FLOKI RETURNS TO LONDON WITH AGGRESSIVE MARKETING CAMPAIGN

Friday 28 July, 2023

Floki, a popular cryptocurrency project, has launched a strategic marketing campaign in seven key locations in London.

The campaign will see the Floki brand introduced to millions of British consumers in the following key locations, creating further exposure and brand awareness for the project:

- Balham High Road
- Brixton Hill
- Deptford Broadway
- New Cross Road
- New Kings Road
- Swiss Cottage
- Highbury Corner
- Grays Inn Road

The campaign, which starts on Friday 28, July 2023, brings Floki back into the spotlight after its previous controversial (and highly successful!) London takeover, which featured Floki-related branding on 300 London buses and all over the London Underground, that captured the attention of tens of millions of British citizens.

A Special Campaign for “Floki Vikings”

As a way to further reward Floki community members, popularly known as “Floki Vikings”, the first five people to record a video of a billboard screen featuring Floki will win $400 each.

To participate:

1. Use your phone to record the billboard screen and introduce yourself as a “Floki Viking” then state your Twitter handle & the location you've chosen.
2. Post your video on Twitter. Tag @RealFlokilnu & @SabreEthereum

Media:





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Scan Me:

Company Contact:

Floki

T. 001 786-402-1064
E. Pr@floki.com
W. https://floki.com/

View Online

Additional Assets:
Floki Viking ASHBTC in London, Swiss Cottage

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