

NON-FUNGIBLE ...LOVE?

As the buzz around NFTs (non-fungible tokens) continues, brands and influencers alike are hopping on the hype. Where is this commodification of the intangible leading us?



PUTTING A PRICE ON LOVE

Polish influencer Marta Rentel recently sold her love as an NFT online for \$250,000

**+42% interest in
Cryptocurrencies
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We are a cultural intelligence platform. Get in touch at info@codec.ai

Remember those days of mid-2010s internet culture when [bottles of air from Stone Roses concerts](#) were being sold on eBay for just shy of \$100,000.? This week, Polish influencer [Marta Rentel](#) **sold her love as an NFT** to an unknown buyer, with whom she will go on a dinner date with upon completion of the transaction. In our bid to **certify authenticity** through NFTs, has internet culture just gone full circle in its continued **commodification of the intangible**?

That's not to say there isn't scope for **meaningful consumer engagement and value growth** on the part of brands however. From [Burberry](#) to [Campbell's Soup](#), brands from a range of sectors are taking strides to enter into this growing space. Burberry is crossing over into the **lucrative gaming world**, partnering up with Mythical Games to create exclusive digital collectibles or 'skins' that once purchased, **will grow in value over time**. Elsewhere, [Coca Cola recently auctioned](#) its first special edition digital 'loot boxes' containing **branded virtual wearables** as NFTs. The auction raised \$575,000+, with all proceeds going to Special Olympics International.

The sports industry is also harnessing NFTs through fan tokens and engagement, allowing for **deepening relationships between fan communities**, clubs, players and sponsors. AS Roma [recently announced a \\$42 million partnership](#) with blockchain fintech Zytara Labs.

As brands make moves to **enhance engagement and brand awareness in virtual worlds**, how will this evolve? Whilst NFTs have been [heralded as a democratizing force](#) that empower artists and creators alike through decentralised systems, questions of accessibility and deepening inequality in the digital space may also rise.

As interest in the metaverse grows and the NFT market continues to attract new entrants, it's clear that an **increasing number of players** are keen to capitalise on this latest crypto trend.

At Codec, we track cultural communities through the content they engage with online. Over the last few months, we've seen a rise in interest across topics including **Digital, Data and Internet Art, Cryptocurrency** and **Blockchain News**.