

Floki Launches Major Crypto Campaign in Vietnam

Tuesday 11 June, 2024

Floki is set to launch a groundbreaking new campaign in Vietnam, a country with a population of 100 million—making it the 15th most populous nation in the world.

Floki will run the campaign for five weeks.

Floki aims to engage with a region that has a high rate of cryptocurrency adoption. Vietnam ranks second globally in terms of crypto ownership, with an estimated 21.2% of its population involved in the crypto market.

In 2023, Vietnamese crypto users achieved \$1.18 billion USD in trading profits, placing the country third globally. Key factors driving this widespread adoption include the tax-free nature of crypto earnings and a general lack of confidence in the national currency, the Dong. Many Vietnamese see cryptocurrencies as a modern alternative to traditional assets like gold and US dollars.

Additionally, Vietnam has a large unbanked population, with nearly 70% lacking access to formal financial services. This has made cryptocurrencies particularly appealing. Many people use their crypto assets for basic banking services, overcoming the barriers of conventional banking.

Play-to-earn gaming, or GameFi, also has high adoption rates in Vietnam. A Chainplay survey revealed that 75% of GameFi crypto investors began investing in digital currencies after engaging with these platforms. This trend is beneficial to Floki's Valhalla project and will likely aid the broader adoption of Floki and TokenFi.

Floki has run successful campaigns in cities around the world, including London, Barcelona, Dubai, Sydney, and New York. "We have never failed to stand out, create hype and infuriate other communities with quality placement and messaging," a spokesperson noted.

The latest campaign will take place in Ho Chi Minh City, Vietnam's financial hub. Starting on June 17 and running for four weeks, it will feature a combination of large format digital displays and vibrant LED screens in high-traffic retail areas.

With nearly 200 locations, these ads are expected to reach daily foot traffic of up to 300,000 people. This is a significant number, especially given that Ho Chi Minh City, although home to less than 10 million people, contributes nearly a quarter of Vietnam's GDP. The city's average GDP per capita is more than 2.5 times the national average.

About Floki

Floki is the people's cryptocurrency and utility token of the Floki Ecosystem. Floki aims to become the world's most known and most used cryptocurrency and intends to achieve this ambitious goal through a focus on utility, philanthropy, community, and marketing.

Floki currently has 460,000+ holders and a strong brand recognized by billions of people worldwide due to its strategic marketing partnerships.

Website: <https://floki.com>

Twitter: <https://twitter.com/RealFlokiInu>

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