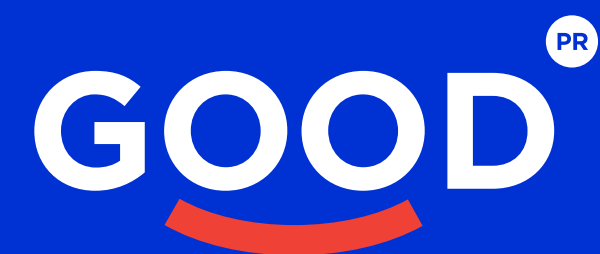




# Virtual Hero/Spokesperson of Free TON: F. Tonique

by GooPR x Alexey Mihailovič







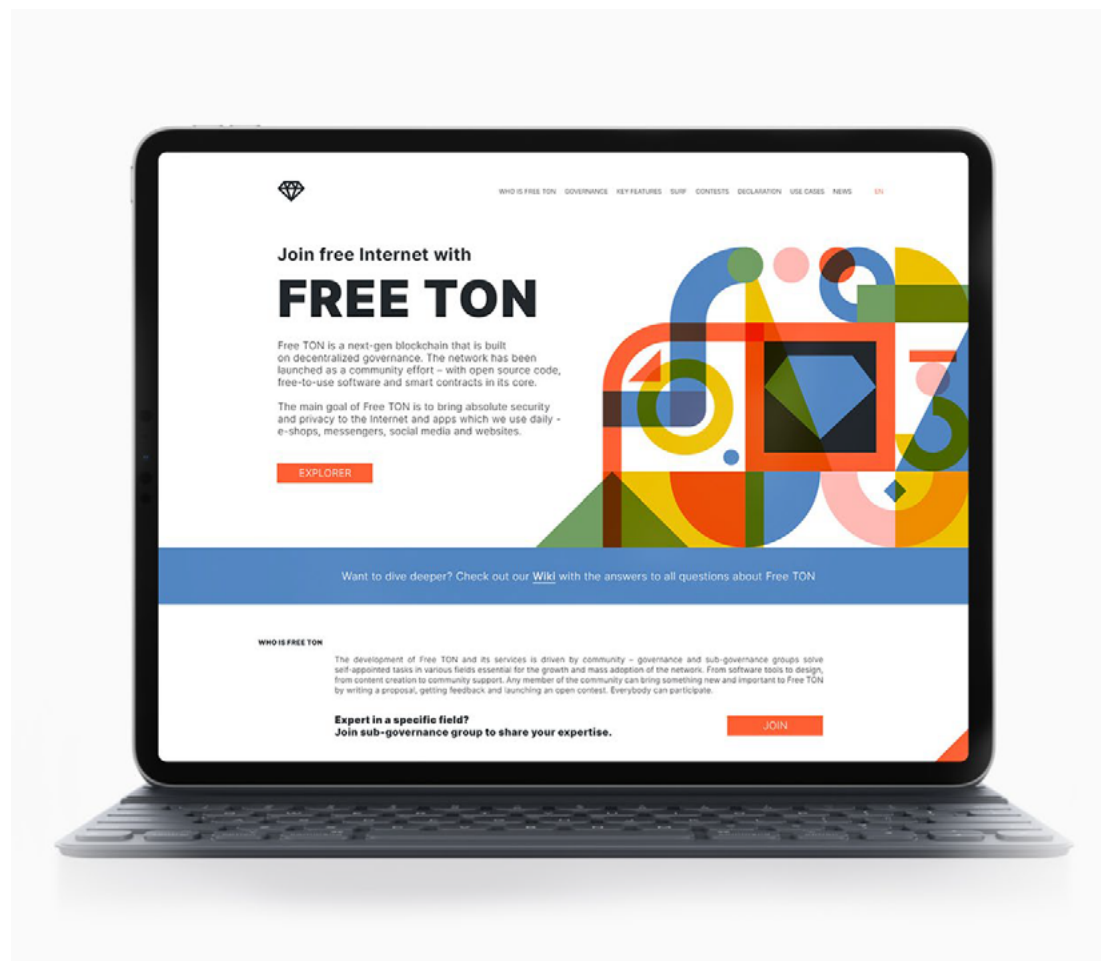
# What have we done already?

Hi all! Long time — no see.

