CAMPAIGN PROPOSAL · UNIT BERLIN · NOVEMBER 2026

Own a piece of Berlin.

How we explain Unit and the Berlin Coin to a city that has never heard of it.



TWO JOBS

Get Unit known. Get Unit understood.

01 · AWARENESS

The hunt puts Unit on the street.

Every day, $100 hidden in cities around the world. Berlin is our part of it, and every find is a story worth sharing.

02 · UNDERSTANDING

A better future, made simple.

Unit is a vision: the people who build something own a piece of it. We tell it so simply that anyone gets it in ten seconds.

THE PROBLEM

People hear “Berlin Coin” and have no picture in their head.

What is it?

Why does it have value?

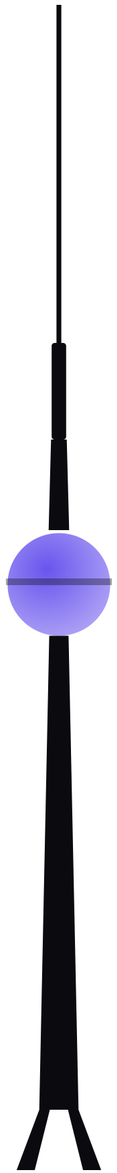
What can I do with it?

Before anyone joins a treasure hunt, opens a wallet or comes to an event, they need to get it in ten seconds: what Unit is, what a City Coin is, why it has value, and what they can do with it.

One sentence.

Unit says “Own a piece of everything.”
Berlin says “Own a piece of Berlin.”

It explains Unit and the coin at the same time, and every other city can use it with its own name.



THE CAMPAIGN · FOUR PHASES

Ask. Explain. Play. Meet.

01 · ASK

“What is a Berlin Coin?”

Street reels. We ask Berliners, they guess, we reveal. Honest, funny, cheap to make.

02 · EXPLAIN

Six episodes

Carousel plus a short motion video each. Unit, City Coins, the treasury, use, how to start.

03 · PLAY

Treasure Hunt

Every drop gets a fact card. The game brings reach, the card brings understanding.

