

Featured in Fortune Magazine, MarketWatch, and International Business Times

Location: New York City, NY

Market: B2B / B2C

Industry: Digital Currency Technology

Challenge:

The client was a digital currency innovator, having introduced the first standalone cryptocurrency wallet to be featured by the Apple Store. The features included enhanced digital security standards previously unseen in cryptocurrency wallet technology, and prior to its expansion and rebranding, it was the number one decentralized digital currency wallet on the market in terms of download volume. However, when it moved into the larger space after its rebranding, the company found itself having to effectively reintroduce itself and its product. Interdependence was approached because the client wanted a proactive, aggressive PR solution that yielded measurable results in a relatively tight timeframe. The project management team was more than up to the task.

Solution:

At the start of the campaign, the Interdependence team coordinated relationships between the client and some of the most widely consumed media properties in print and online, achieving coverage by financial magazines, technology journals, and national publications, including Fortune, MarketWatch, and International Business Times, among others. The client's profile in Fortune was so successful for both the brand and the publication that it resulted in the magazine greatly expanding its overall digital currency coverage

Results:

By the close of the campaign, Interdependence facilitated international interest in the client's brand, helping to secure millions of dollars in investments. The app's downloads tripled, and today the brand is one of the most widely known digital currency wallets on the market.