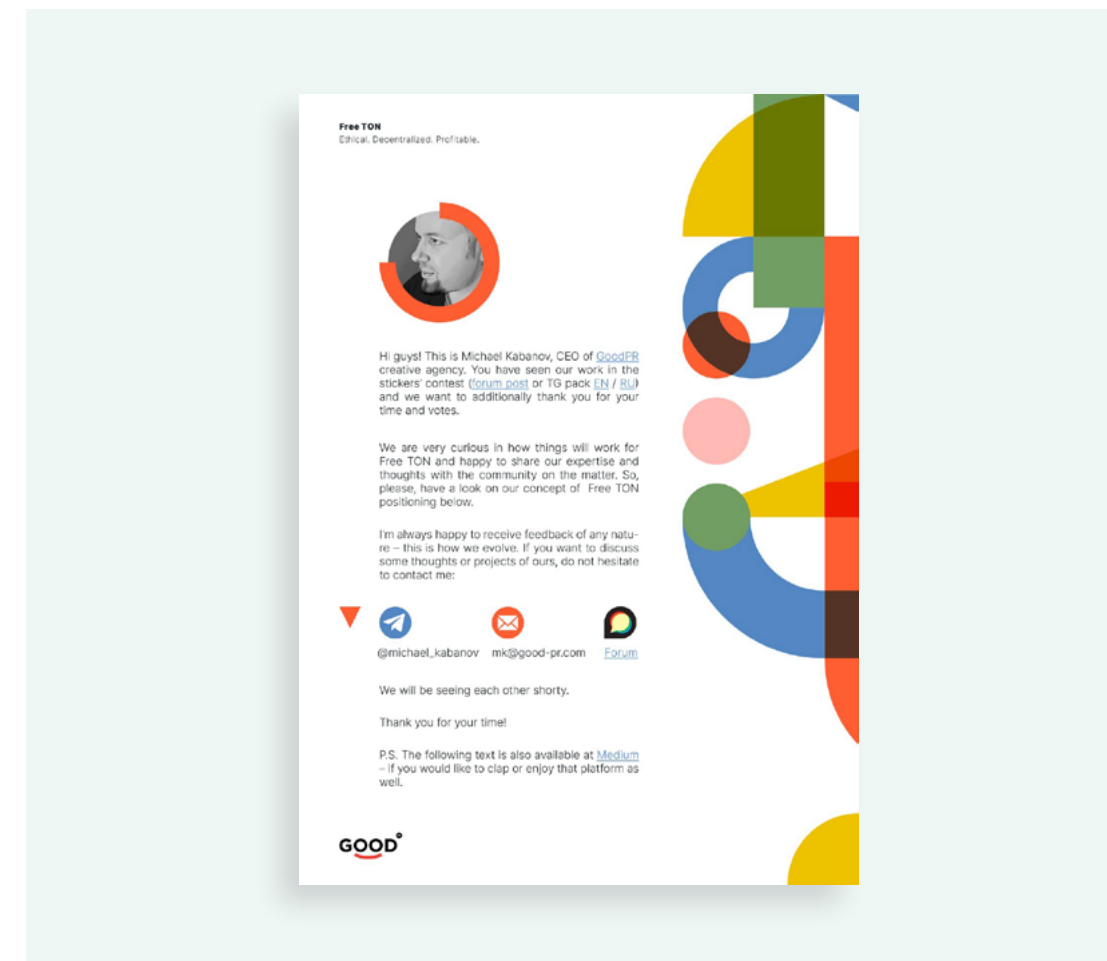
It's Michael Kabanov of GoodPR speaking.

We have decided to take part in the contest of creating a virtual hero of Free TON.

This time we have invited our good-old friend Alexey Mihailovič to join and help us with building a concept that might work for the community.



