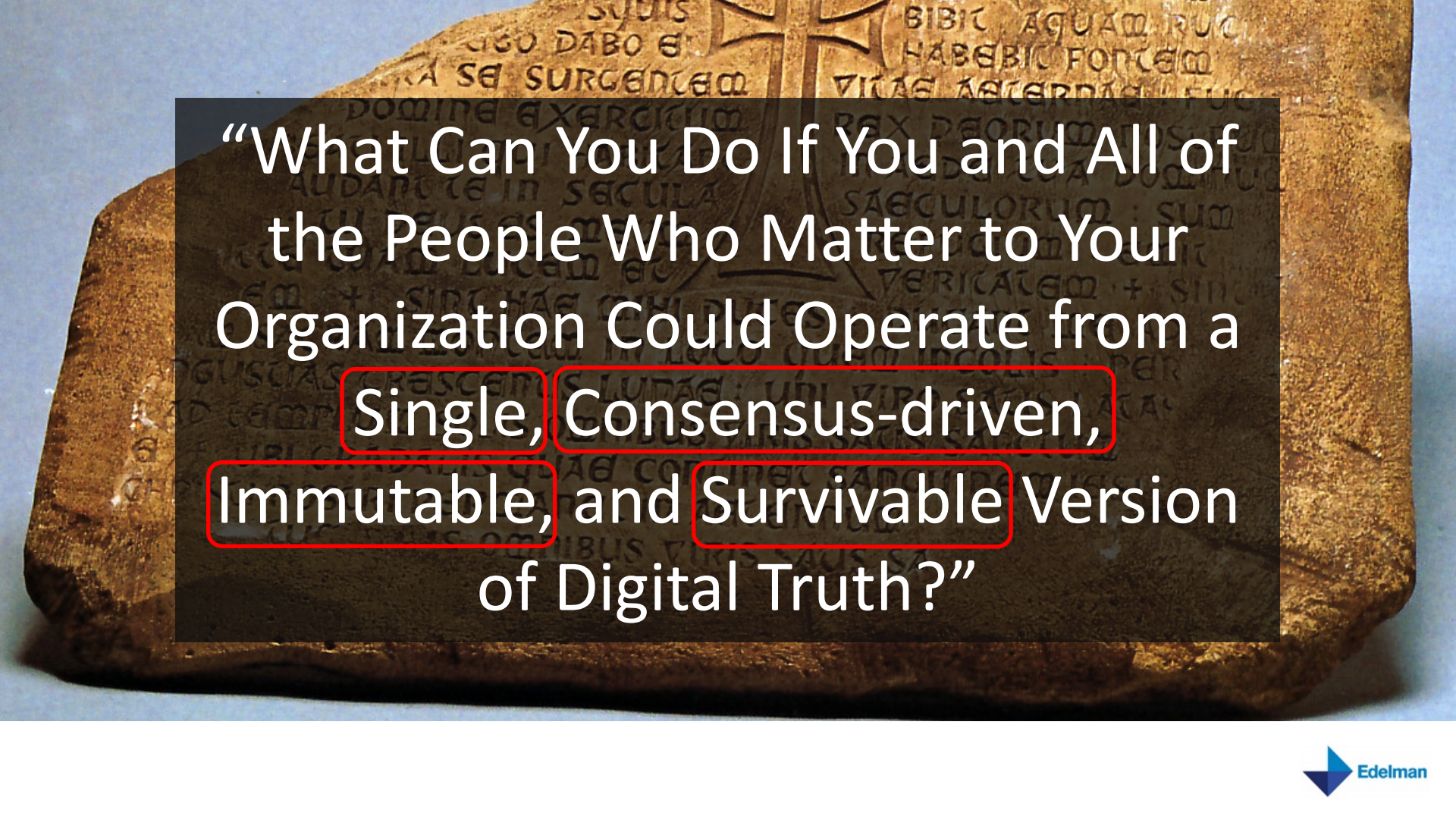




# Blockchain in Marketing

Imminent Promise, Real Challenges

Phil Gomes  
SVP, U.S. B2B Digital  
Project Lead, Blockchain Center of Excellence  
Edelman



“What Can You Do If You and All of  
the People Who Matter to Your  
Organization Could Operate from a  
Single, Consensus-driven,  
Immutable, and Survivable Version  
of Digital Truth?”

