



Transitioning a traditional eSports organization into the Web 3.0 ERA





The **Method** Esports organization, with 15 world championships under its belt, wanted to take advantage of the rise of new technologies like **blockchain** and **NFTs** to enter the market and attract a new audience. But the bear market in the crypto world and the lack of understanding among traditional gamers posed a challenge.



To overcome this, we worked with **Method** to create a new brand, **MMG**, that would appeal to the next generation of gamers. We also conducted market research to understand the audience and used content creation and influencer marketing to showcase the benefits of the new technologies to a mature, tech-savvy audience.





In just four months, Method successfully entered the **Web3** market with **MMG**, reaching over **2 million** gamers with its content and amassing over **50,000 followers** on social media platforms.

MMG quickly became the leading **Web3 Esports** organization.
