Austrian Post Launches Creepypasta Campaign for the New Crypto Stamp with Comic Sequel

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Following the successful launch of the first official comic, "Crypto Stamp Island â€“ Return from Darkness," in October 2024, Austrian Post continues its creative saga. With the new, limited edition "Crypto Stamp Island â€“ Battle of the Mirrors," a fascinating new main character enters the scene: the mysterious magician and antagonist Cassius. As with previous characters, Cassius will also be immortalized as an exclusive Crypto Stamp. Austrian Post is not relying on a classic product launch, but rather on integrated brand management: stamp, comic, NFT, and campaign merge into a seamless story experience that unites product innovation and communication

CASSIUS LIVES: CREEPYPASTA CAMPAIGN AS IMMERSIVE STORYTELLING

Around the new comic "Crypto Stamp Island – Battle of the Mirrors," Austrian Post is employing an extraordinary campaign strategy: The comic's story itself becomes the campaign. At its heart is the sinister wizard Cassius, who, as the new antagonist, not only enters the comic world but also takes center stage in the communication.

In the first phase, Cassius was introduced on Halloween – fittingly, the spookiest time of the year – and unfolded as the central figure of a viral creepypasta campaign[1], in which fictional horror stories were organically spread in Reddit forums. These subtle narratives generated initial attention and curiosity within the community. The viral momentum was subsequently amplified through targeted paid push advertising on Facebook, Instagram, YouTube, and DOOH, giving Cassius's story a broad and entertaining platform

Phase two, the reveal in November, brings a cinematic trailer and screen hijacks on social media, building up to the dramatic climax of the story.

The third phase – Activation – will take place from November 19th to 23rd and includes the release of the new Crypto stamp and the comic. The launch will be accompanied by live moments at Vienna Comic Con on November 22nd and 23rd, including signing sessions with the artists.

Here are the creepypasta posts, the promotional hijack, and the reveal trailer:

Creepypasta Jogger: Jogging in the woods – and suddenly absolute silence - YouTube

Creepypasta Club: Mirror Sighting in the Club – What Was That?! - YouTube

Creepypasta Post Office: Surveillance Camera Shows Mysterious Apparition in Post Office - YouTube
Promotional Hijack: Your Vacation Box or Is There Something Else Behind It? - YouTube
Reveal Trailer: Crypto Stamp Island Reveal Trailer – Battle of the Mirrors

LIMITED EDITION WITH EXCLUSIVE COLLECTIBLE POSTER BY MAHMUD ASRAR
The comic "Crypto Stamp Island – Battle of the Mirrors" is released in a numbered edition of only 3,000 copies and includes its own NFT as well as an exclusive collector's poster by the internationally renowned artist Mahmud Asrar. The creative realization of the comic was once again a collaboration with the Customized Hub Agency VIOLET and Kirschgrau, the co-founders behind ASH – Austrian Superheroes. The new edition specifically targets blockchain enthusiasts and the crypto stamp community, as well as comic fans and collectors

THE NEW CRYPTO STAMP – MORE THAN JUST A COLLECTIBLE ITEM
The new Crypto stamp “Cassius” will be released in a limited edition of 7,500 pieces with a face value of €9.90 (Economy Letter XL Europe rate). Two exclusive bundles, both containing the new comic, will also be available. The Crypto stamp design will be officially released on November 19, 2025, and will subsequently be available in the Austrian Post's online shop and collector service (phone: +43 577 67 – 95095; email: ), as well as at the Post's booth at Vienna Comic Con (VIECC) on November 22 and 23.

Source: Austrian Post

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