



Over 60 million online viewers

Location: China and New York

Market: B2B / B2C

Industry: Gaming

Challenge:

A gaming company hoping to gain massive attention.

Luckily for executives of the company, they came to Interdependence Public Relations

Solution:

In the first month, the results oriented IDPR team earned 40 impactful media placements, with more than 128 million impressions. Features in top tier media outlets such as IGN, Digital Trends, Daily Star, BGR, among several others. The team also secured coverage in outlets such as Yahoo! Finance, Markets Insider, MarketWatch, The Street, and others.

Results:

Due to the media coverage won by IDPR, over 128 million impressions is just one month it firmly established the company atop the entertainment and gaming space.