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Cool Cats NFT Game Activates Storied IP With Arc8 on Polygon

How the blue-chip NFT project took over Arc8's gaming platform to engage existing collectors and win new fans.

THE PROBLEM:

- NFT projects need new ways to leverage IP to maintain engagement
- Games can bring new users, but development and discovery are difficult
- High network fees are a deal breaker for NFT-based Web3 games

THE SOLUTION:

- Cool Cats Combinations game powered by NFT IP
- Arc8's takeover campaign for onboarding onto the platform
- Polygon's low fees, fast transaction speed and minimal carbon footprint

RESULTS:

- 10,000+ daily player engagements with Cool Cats IP through the game
- Daily exposure to 20,000+ Web3-savvy players on Arc8's gaming platform
- Frictionless top-ups, rewards and token withdrawals on Polygon

COOL CATS

Arc8

polygon

About Cool Cats

Cool Cats is a blue-chip NFT brand with a community spanning the world. What started as a comic character, Blue Cat, has now grown into a globally recognized brand of digital collectibles, animated content, comics, games, and merchandise. Built upon a foundation of inclusivity, Cool Cats' vision is to become the leading entertainment brand that inspires coolness through community-driven storytelling, ownership, and innovation.

The Prrrfect Partners

The Cool Cats team partnered with the [Arc8](#) mobile gaming platform with the goal to increase engagement from the community and on-board new users.

With a library of over 12 games and more than 400,000 MAUs, Arc8 offers casual games in a competitive environment with 1v1 matches and tournaments. It is also one of the [top dApps on Polygon](#), making the most of the network's low transaction fees and fast transaction times.

Arc8 onboards new partners by handing over the proverbial keys to the platform in what is known as takeovers. The campaigns include banners linking to partner projects, their tokens as part of the prize pools for all games and gaming competitions where players can win NFTs.



I Can Haz NFT

The week-long Cool Cats campaign consisted of [three kinds of missions](#) accessible to Cool Cats NFT owners, Cool Pets NFT owners and all Arc8 players. The players competed for three reward tiers, each offering a chance to win one of 3 Cool Cat NFTs, one of 60 Cool Cat themed G-Bot Starter NFTs and one of 30 Cool Cats Swag Packs.

The campaign generated over 10,000 daily player engagements with Cool Cats IP through the game. More than 20,000 Web3-savvy players on Arc8's gaming platform received direct exposure to the projects, bringing new fans to Cooltopia.

10,000+
daily player engagements

20,000+
direct audience exposure



Head over to [Arc8](#) to see the latest events and find out how to supercharge your project's IP.
And let's bring the world to Ethereum!

