"Such a simple idea. How have we not done this yet?"

"Smartest campaign we've ever ran."

"Never did I think cowboys would be collecting digital trading cards"

CONTEXT
For the first time in it's nearly 30 year history, Professional Bullriders Association (PBR) decided to change up it's format by launching the PBR Team Series.

INSIGHT
In bull riding, 8 seconds is everything. Literally. Lasting 8 seconds on a bull earns you both points and props from your teammates.

IDEA
We developed a collectible set of NFT Trading Cards, with a catch: You couldn't just buy these—you have to win them by participating in a series of 8-second challenges; exactly like your favorite bull rider. Challenges ranged from watching 8 second videos to holding onto virtual bull reigns for 8 seconds. A different challenge, and different team, was unlocked each day. And to tell everybody about it, we also developed a full 360° campaign from OLV, TV, & Jumbotron video to social and influencers. If you know PBR, you knew about 8 Second Drops.

SECOND DROPS

8 DIFFERENT TEAMS
8 CHALLENGES
8 SECONDS TO GRAB THEM

"These cards are badass 🔥"

"Got the majority of my Teams cards. Great way to launch this series!"

"i wanted to be a bull rider, but i'm afraid of bulls. These cards will do"

"8 challenges in 8 days? Bravo PBR, you've got a new fan"

20K
TOTAL WALLET SIGNUPS

80%
NEW USERS COMPLETED CHALLENGES

3MM
ORGANIC REACH

CRYPTOSAURUS NETWORKS · NFT Cable · CISION PR Newswire · Sportico The Business of Sports · NFT EVENING · Wrangler NETWORK