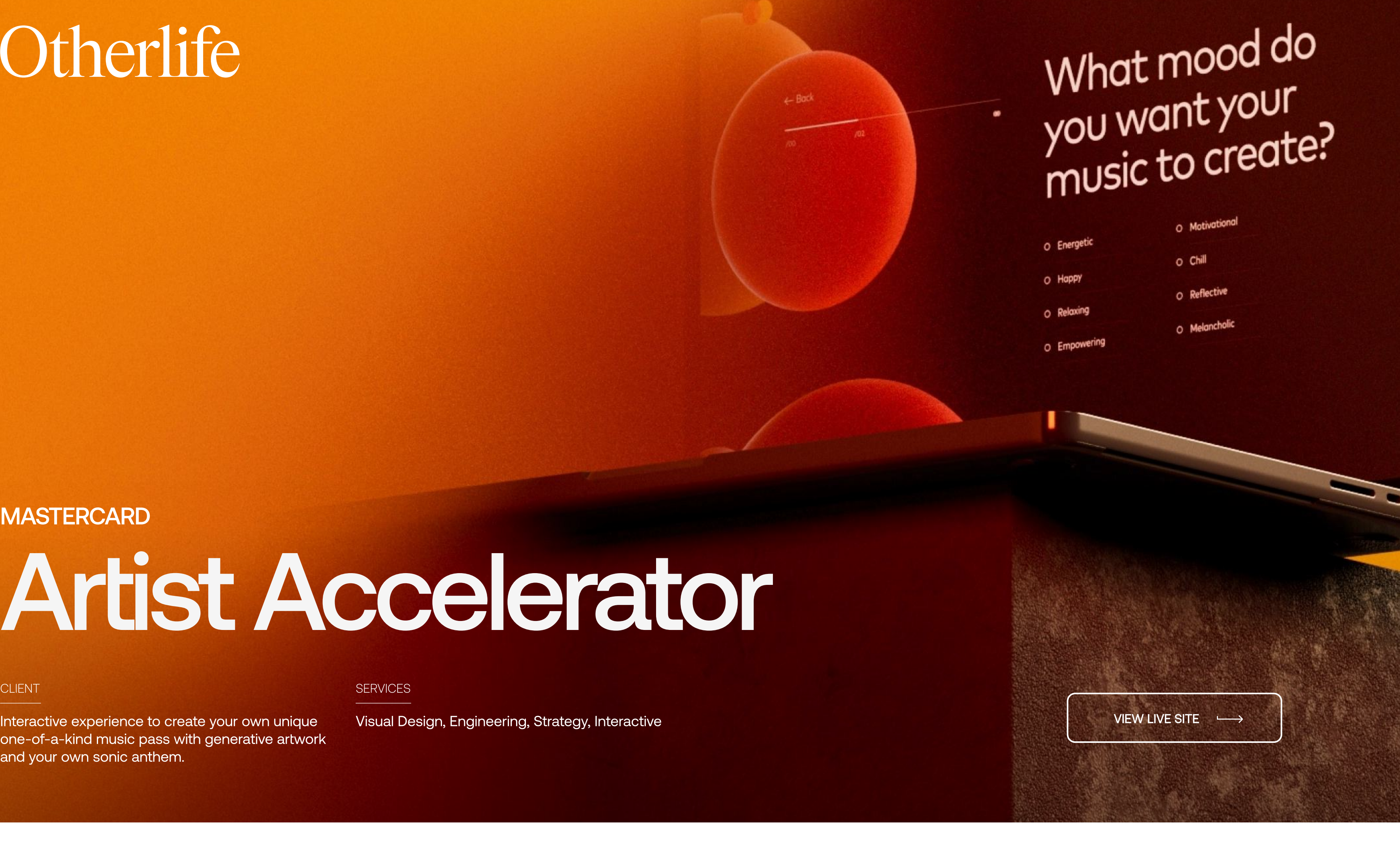




MASTERCARD

Artist Accelerator

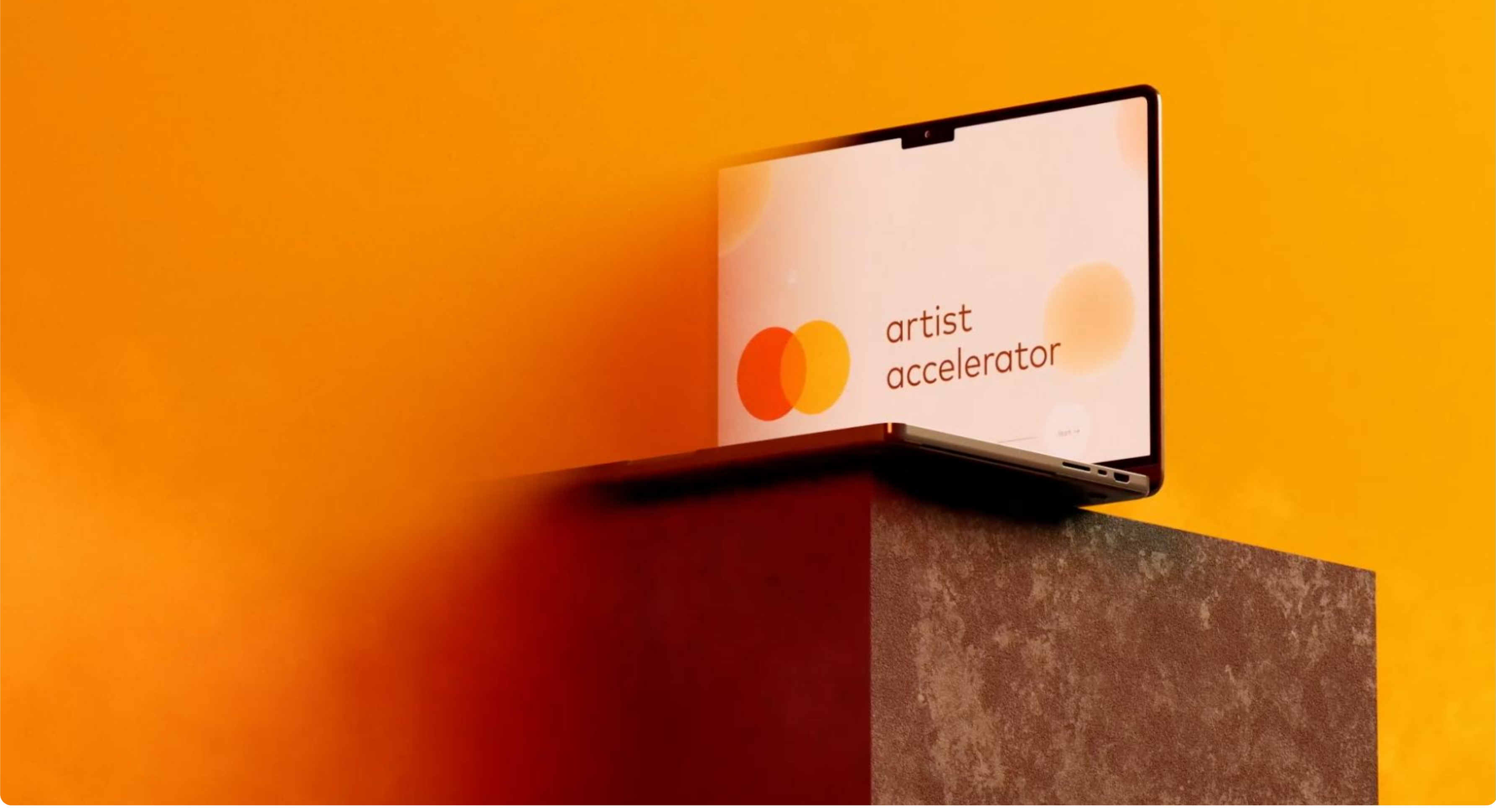
CLIENT

Interactive experience to create your own unique one-of-a-kind music pass with generative artwork and your own sonic anthem.