Landing design



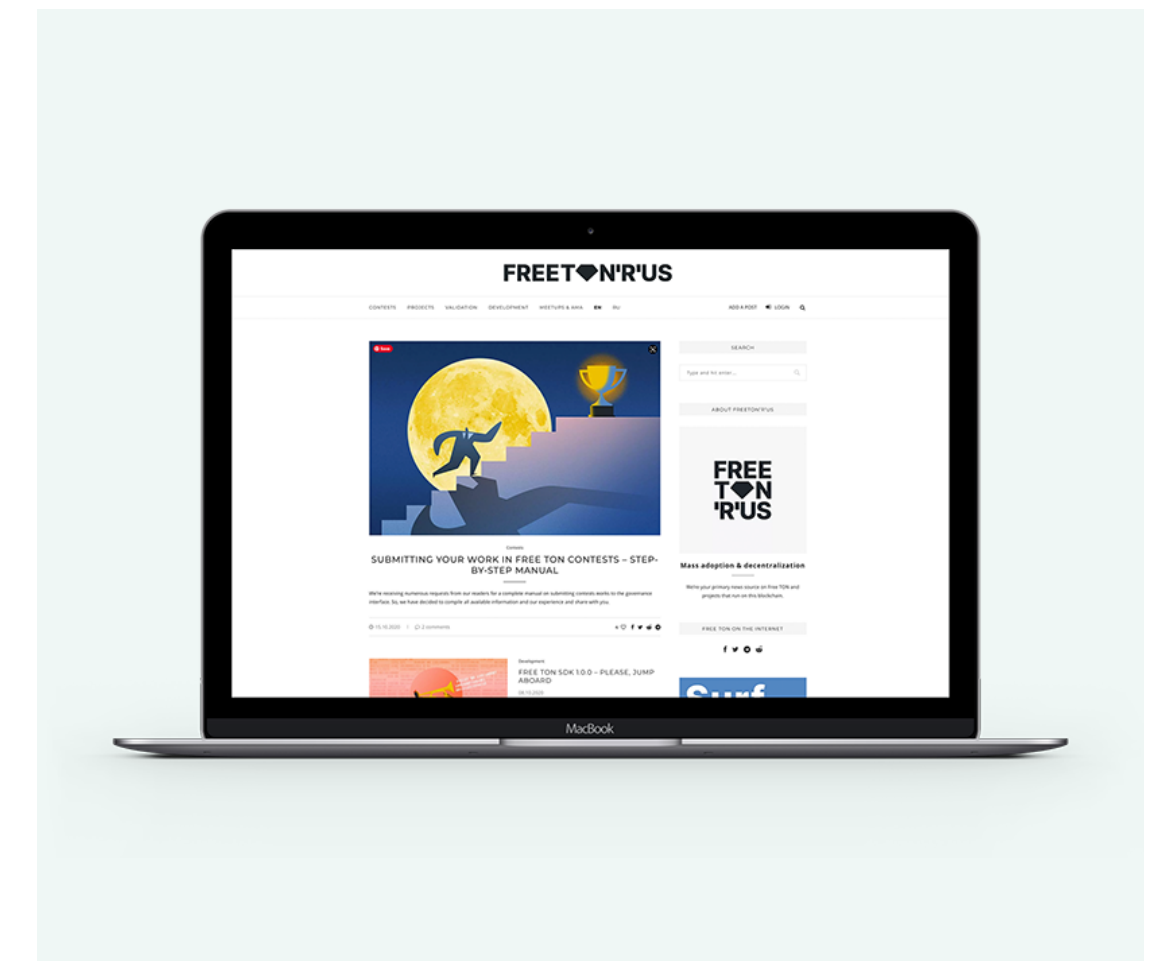
Positioning essay

[gov.freeton.org](https://gov.freeton.org) / [Medium](https://medium.com)



Telegram stickers

[Rus](#) / [Eng](#)



FreeTON blog

[freetonrus.org](https://freetonrus.org)



# Preamble

There are lots of talks and, unfortunately, hate about gender, skin color, religion and political views of people around the globe. Such debates never end with peace and understanding. Thus, when designing a virtual hero of Free TON we should consider this issue offering the community a character which will suit everybody.