10.98	20.45	20.45
18.59	25.10	28.17
25.61	34.52	38.80
35.58	29.00	32.38
29.44	43.58	48.79
44.50	26.07	28.55
43.58	10.15	11.15
10.19	16.00	17.60
15.32	15.30	16.65
6.07	6.25	6.68
33.71	33.50	36.40
26.22	25.86	28.50
32.06	31.98	33.96
58.99	58.10	62.83
6.20	6.51	6.51
21.48	20.82	23.30
116.15	115.50	124.50
74.12	74.00	



# ***Blockchain (n.)***

An ever-growing, ***distributed*** list of records...

Arrived at and assembled by ***consensus***...

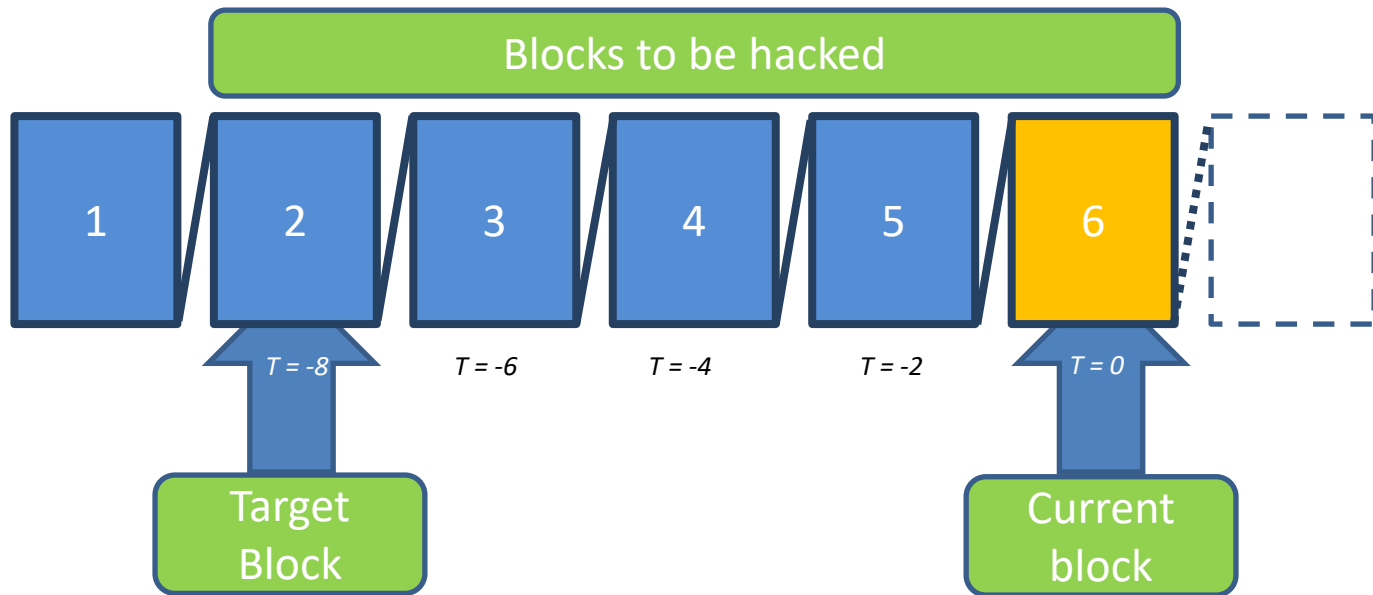
That are grouped into **blocks**...

Which are **chained** sequentially (time-stamped)...

And interdependent (linked to the previous block)...

Therefore ***immutable***.





## Defining Forces

People care more about the products they buy.

Technology continues to drive more power to individuals.

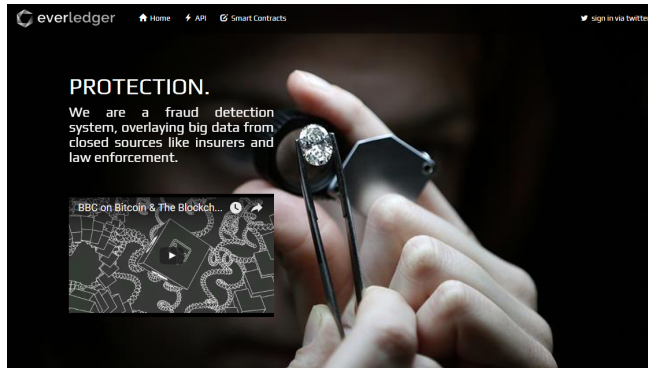
The “flattening” that social media promised didn’t actually happen.

