CASE STUDY

LUKSO

A CoinDesk brief and a Crypto Daily article

Genius PR · September 2024 · geniuspr.com

Situation

LUKSO, at lukso.network, describes itself as “an open, decentralized Layer 1 EVM blockchain for social, culture, and creators, powered by Universal Profiles and LUKSO Standard Proposals.” The official site was fetched live for this pack.

The company needed coverage of its Universal Follower System, a shared on-chain registry intended to let people keep social connections across applications in the LUKSO ecosystem.

Task

Genius PR worked the account from the Telegram group The PR Genius <> LUKSO, with Jonathan Wan, Natalie Rodic Marsan and others, and Kim, jamie thorne, Adam, Sana and Kosh. A discovery form is attested on 10 April 2024; the last client messages in the scanned window fall in early October 2024. The placements verified here are both dated 11 September 2024.

The campaign focused on two primary objectives:

1. Place a brief on the Universal Follower System in a recognised industry column.
2. Secure a longer article that explained the product in context.

Action

On 11 September 2024, CoinDesk’s Protocol Village column carried a brief headed “Lukso, EVM-Compatible L1, Introduces ‘Follower System’ for ‘Social Connections on Decentralized Platforms.’” The item sits under the column heading “Wednesday, Sept. 11.” The live page was not fetched (429); it is confirmed in a 12 September 2024 archive. The column URL path is 5 September; the published time is 11 September 2024, which is used here.

The same day, at 14:55 BST, Crypto Daily published Adrian Barkley's "Digital Identity Progression With LUKSO's Universal Follower System." The page is listed in the Web3 section as a news article. No sponsored or press-release label was found on the article. The live page was fetched for this pack.

Results

On 11 September 2024, LUKSO's Universal Follower System was named in a CoinDesk Protocol Village brief and in a Crypto Daily article.

- CoinDesk Protocol Village, 11 September 2024: a brief on the Follower System, including a short quote attributed to the team. Confirmed via a 12 September 2024 archive.
- Crypto Daily, 11 September 2024: Adrian Barkley, "Digital Identity Progression With LUKSO's Universal Follower System." Live.

Impact

LUKSO was named in a CoinDesk brief and a Crypto Daily article on the same day. The placements are the record. They are not presented here as proof of product adoption or later commercial performance.

Links

Official site — lukso.network

CoinDesk — 11 September 2024 Protocol Village brief. coindesk.com

Crypto Daily — 11 September 2024 article. cryptodaily.co.uk

The CoinDesk live page returned 429; a contemporaneous 12 September 2024 archive was used, with a later 10 December 2024 archive as a check. The column URL path is 5 September; the LUKSO brief sits under "Wednesday, Sept. 11," and the page is dated 11 September 2024 at 19:23 UTC. A CoinMarketCap Community guest post of the same day, "Digital Identity Progression With LUKSO's Universal Follower System: Guest Post by Crypto Intelligence," carries the same opening as the Crypto Daily article and is counted only in this gap line, not as independent editorial. Podcast and event pitches from the working chat were not independently verified as published and are not featured. No CoverageBook and no live geniuspr.com case study were found.

Summary

11 Sep **CoinDesk** Protocol Village brief on the Follower System	11 Sep **Crypto Daily** Article by Adrian Barkley
2 **Placements** A column brief and an article, 2024	Sep **Programme** Universal Follower System coverage, 2024

Genius PR · geniuspr.com · Case study draft, 25 November 2026

London	Dubai	United States
30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom	The Offices 4, One Central, 8th and 9th Floor, Dubai	2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Based on official LUKSO pages as they stand today, the URLs above and the working Telegram chat. Fees, unpublished materials and unverified commercial figures are omitted.