

Case Study: Hawk's NFT Project

Hawk

Hawk, also known as Hawk Greco, is a Greek musical artist and founding member of the art rap group Above The Hood . He has made many hits with tracks like Caliente, Celine, Deja vu and one of the most successful Greek albums in collaboration with Light named "Supernova". He is currently the only triple diamond artist in Greece (with the songs Caliente, Xiliometra and Voodoo).

He was born on January 28, 1993. He started his career in Katerini , Northern Greece, recording and releasing his first album entitled Anotero Klimakios in collaboration with the then producer and collaborator of Jester . At the age of 23, he moved to Thessaloniki to study music technology. At the same time, he started working on the idea of creating a music band with artists from all over Greece. This is how the group Above The Hood was created together with Long3 , Spine , Pepe Frantik , Smuggler, Baghdad and Sapanov which quickly came to the fore in the summer of 2016 with the release of the independent digital single This is Greece.

Lately, he has been focusing on more solo projects and his latest album "Liberta" has received international recognition charting at number 8 on Spotify's Top Debut Albums. Finally, Hawk can be described as an innovator in his field as in 2019 he was one of the first to sign an exclusive deal with Spotify and now in 2022 he is the first artist in Greece to distribute a song solely as an NFT, showing once again how much he embraces technology and innovation.

Challenge

Hawk has always been interested in technology and bringing new ideas to the way he shares his music. As mentioned in his bio, he was the first to bring Spotify to Greece and now the first to bring NFTs to music distribution.

In addition, to bringing new technology as an NFT innovator, Hawk wanted to engage with his fans in a new way by creating an exclusive experience via the NFT offer. The owners of these NFTs not only got a special experience during the initial sale, but are also part of a select community for the future.

ComeTogether Solution

Performing artists and live event organizers, are looking for ways to increase fan engagement, reward loyal fans and to monetize their fan base. NFTs provide solutions to these challenges. ComeTogether's NFT solutions provided via UniqTogether include collectibles provided with ticketing or stand-alone.

There are two categories:

- NFTs linked to events, such as tickets as collectibles with digital art, highlights from the event, fan generated content.
- Membership NFTs with exclusive content plus utility. Utility engages the owners of the NFTs through exclusive rewards that are only available to these individuals.



KOLLECTIVA

The Outcome

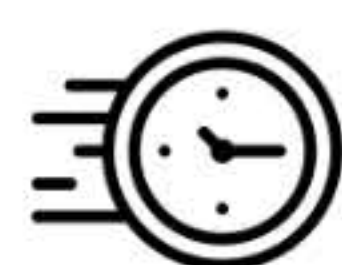
→ **20%**

more **NFT sales** over the initially estimated target.

→ **4.500**

participants in the **Discord channel** within the first week, with only organic marketing.

The value of NFTs vs streaming services (immediate cash flow)



NFT sales result in immediate income



Streaming services can take up to six months for payment

How did it work

The Kollektiva NFT collection, consisted of a limited number of 3D NFTs designed by 3D artist KELLOGGS. The execution and development of the NFT project, was done by Hawk and Jo Lids as the project manager, along with the artistic touches from Greg Nerantzakis, as the art director.

The owner of each NFT, got exclusive access and received Hawk's new music track, "Elefantas" from the "LIBERTA" album. Similar to a CD owner, there are no streaming fees and the music track "Elefantas" belongs to them forever. This gives them the opportunity to listen to it, sell it, or gift it to a friend.

KOLLECTIVA GANG NFT owners, also acquired the "Libertarian Role" in the Discord community of the artist. This came with the following unique privileges: Early updates and exclusive access to announcements, giveaways, invitations, tickets, appearances, merch and meet ups with the artist.

Hawk's vision

- The creation of a community for like minded fans.
- A news hub for future releases of music and merchandise.
- A direct connection between the fans and the artist.
- The promotion of an innovative new way to enjoy the Hawk experience.

"The purpose of KOLLECTIVA is to unite people who share the same artistic vision. Humanity's greatest achievements always come through cooperation and respect for the uniqueness of each one. If we assume that all of us are pieces of a puzzle, KOLLECTIVA is the hand that puts all these pieces together and the result is creation. Join the movement!"

Hawk Greco



We are KOLLECTIVA and we like to live free and independently!



Streetstyle Plug is the first Greek streetwear community.



NFTs with utilities, both physical and digital. NFT ticketing, collectibles, memberships.



NFT marketplace and solutions to enable performing artists and event organizers to offer NFTs to their fans.