Distributed projects are emerging *alongside* and *separate from* companies.

# Imminent Promise

## Walmart: Blockchain Food Tracking Test Results Are 'Very Encouraging'

From shore to plate: Tracking tuna on the blockchain







# Real Challenges

Blockchain  $\neq$  “Truth”  
any more than  
“Blog” = “Transparency”

# Seeking consent before sex? There's a blockchain-based app for that



by ABHIMANYU GHOSHAL — 5 months ago in APPS



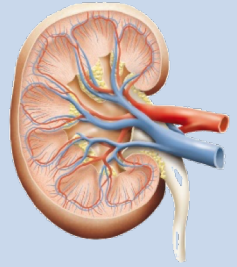


“The Last Millimeter” matters,  
pushing the need to move  
more vigilance from the center  
to the edges.

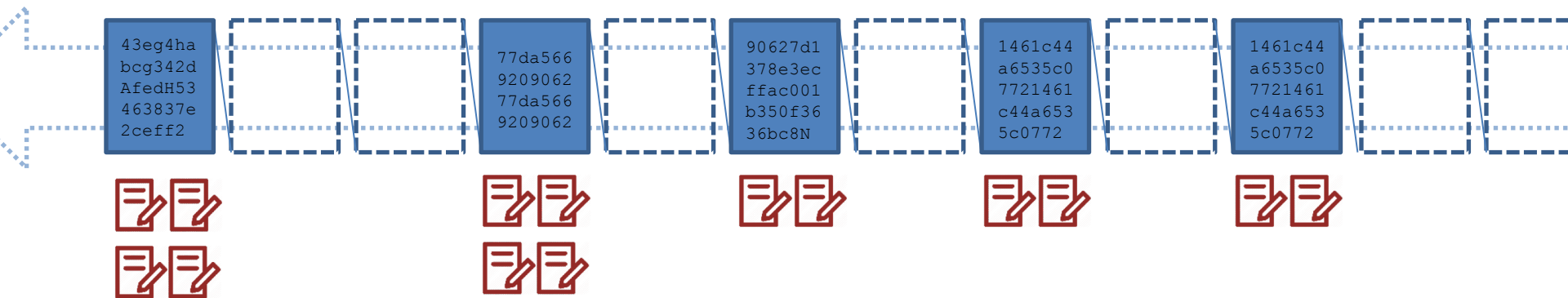


## Gomes's Law

“The number of attestations that a blockchain-represented object requires is proportional to the relationship between that object and your bloodstream.”







At the “presentation layer,” how can consumers trust this new way of recording data more than conventional means?



## Solutions

Immutability great, but consensus is the key feature.

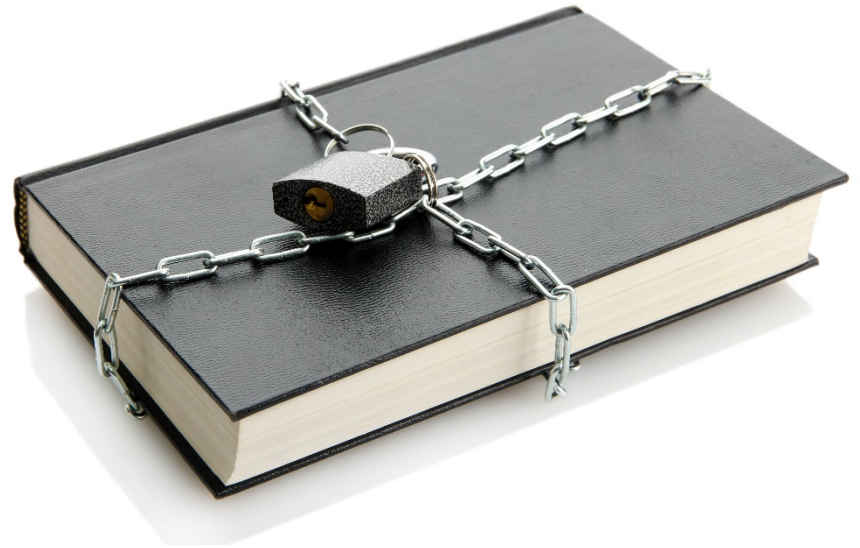
### *Vires In Numeris*

User interfaces and consortium-class  
experience branding matter.



