

## **More Than 34 Million Media Impressions in Two Months**

**Market: B2B / B2C**

**Industry: Entertainment/Digital Technology**

### **Challenge:**

This client was struggling to achieve brand recognition in a highly competitive and crowded gaming app space. The product – a free cash-reward game app – was set to be launched on both the iOS and Android platforms, and the client wanted to distinguish the new products and enhance brand awareness while attracting investor interest. Moreover, the company CEO sought to position herself as a thought leader within the developer and gaming spaces.

### **Solution:**

The Interdependence team executed a national outreach campaign targeting high-yield tech publications in addition to popular gaming outlets and business-focused media properties. Additionally, the campaign sought investor interest by facilitating pitches and meetings with some of the biggest venture capital firms in the world. The project management team developed a targeted, on-brand messaging strategy that effectively communicated the brand's first-in-class mobile games developer, which was successfully executed in numerous gaming and business media outlets, including Inc., Money, Android Headlines, Entrepreneur Podcasts, and many more.

### **Results:**

In only two months, the campaign netted more than 34 million media impressions as well as significant investor interest.