

TRUST IN THE BLOCKCHAIN SOCIETY

<https://www.trustblockchainsociety.com/>

This is the first documentary designed for smartphones, in which trailblazing experts will challenge the hype and prejudice around blockchain. It offers an innovative way to make the complexity of blockchain understandable to everyone: taking advantage of the sensors of the smartphone, viewers can experience the documentary at their own pace, seamlessly switching between video and text interviews. Thinkers from different disciplines – cryptography, economics, design, journalism and politics – guide users to see how technologies reshape the way we trust, why blockchain is the foundation for a new Internet, and the impact that this will have on our societies. Trust in the Blockchain Society is a subtle and elegant interactive experience that invites you to dive deeper into the new wild world of blockchain. Interactivity has given new life to documentaries, but the media you interact with make a big difference. Recent studies in neuroscience reveal that, on a smartphone people retain information very differently: they do learn faster, but only if their experience is completely uninterrupted. Every lag, every attention-drop jeopardises the ability to understand. Given the complexity of the topic, after countless tests we selected only interactions that augment this flow, designing an intuitive, seamless experience in the hand of the viewer. The result is a new elegant storytelling technique where words become the timeline – a powerful metaphor for the conversations we invite everyone to have.

The project was promoted across Archis/ Volume and Submarine SoMe channels. Twitter: The tweet announcing the launch gained more than 66,000 impressions, more than 1,000 people have engaged with it. The launch tweet was re-tweeted 15 times.

Tweets by the speakers have been retweeted at least 40 times & helped to spread the news. Around 250 people engaged with our launch post on Facebook reaching more than 6,000 people.

Distributing platforms were not only SoMe channels, but also Google search ads & Youtube ads, attracting more than 1,000 people. Active promotion also via a series of SoMe posts, online groups, Reddit, Newsletters, Submarine websites.

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THE NETHERLANDS

Submitting organisation
Submarine Channel

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Production context Stand-alone
Digital distribution Since 11 February our website had more than 12,000 international visitors. Approx 90 visitors to daily website with content engagement.
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Competing for
Best European Online Media Project of the Year