**Without further ado, please, meet F. Tonique.**



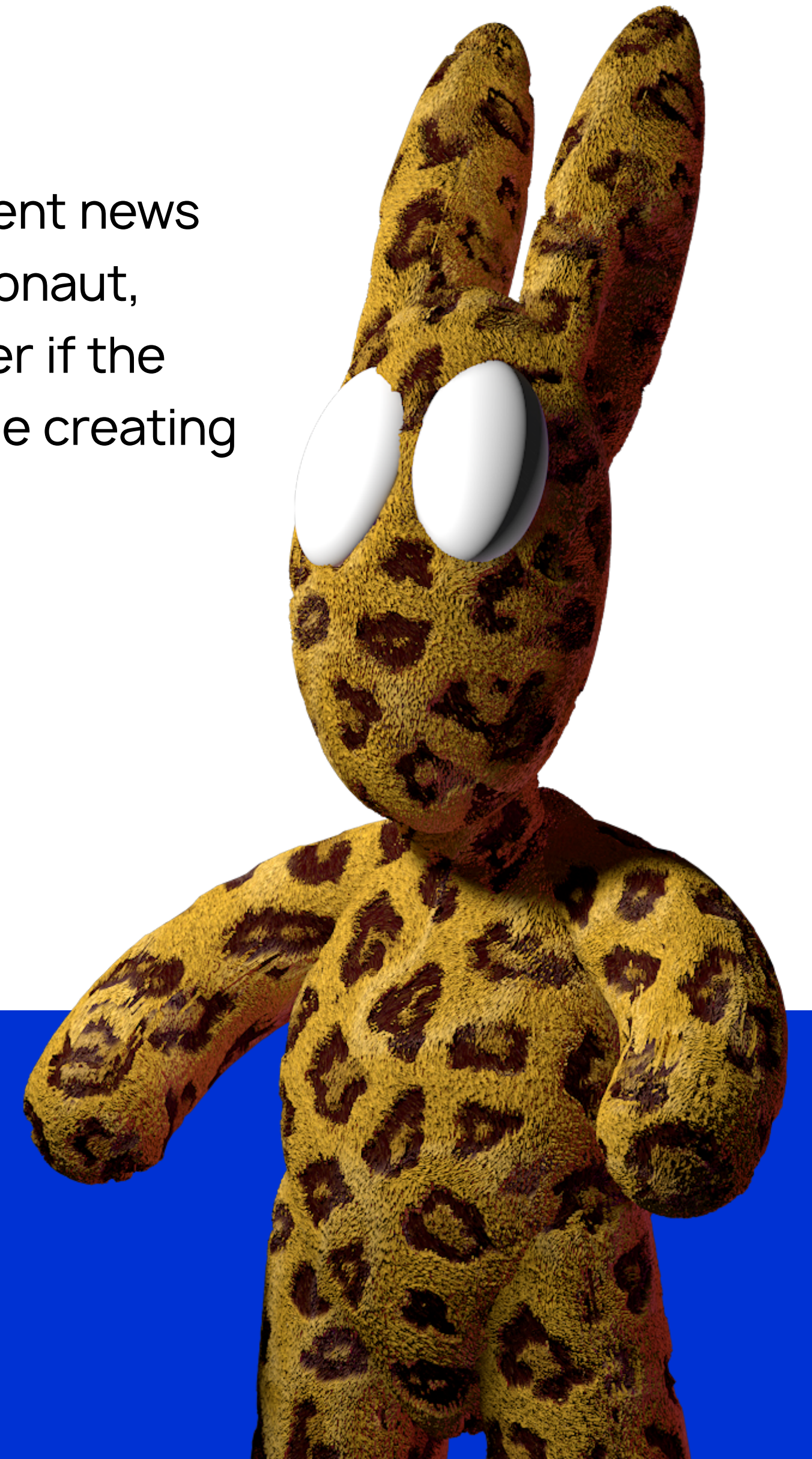




# Philosophy

F. Tonique is the virtual face and a spokesperson of the Free TON community with no personal agenda or hidden driving factors. Tonique tells the news and stories which bother the minds of community members. The scope of these stories covers all the aspects of life of Free TON — starting from technological breakthroughs, new collaborations and contests to even scandals. Tonique is the pulse of the community, a person that can't miss anything or ignore something due to some personal interests.

F. Tonique adopts to the current news agenda, thus, can be a cosmonaut, a pirate, a musician or a coder if the situation demands. This will be creating a tight bond of the audience with the character.