04 · MEET

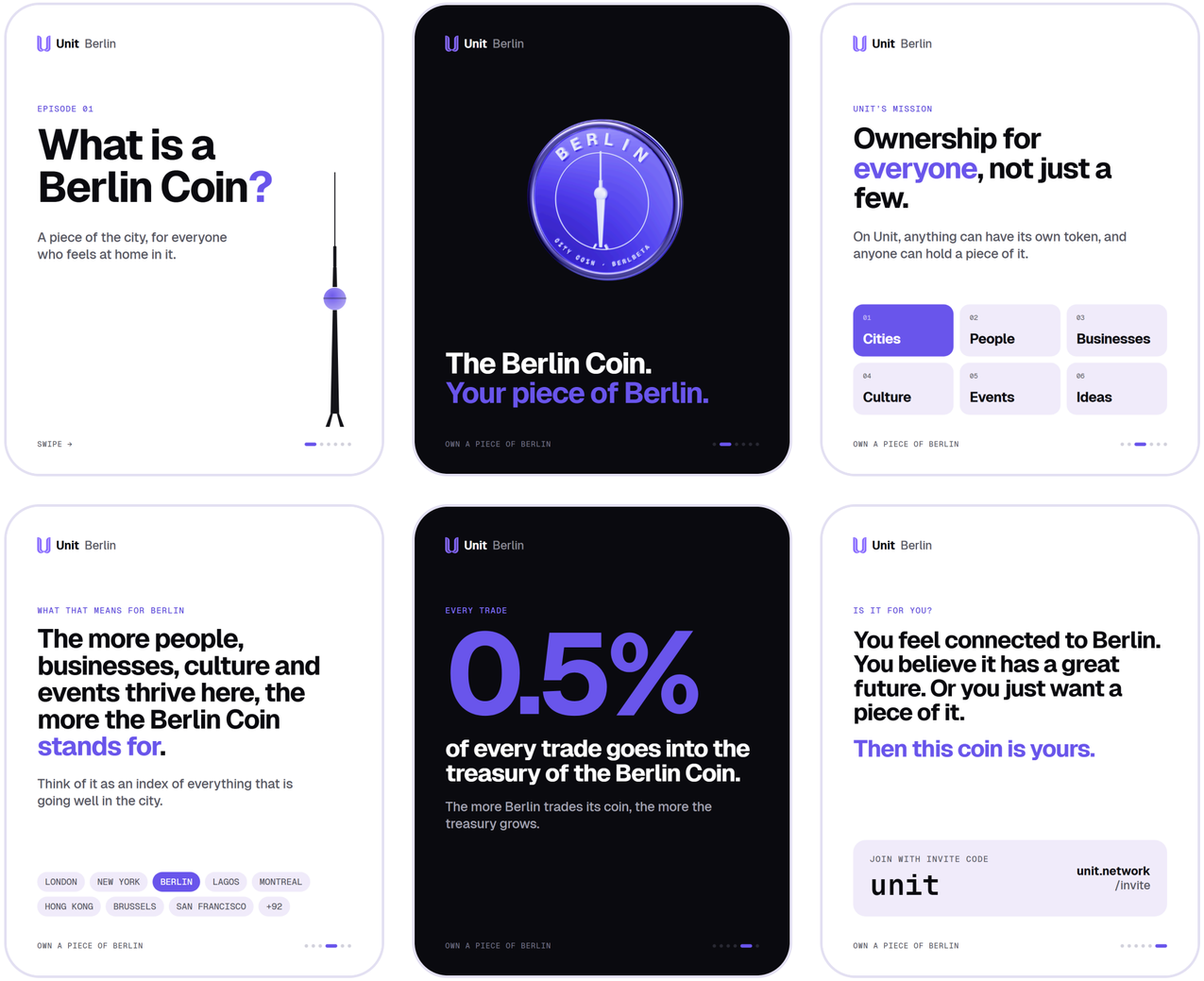
Unit Evening Berlin

Proposed for January. The campaign counts down to it. The idea: your coin is your ticket.

EPISODE 01 · READY

What is a Berlin Coin?

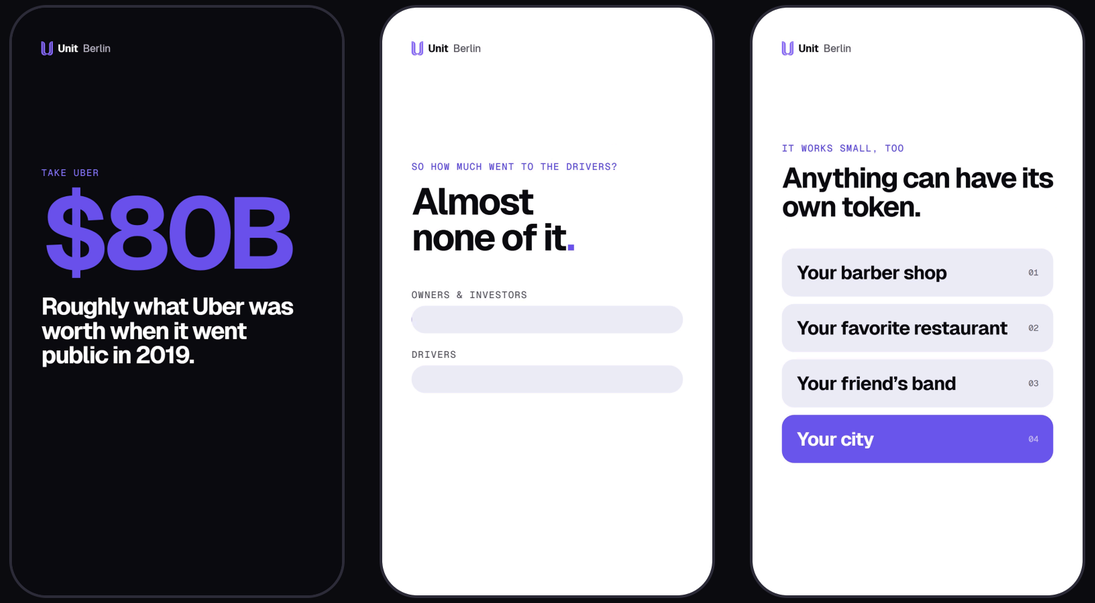
Six slides, one idea each. From Unit's mission to what the coin stands for in Berlin, to the invite code.



MOTION · 30 TO 40 SECONDS · 9:16 · NARRATED

Every episode, narrated.