# Two Megatrends

# The Age of the Secure Narrative



So what if you took this “financial technology” and approached it like a “secure storytelling technology?”



## Did Facebook Force *NYT* to Quietly Delete Unflattering Reference to Sheryl Sandberg?

by [Colin Kalmbacher](#) | 4:42 pm, March 20th, 2018

## CEO asks SEC to count blogging as form of disclosure

### EXCLUSIVE: Joy Reid Claims Newly Discovered Homophobic Posts From Her Blog Were 'Fabricated'

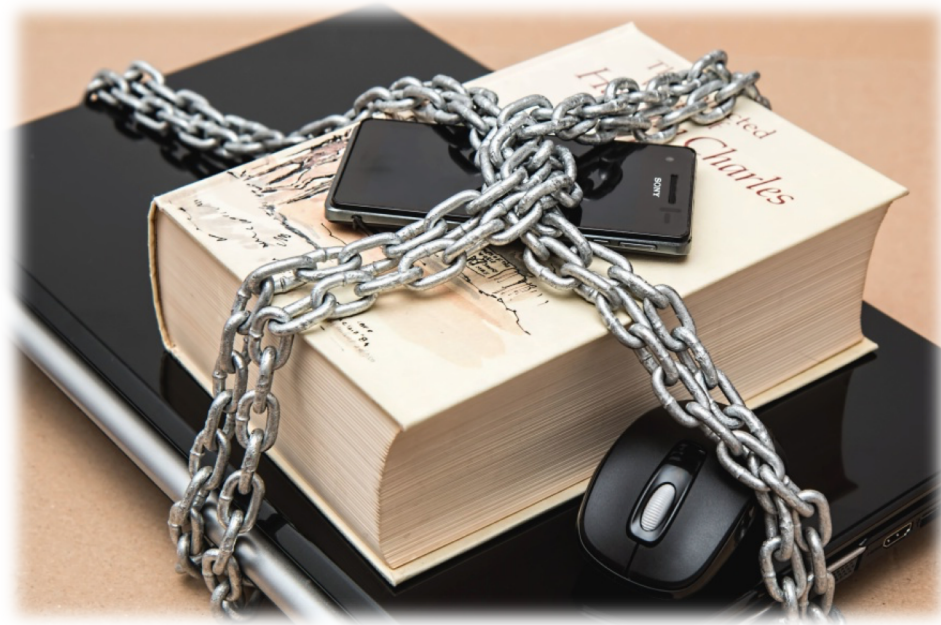
by [Caleb Ecarma](#) | 9:54 am, April 23rd, 2018

### Comcast deleted net neutrality pledge the same day FCC announced repeal

Three-year-old "no paid prioritization" pledge was suddenly removed.

