

Cudos achieves 5 x higher engagement by shooting from the metaverse

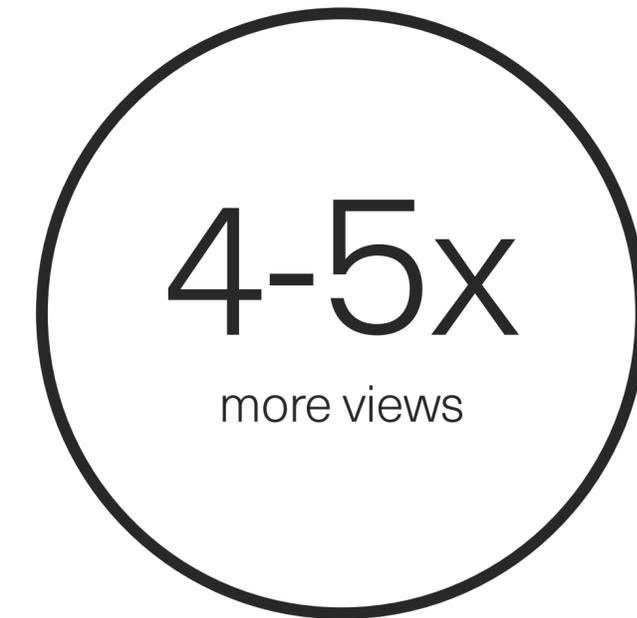
Cudos is all about powering the metaverse, so where better to announce the launch of its blockchain than from its very own virtual world? With virtual production from Morden Wolf, even a time-pressed CEO and tight deadline couldn't stop the team from creating powerful, engaging content that's making waves with the developer community.

The average consumer gives you just eight seconds to grab their attention before moving on. That's great if you're selling kittens, but what if your product is blockchain? Cudos unites blockchain and cloud technology, to power the metaverse. It aims to create a decentralised, sustainable, and equitable world.

After four years in development, the company launched its mainnet, a blockchain that will change the world. Cudos' mainnet is the foundation for creating a decentralised cloud computing network that's reliable, affordable, and equitable. And it's not just organisations who will benefit – anyone with a computer can earn money using equipment they already own.

So, how do you announce a new technology to a global, omnichannel audience with a short attention span? You send your CEO into the multiverse with virtual production.

"Everyone's talking about the metaverse, and Cudos is helping companies break into that world," explains David Pugh-Jones, Chief Marketing Officer at Cudos. "Shooting from the metaverse with Morden Wolf was the natural choice to demonstrate what virtual experiences could look like while promoting our blockchain."





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David Pugh-Jones
Chief Marketing Officer, Cudos

Tight timescales and time-pushed CEOs

Cudos worked closely with Morden Wolf to create a storyboard, design the look and feel of the video, and schedule the shoot. Just two weeks later, the final cut was ready to share.

"Producing videos can be complex and involve a lot of different stakeholders. We were really impressed with Morden Wolf. The team was incredibly organised and streamlined the entire process," recalls Martin Petkov, Head of Marketing at Cudos. "We finished ahead of schedule and stayed on budget."

On the day of the shoot, the team had just one hour with the CEO starring in the video. But, thanks to meticulous planning, Morden Wolf had him briefed, relaxed and ready to roll.

"Perfection takes time, but the moment we arrived on set we knew we had everything we needed to deliver something to be proud of," adds David. "Production was fast, agile, and efficient, and the results speak for themselves."



“We had an overwhelmingly positive experience with Morden Wolf. We’ve found a partner who understands our goals and gives us great results in record time.”

Martin Petkov
Head of Marketing, Cudos

Making a splash with the fans

The video went live on Cudos’ website, YouTube and Vimeo channels, and was promoted on partner blogs and at in-person events. In the first month it achieved up to 5 times more views than previous video content and 5 times higher engagement rates.

Crucially, it also whipped up a storm of comments from Cudos fans old and new excited about the possibilities of mainnet, which will help the company grow its global footprint and change the way we access and govern the internet for the better.

“Acting in a sustainable and ethical manner is important to us. Virtual production means we can create engaging, authentic content that travels, so we don’t have to,” David reveals. “The metaverse is a great opportunity to explore and experiment. With Morden Wolf, we can continue producing content that goes beyond the realms of standard video production.”