

# Community, Culture & Marketing in Crypto

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## Moderator

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## Speakers

- Carlitos - Crypto OG, Advisor and Investor ([https://x.com/Carlitoswa\\_y](https://x.com/Carlitoswa_y))
  - Edo - Head of Marketing at Galxe (<https://x.com/0xedodm>)
  - Fifi - Founder of Pudgy Europe (<https://x.com/fifilechien>)
  - Pier - Remilia Operator (building onchain trading infrastructure) (<https://x.com/1kpier>)
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## Panel overview

Crypto keeps evolving technologically, but community, culture, and attention remain some of the hardest challenges across the space.

As ecosystems become increasingly interconnected, culture itself has become one of the strongest forms of distribution, retention, and identity building.

This panel explores the role of culture in crypto today, what is genuinely working in community and marketing, and how internet-native communities may evolve in the coming years.

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## Panel format

45 minutes total.

Introduction (5 min) -> 3 main discussion blocks -> Closing round / final thoughts.

The conversation will remain relatively loose and discussion-oriented, with follow-up questions depending on each speaker's answers and experience.

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## Part 1 - Culture across chains

**5–15 min**

### **Main topic**

The relevance of culture across ecosystems, and its importance in community building and marketing today (tribalism and how to go beyond it)

### **Context**

Crypto communities used to be heavily ecosystem and chain-focused.

Today, users move across chains, platforms, communities, and narratives faster than ever, while some of the strongest projects are increasingly built around identity, aesthetics, storytelling, and internet culture rather than pure technology.

At the same time, attention itself has become one of the most competitive resources in crypto.

### **Discussion directions**

- What makes a culture actually sustainable?
- Can culture outperform utility?
- What separates real communities from temporary hype?
- Are we moving toward more personality-driven ecosystems?

(Each speaker: ~2 minutes)

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## **Part 2 - Marketing & Community: what is actually working?**

**15–30 min**

### **Main topic**

A grounded look at marketing, community building, retention, and what is genuinely working today.

### **Context**

Crypto moves extremely fast, but many projects still struggle with:

- retaining users and addressing their user targets
- building long-term identity
- creating emotional attachment
- maintaining attention outside market cycles

Meanwhile, some ecosystems and brands continue to grow through stronger positioning, culture, events, content, creators, and community-led distribution.

## Discussion directions

- What currently works best in crypto marketing?
- Is attention becoming harder to retain?
- Are creators becoming more important than official brands?
- How important are events and real-life interactions becoming?
- What mistakes are most projects still making?

(Private questions directed toward Fifi and Edo)

Edo:

1. From Galxe's experience working closely with ecosystems and communities at scale, what actually goes into building effective campaigns today? What separates campaigns that genuinely help communities grow from those that simply farm short-term attention?

2. Marketing is often a taboo topic in crypto, especially because so much of the space still relies on copy-paste campaigns, farming mechanics, and short-term attention.

From your perspective, what do most crypto projects still misunderstand about marketing and community building today? And what solutions or changes do you think the space genuinely needs moving forward?

Fifi:

1. You've hosted and contributed to multiple real-life events and community experiences through Pudgy Europe.

In your opinion, how important are events today in shaping culture and community inside crypto?

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## Part 3 - The future of crypto culture

30–45 min

### Main topic

The future of crypto communities, internet culture, and digital identity.

### Context

As crypto matures, communities are evolving beyond purely financial participation.

Projects increasingly behave like media brands, internet movements, lifestyle ecosystems, or digital-native subcultures.

The next few years may redefine how people gather online, build identity, and participate in digital ecosystems.

## Discussion directions

- What will define the strongest communities in the future?
- Will crypto become more mainstream culturally?
- Are we entering a more creator-led era?
- How important will digital identity become?
- What standards or practices could genuinely improve the space?

(Private questions directed toward Carlitos and Pier)

Pier

1. A lot of what you do feels culturally impactful beyond just aesthetics or branding.

Do you think crypto projects are starting to understand the importance of building communities horizontally, through networks, culture, and shared identity, rather than purely vertically through products or companies?

And do you think this approach could become a stronger long-term positioning model for future crypto brands?

Carlitos

1. You've become one of the most respected voices around realistic marketing and positioning in crypto, especially during periods where the space feels oversaturated with scattered campaigns and forced engagement.

From your perspective, where does crypto marketing go from here?

What do you think projects still fundamentally misunderstand about attention, branding, and building something people genuinely care about?

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## Closing round

### Final 2–3 minutes

Final impressions by speakers, and main takes they will keep in mind from the others.

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Private questions and follow-ups may be coordinated beforehand depending on speaker preference and discussion flow.