



### **PR Case Study: Company Launch**

Launches are the mainstay of WISE PR's business and what we do best. Unlike traditional PR firms, we work on all aspects of launch strategies, from messaging and corporate identity to press tours to new media initiatives.

#### **Client Situation**

Kiip ([www.kiip.me](http://www.kiip.me)) needed to move beyond a stealth-mode start up into a legitimate contender in the highly competitive mobile gaming and advertising space. The company planned to revolutionize in-game advertising by introducing a new model, which offers users value instead of waging an uphill battle for their attention, based on an almost diabolically simple premise—real rewards for virtual achievements.

#### **Strategy**

WISE PR introduced Kiip to the general public through ongoing and extensive media relations, securing more than 100 highly targeted media placements in some of the industry's most visible media outlets. A wave of feature articles established the then 19-year old founder and CEO Brian Wong as a young, savvy and successful business prodigy.

We also set out to develop and leverage key advertising, mobile and business industry events in order to introduce and drive interest in the Kiip platform among target business audiences. Our team arranged Q&As, profile interviews, and high-profile speaking opportunities and participation for Brian Wong at industry trade shows and conferences such as *Ad Age's Creativity & Technology Conference*, *ad:tech*, *OnMobile 2011*, *MobileBeat* and *Gamification Summit*, among many others, presenting him as a formidable "player" in the mobile gaming and advertising industry.

#### **Results**

Our PR strategy for Kiip culminated in a perfectly timed launch and media effort highlighting relevant news, key differentiators and messaging. Our media outreach generated substantial national and international media coverage and viral interest in the company and its founder, all hitting on a



rolling basis, something we like to call *Rolling Thunder*. We achieved coverage across all targeted press with articles appearing in more than 100 publications and broadcast outlets upon launch. Coverage highlights included feature stories in *Wall Street Journal*, *TechCrunch*, *Mashable*, *GigaOm*, *Time Magazine*, *Advertising Age*, *Adweek*, *MediaPost*, *Bloomberg TV*, *Vancouver Sun*, *Business Insider*, *Creativity*, and *BNN*, among many others.

As a result Kiiip was elevated to the forefront of the interactive and mobile game advertising space. These efforts helped to drive a successful company launch and client wins, while securing and maintaining a leadership position for Kiiip in a fiercely competitive industry.