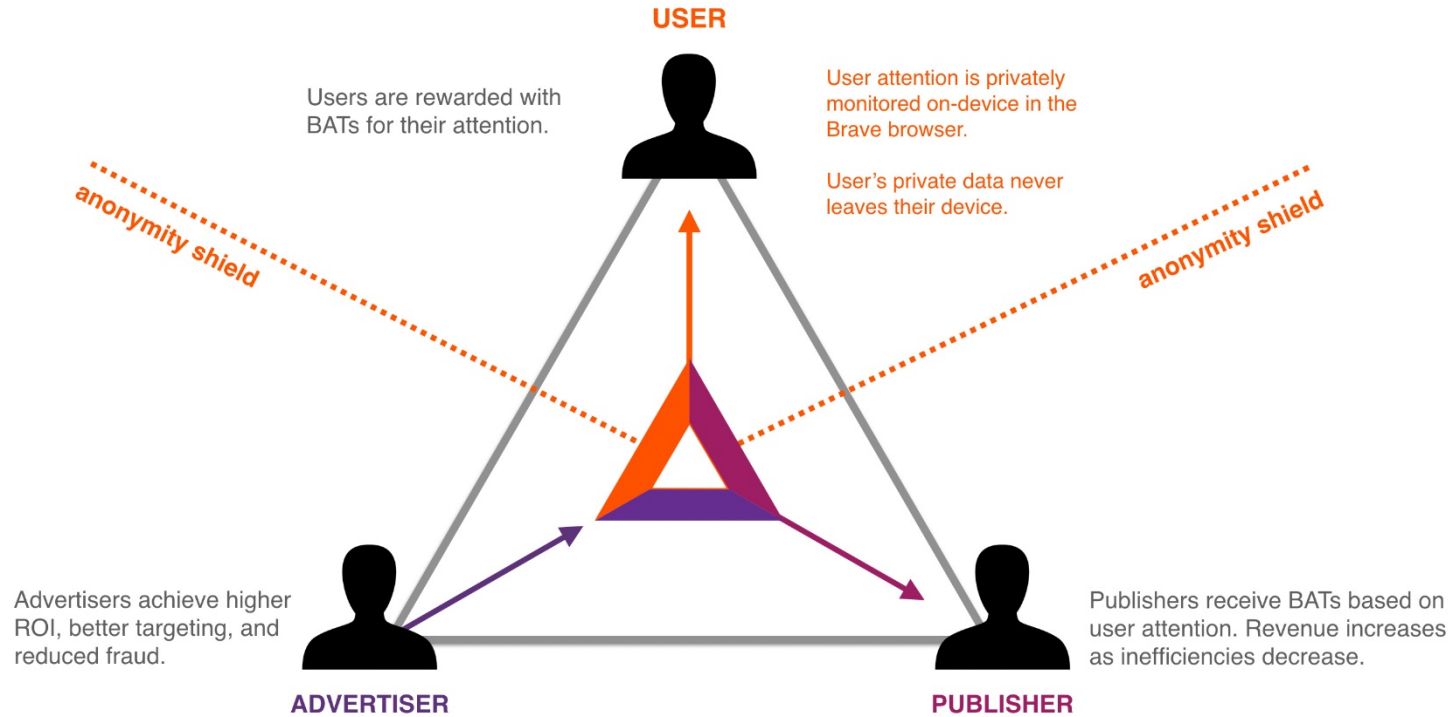
Google's Quiet, Confusing Privacy Policy Change Is Why We Need More Transparency & Control

# The Age of Personal Data Ownership



If your relationship to your audiences relies on anyone *but* the audience members controlling the personal data, you are participating in The New Feudalism.

## BAT Digital Ad Flow





*A shared* version of digital truth is transformative  
*enough* without having to oversell it.

Social responsibility will be the most powerful use-  
case for marketers.

One of the most corrupt supply chains is ad buying.  
Too many companies are looking at this issue for it  
not to change.

Despite missed opportunities, self-sovereign  
identity will happen much sooner than we think.

## REMEMBER THE BIG QUESTION:

**“What Can You Do If You and All of the People Who Matter to Your Organization Could Operate from a Single, Consensus-driven, Immutable, and Survivable Version of Digital Truth?”**



**ASK THE *SECOND* BIGGEST QUESTION:**

**“Can my goal be uniquely achieved by blockchain technology or better addressed by more conventional means?”**



**HAVE THE COURAGE TO START SMALL:**

**Resist “The Tyranny of the Big Idea” and  
mitigate potentially high costs-of-error.**



# FULLY UNDERSTAND YOUR REGULATORY ENVIRONMENT:

In the end, blockchain technology offers a win-win for both regulator *and* regulated.



**BE THE STANDARDS YOU WANT TO SEE:**

**Participate in consortia, standards bodies,  
meetups, regional centers, etc.**

## **EXPLORE HOW TO BRAND BLOCKCHAIN TECHNOLOGY'S VALUE TO THE CONSUMER:**

**At “the last millimeter,” you need to brand the  
experience as more reliable/desirable than  
conventional methods.**





# Blockchain in Marketing

Imminent Promise, Real Challenges

Phil Gomes  
SVP, U.S. B2B Digital  
Project Lead, Blockchain Center of Excellence  
Edelman