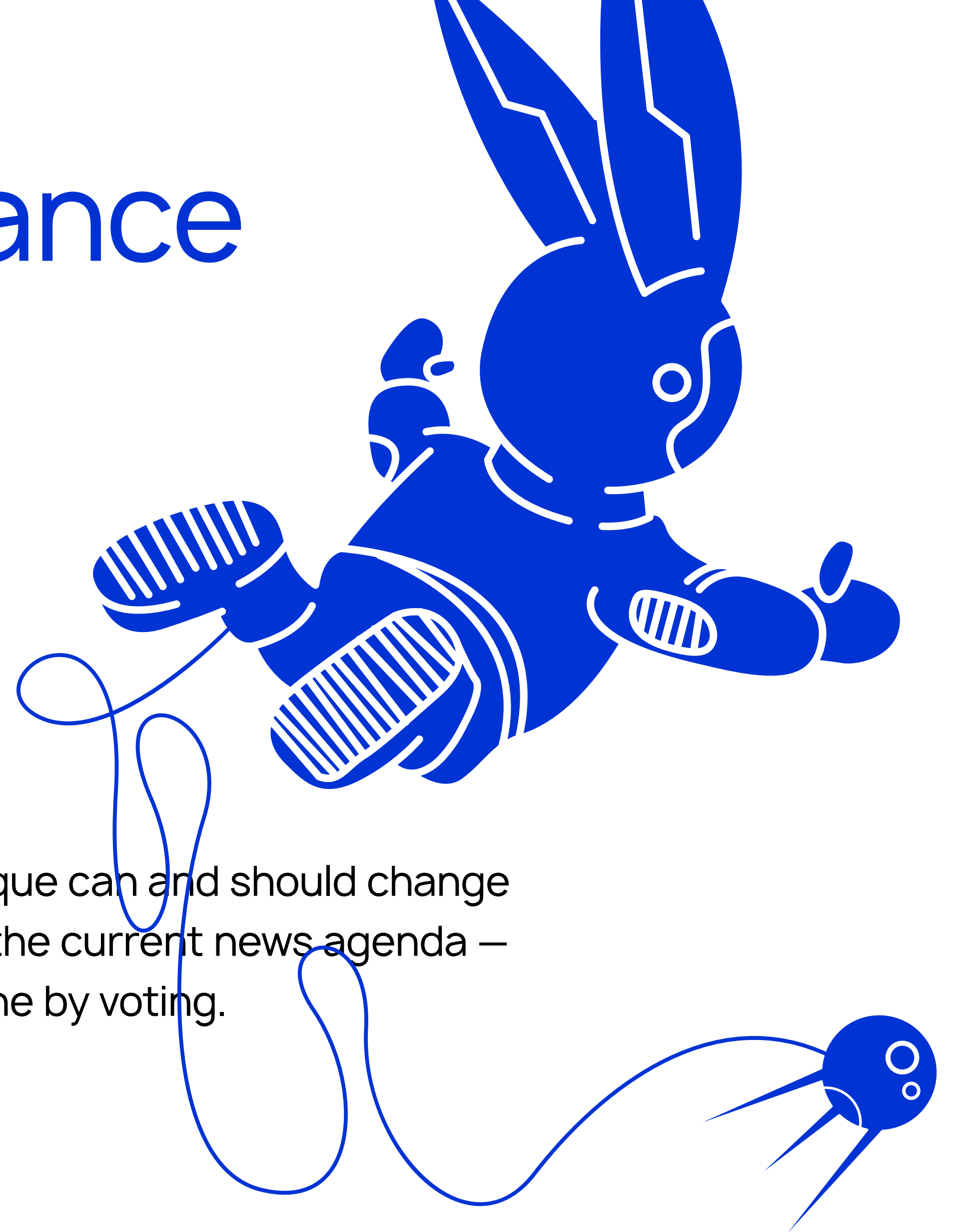


# Community governance

F. Tonique IS the community and only the community should decide what and when Tonique tells to the audience. Thus, we'd suggest creating an F. Tonique Subgovernance which will include members from other subgovernances (as initial members) and juries from the community. This will help F. Tonique to have the expertise in all the fields that are already covered and tell the stories with proven facts and no speculations.

Overall look of Tonique can and should change as the reaction on the current news agenda — this can be also done by voting.

**F. Tonique a living  
and breathing character!**



# Roadmap / Implementation phase

◆ F. Tonique Subgovernance to be formed

◆ Jury contest to attract active community members

◆ 'F. Tonique got the looks' contest — basic costumes to be picked and the character drawn

◆ '2D vs 3D or both' contest — the community decides whether F. Tonique should be a 2D or a 3D character technology wise. Character concept allows both approaches.





# Roadmap / Implementation phase



Collaboration contest — the development of a model and roadmap for Tonique to cover news and events of Free TON Subgovernances.