SERVICES

Visual Design, Engineering, Strategy, Interactive

VIEW LIVE SITE



Outcome

32k

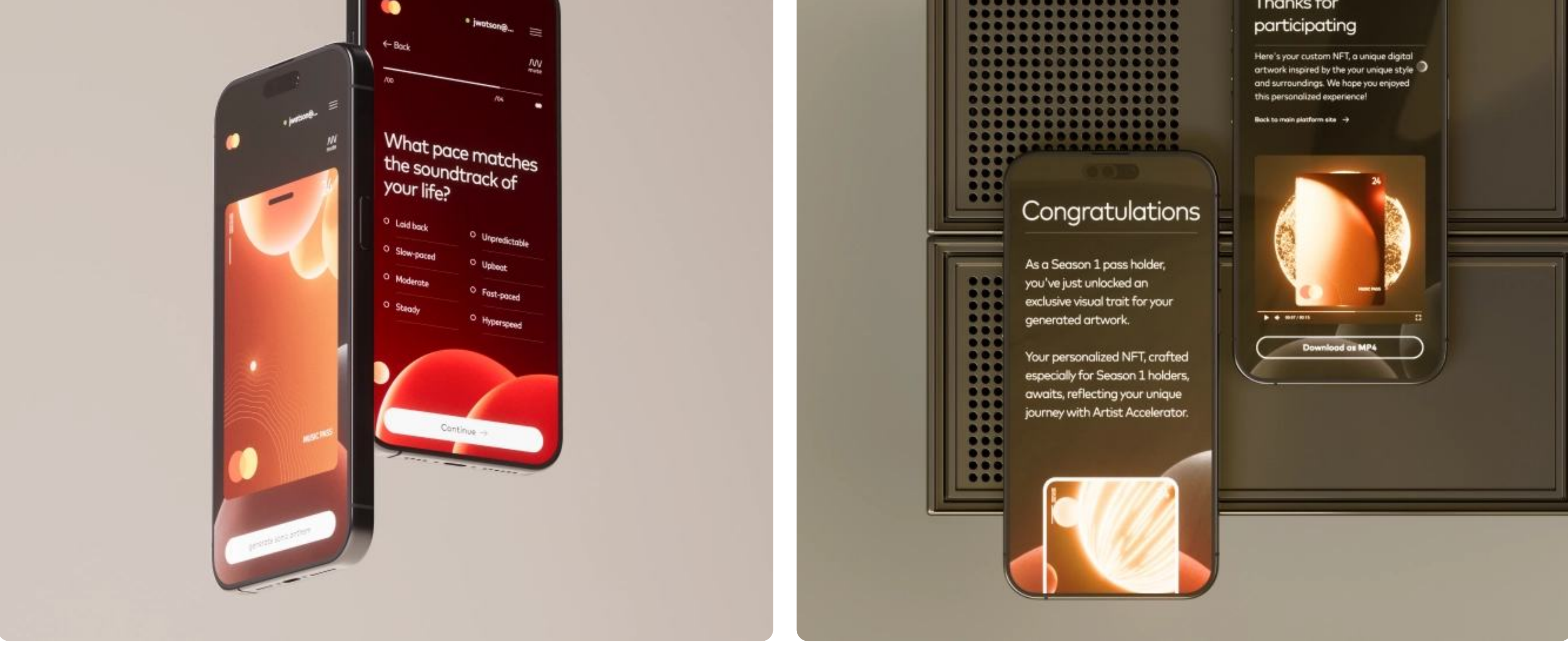
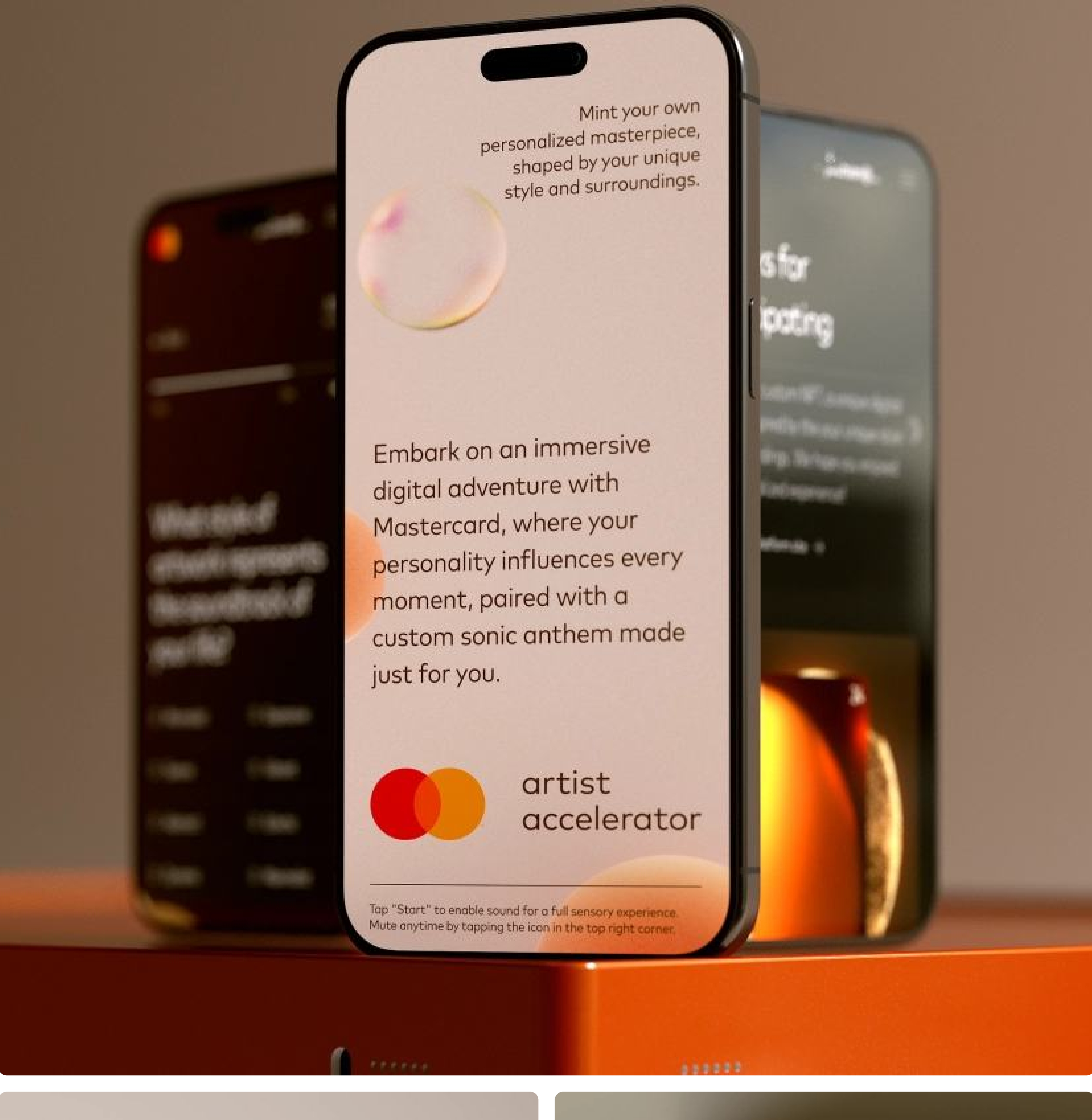
Unique 3D NFTs