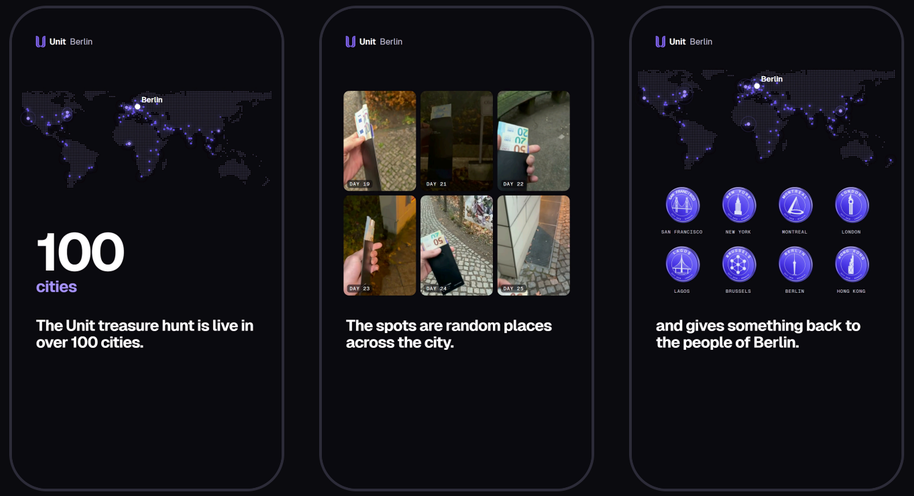
A narrator carries every film. On screen: pictures, the 3D coin, and only the key words. Cut to licensed music, made for Reels and Stories.



TREASURE HUNT · 32 SECONDS · NARRATED

100 cities, one hunt.

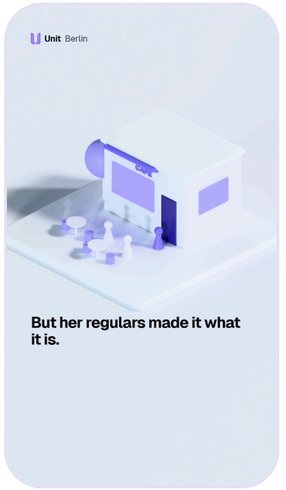
The hunt explained in half a minute: 100 cities on the map, a cash drop in Berlin every day, first come, first served. Cut from real Berlin footage, with the city coins at the end.

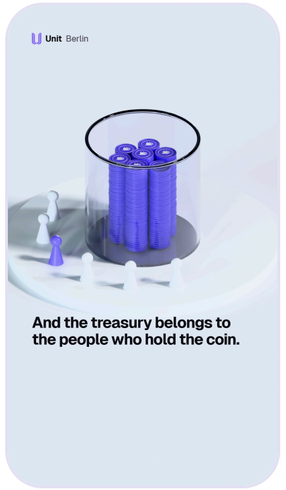


EXPLAINER FILM · 52 SECONDS · NARRATED

What is a city coin?

One story, one picture that grows. Lena’s café, her regulars, a coin for everyone, the treasury. Then the camera pulls out to all of Berlin. With a narrator and large captions.







THE SERIES

Six episodes, a treasure hunt film, an explainer film.

EP 00 · VIDEO

Manifest

Every city is built by its people. So why don’t the people own a piece of it?

EP 01 · CAROUSEL + VIDEO

What is a Berlin Coin?

Your piece of Berlin, and what it stands for.

EP 02 · CAROUSEL + VIDEO

What is Unit?

Uber was worth $80B. The drivers got almost none of it.

EP 03 · CAROUSEL + VIDEO

Where does the money go?

0.5% of every trade into the treasury. Holders can redeem their share.

EP 04 · CAROUSEL

What can you do with it?

Hunt it, hold it, and imagine using it.

EP 05 · NEEDS UNIT

How do I start?

Step by step on screen, once Unit confirms the flow.

BUILT FOR 100 CITIES

Berlin is the case study. Every city gets the kit.

Every slide and every video is built as a template. Change the city name, the ticker and the landmark, and London, Lagos or Montreal have the same campaign the same day.









HOW WE TALK

The vision, in plain words.

One idea per post.

If it needs a second sentence, it gets a second slide.

Real places, real people.

Envelopes, spots and finders from the Berlin hunt carry the story.

English first.

Berlin speaks it, the main account speaks it, every city can reuse it.

