



Cryptocurrency solution quickly positioned as the thought leader in a crowded space

Location: Southern California

Market: B2B / B2C

Industry: Financial and Fintech

Challenge:

The world of bitcoin and cryptocurrencies is both complex and crowded. Established financial firms, banks, and investment houses are turning to digital currencies as an investment option. But making the distinction clear for investors – and often journalists alike – is a difficult job.

A leading investment company launched a new subsidiary to provide investors alternative ways to save for retirement through investments in Bitcoin, Ethereum and other digital currencies as part of a self-directed IRA.

As Bitcoin's popularity and value rose congruently, the company turned to Interdependence Public Relations to increase brand awareness, position the company as a leader in the digital currency sector, to create a dialogue with national media and build trust among investors.

Solution:

Interdependence's Interviewed™ technology was a key factor in the company's trust in the agency. The technology scans all media to identify the earliest trends in reporting. In this case, if blogs or trade publications were mentioning possible trends, IDPR would flag those trends, pitch mainstream media, along with expert opinions from the client. In an industry such as digital currency, such a tool is invaluable.

Results:

The media conversations began immediately – CNBC, Forbes, CryptoCoinNews were among the early hits won by the IDPR team. The client was quickly positioned as the thought leader in a crowded space.

Through the campaign, IDPR earned over 100 placements, including with CBS News, Huffington Post, Wealth Management and others, with 3.3 billion total media impressions.

The client realized an ROI of 325 percent, making their decision to work with IDPR a worthwhile investment.