City Protocol × HoloHive

Build Korean demand for $CIT

We'll reach Korean traders beyond City's partner network through creators they already follow.

The opportunity in Korea

107 Korean Telegram posts mentioned City. Only one examined $CIT.

In the six months to November 19, 39 of those posts discussed points, airdrops or launch timing. One writer analyzed $CIT's supply and unlocks. **Read their analysis ↗**

One-to-one creator briefing

How does holding $CIT differ from holding other tokens these traders already follow?

Reader questions shape our next brief. We track which other communities pick up the discussion.

Initial launch campaign

$35K for six weeks

Agreed creator fees included.

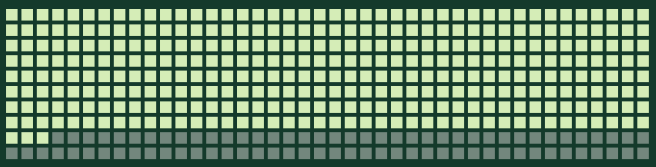
See the launch plan ↓

Korean coverage shifted from airdrop farming to weighing Jumper's sale.

Airdrop farming accounted for 45% of Korean Telegram mentions of Jumper before the campaign and 6% during its 30 days. Across 43 commissioned posts, our creators introduced its trading features first, then explained how to take part in the token sale.

339 of 420

Korean Telegram mentions made a case for backing Jumper's sale, token or app during the 30-day campaign.



Light squares show mentions backing Jumper

12 Korean channels reported entering Jumper's token sale

22 Sep A week before the sale, one writer compared Jumper with Squid, weighed the valuation and wrote, **"I will almost certainly take part."** Read post ↗

29 Sep On sale day, another writer reported submitting a bid with a **$5,000 minimum and a $30,000 maximum.** Read post ↗

Both posts are from writers we never briefed. Translated from Korean.

31 channels we never briefed covered Jumper in at least three separate weeks.

For $CIT, we'll brief the people Korean readers turn to for token analysis, trading ideas and yield research. We'll track which other communities start weighing $CIT for themselves, what readers ask and who reports buying once trading opens.

Who can reach buyers beyond City's partners?

Token analysts, trading commentators and yield specialists

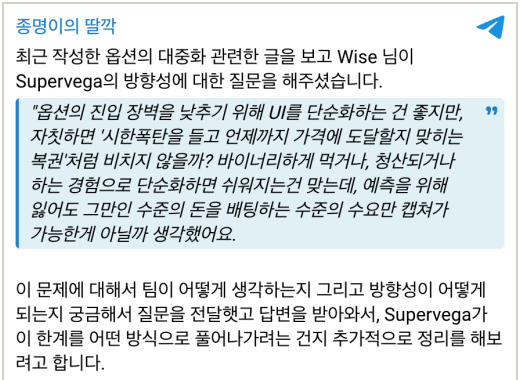
32 Active Korean yield channels with no recorded City coverage

These channels are one starting point. We also look for trading and finance communities where readers already compare new tokens. City checks the shortlist for partner overlap before outreach.

One candidate for City

JH · Onchain yield research

JH covered onchain yield 19 times in 90 days. We found no City mentions in his channel during that period.


종명이의 딸깍

최근 작성한 옵션의 대중화 관련한 글을 보고 Wise 님이 Supervega의 방향성에 대한 질문을 해주셨습니다.

"옵션의 진입 장벽을 낮추기 위해 UI를 단순화하는 건 좋지만, 자칫하면 '시한폭탄을 들고 언제까지 가격에 도달할지 맞히는 복권'처럼 비치지 않을까? 바이너리하게 먹거나, 청산되거나 하는 경험으로 단순화하면 쉬워지는건 맞는데, 예측을 위해 잃어도 그만인 수준의 돈을 배팅하는 수준의 수요만 캡쳐가 가능한게 아닐까 생각했어요."

이 문제에 대해서 팀이 어떻게 생각하는지 그리고 방향성이 어떻게 되는지 궁금해서 질문을 전달햇고 답변을 받아와서, Supervega가 이 한계를 어떤 방식으로 풀어나가려는 건지 추가적으로 정리를 해보려고 합니다.

A reader asked whether Supervega's simpler interface would appeal mainly to speculators. JH took the question to the team and published its reply.

Read JH's exchange ↗

Why we look at who trades

Average trading volume per participating wallet in Fogo's May 2026 incentive campaign

Research channel · 4K followers

$84K

Comparison channel · 40K followers

$115

View the Fogo channel data ↗

The launch plan

How we build demand through launch

The plan assumes trading opens in week five. We adjust the dates with City once the first venue is confirmed.

Week 1

Choose and brief the writers

City sees who we recommend, whom they reach and the question each writer will cover. After City checks for partner overlap, we brief approved writers one-to-one.

Weeks 2–4

Give traders a reason to evaluate $CIT

Token analysis	What do supply and unlocks mean for $CIT holders?
Peer comparison	How does $CIT compare with other tokens these readers are considering?

Reader questions and coverage from unbriefed writers guide what we explain next and where.

Eight of 10 Korean launch-calendar posts in our scan listed City as $CT. We recheck them and ask publishers still using $CT to correct it to $CIT.

Weeks 5–6

Help interested readers find the right market

When trading opens, we return to communities already discussing $CIT with the confirmed venue, pair and opening time. We answer access questions and show City any firsthand reports of buying.

Week 7+
Optional

Keep holders informed $15K/month

We update returning writers, answer questions and document recurring concerns for City's exchange discussions. If a Korean exchange such as Upbit or Bithumb confirms a listing, we share its official access details. City can add product walkthroughs once it confirms the eligible audience.

The six-week launch engagement

$35K
Fixed fee in stablecoins

Our Seoul team selects and prepares creators, runs Korean coverage through launch, follows up with readers and reports to City in English. Agreed creator fees are included.

Creator roster

10–15 core creators

Target of 15–25 creators in total, including the core group.

Korean Telegram

About 50 original posts

Commissioned across the six weeks.

Three weekly signals of $CIT demand

Independent coverage	How many channels outside the paid roster and City's partners publish their own $CIT analysis? We count forwards separately.
Returning communities	Which of those channels cover $CIT again in a later week, and what do they discuss when they return?
Buyer interest and action	We link to readers' trading questions before launch and track firsthand reports of buying separately once trading opens.

Each week, we show City where buyer interest is emerging, link to the posts behind that assessment and recommend where to focus next.

Start with the six weeks

Confirm the launch window and submit City's details for the agreement. Monthly follow-on work is optional.

Submit contract details ↗

Review scope and fees ↗