2.7k+

Personalized AI generated Sonic Sounds

92%

Conversion rate since launch



“I’ve been working with agencies my entire career, and I haven’t seen the level of detail, strategy, and forward-thinking vision like what I’ve experienced at Otherlife. Their approach is truly unparalleled, consistently demonstrating a deep understanding of market dynamics and a commitment to innovation.”

Sebastian Oddo
Global VP marketing @ Mastercard

01.

Craft Your Own Sonic Anthem: A WebGL Journey to Your Perfect Sound

Project Overview

This project invites users to create their own custom Sonic Anthem by interacting with an innovative WebGL-powered platform. Through a series of personalized choices, users can select various musical elements, sounds, and moods to compose a unique anthem that resonates with their personal style. The seamless integration of WebGL technology provides a visually engaging and intuitive interface, making the creative process both fun and accessible. By the end of the experience, users walk away with a fully customized soundtrack that captures their individuality, offering a deeply personalized and memorable interaction with the brand.
02.

Challenge

Mastercard’s Artist Accelerator Season 1 was a huge success. With all eyes on the project for Season Two, the question was: How do they deliver an even better sequel?
03.

Solution

Otherlife built a first-of-its-kind immersive, fully accessible, WebGL experience integrating Mastercard’s sonic brand into a dynamic digital pass creation and claim, evolving Mastercard’s visual brand into 3D.
04.

Result

Working with Mastercard’s global marketing innovation team, Otherlife set a new digital standard for Mastercard’s sonic and digital brand.