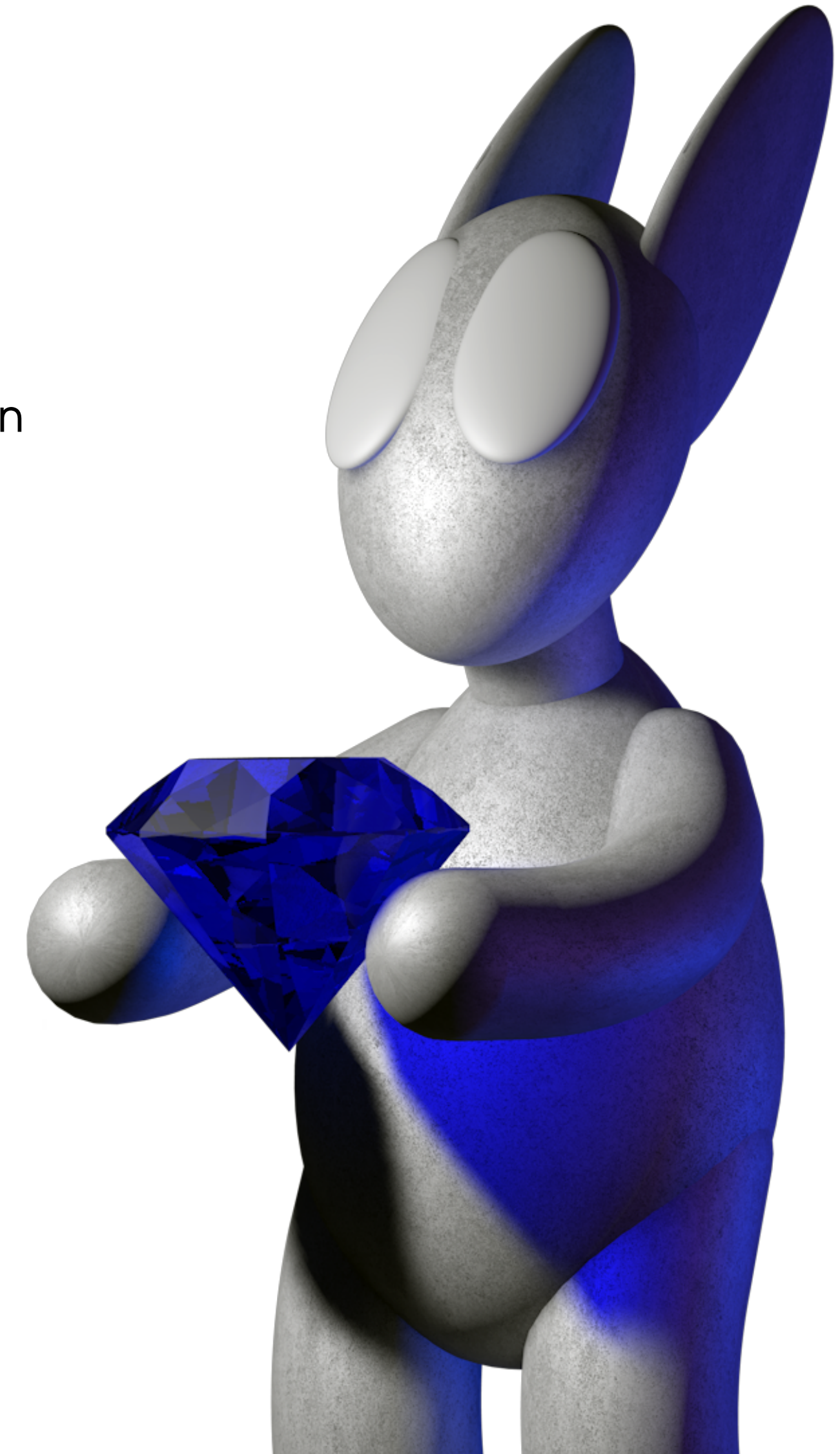
'F. Tonique TV' contest — should F. Tonique have own web-site/home? How should it look?



'F. Tonique — a creative mind' contest — the character can be used in sticker packs or souvenirs. May be F. Tonique should also be like Paperclip from MS Office and help newcomers to know what's what?



All in all, mass adoption of F. Tonique has lots of ways and, for sure, community will come up with various bright ideas how to make the character part of Free TON project.





Virtual Hero/Spokesperson of Free TON: F. Tonique

# Contacts



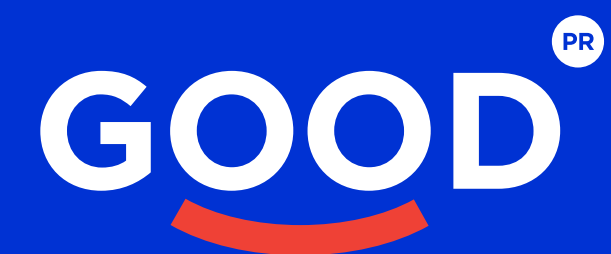
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