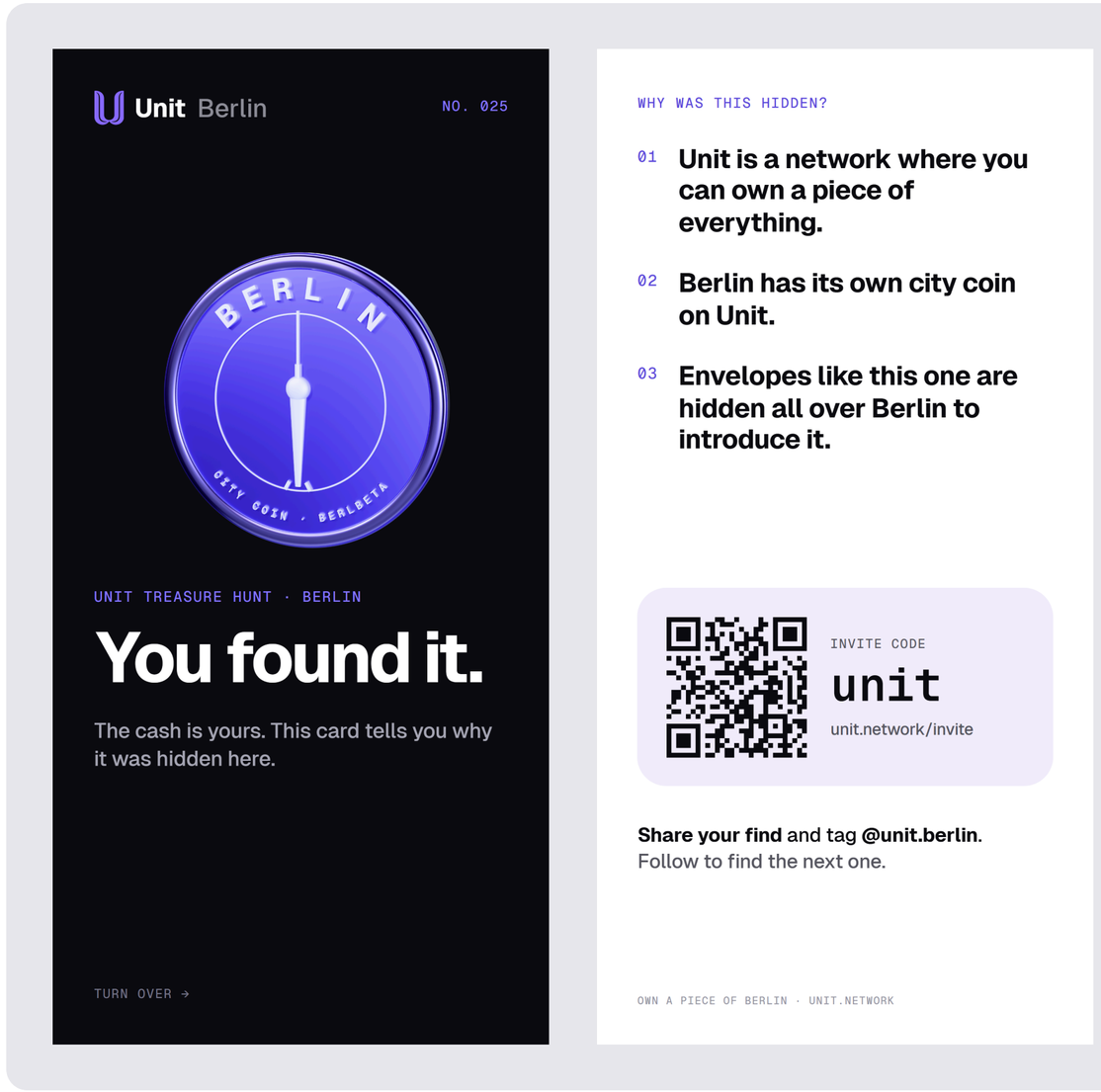
No price talk.

We tell people what owning a piece of their city could mean.

IN EVERY ENVELOPE

The finder card.

Whoever finds the cash also finds out why it was hidden. Numbered, with the invite code on the back. Made to be kept and posted.



FOR EVERY AMBASSADOR

The Ambassador Handbook.

A first draft, in plain English: the answer in ten seconds, thirty seconds and two minutes, the questions people ask, what to say and what to leave out, and the treasure hunt step by step.

The goal: every ambassador in every city can explain Unit.



Two posts a week, plus every hunt.

WEEK 1

Manifest and Episode 01

The account opens. Finder cards go into every envelope.

WEEK 2

Episode 02, first street reel

We ask Berliners what a Berlin Coin is.

WEEK 3

Episodes 03 and 04

The treasury, and what the coin can do.

WEEK 4

Episode 05, the invitation

How to start, and the date for Unit Evening Berlin.

What we count: followers, shares and saves, finds posted by finders, and sign-ups, if Berlin gets its own invite code.

WHAT WE NEED FROM UNIT

Five things, then we start.

01 Sign-off on the key messages

02 Official logo pack and brand guide

03 Editor access to the Berlin account

04 Roadmap: when can the coin work as an event ticket?

05 A Berlin invite code, so we can count sign-ups

CITY LEAD BERLIN

Max Adams