



# The NFT Brand Landscape

## Description

This is an overview of all NFT projects across brands, industries, and time that we have encountered in our research.

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- NFTs by Technology

NFT Project Overview **NFT Project Table**

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### NFT Drops ...

Collection Name	Blockchain	Brand	Website	Launch Date
Top Shot	FLOW	NBA	https://nbatopshot.com/	October 6, 2020
Liquid Summer by Playboy x Slimesunday	Ethereum	Playboy	https://www.playboy.com/cu-stom/playboy-x-slimesunday	May 3, 2021
Bowie 1976 by Playboy x Shantell Martin	Ethereum	Playboy	https://www.playboy.com/cu-stom/playboy-x-shantell-martin	June 15, 2021
The Miami Beach Art Collection	Ethereum	Playboy	https://www.playboy.com/cu-stom/miami-beach-art-collection	July 18, 2021
The Coca-Cola Friendship Loot Box NFT	Ethereum	Coca Cola	https://maketafi.com/coca-cola-nft	August 3, 2021

 **180+ NFT projects from  
100+ brands to discover**

## Brands across various sectors discovered NFTs for themselves

SELECTION

### Automotive



### Fashion



### Media & Entertainment



### Food & Beverages



### Sports



### Beauty & Cosmetics



### Travel



### Watch

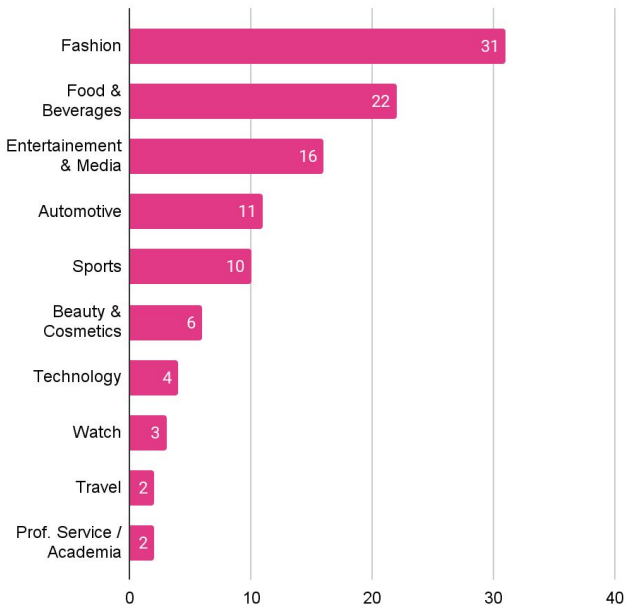


### Prof. Services / Academia



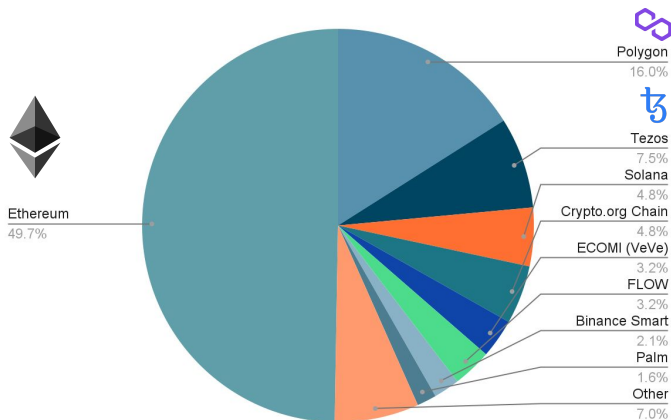
# Strong adoption in Fashion, Food & Beverages as well as Media

Number of brands that launched NFTs by industry, #



# Ethereum remains the go-to infrastructure choice followed by Polygon and Tezos

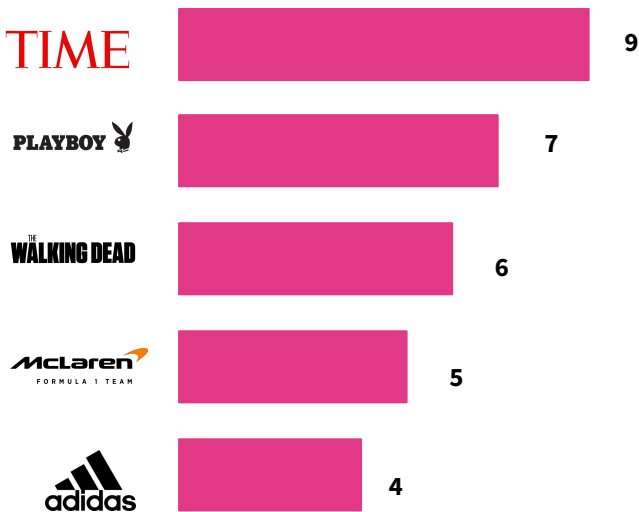
Split of blockchain usage of NFT Projects , %



n=187 NFT collections

## Engaged brands show web3/NFT activities beyond 1 time drops

Top 5 Brands with most collections\*, # of NFT collections



\*including airdrops and single item collections e.g. the cover of a magazine

## **Discover the brands and their NFT collections.**

Link to the NFT Brand Landscape in the comments 

