



case study:

Acony

Background:

Acony Entertainment Software (based in Germany) commissioned Frazer Nash Communications to work on their first game - an FPS entitled 'Parabellum'.

The Objective:

Manage Acony's visit to the Leipzig Games Fair, help promote the new title to the media and excite visiting media.

The Results

FNC organised a small tour of the studio with 6 journalists from around Europe – the tour was a massive success generating 25 pages of coverage across Europe.

One of the highlights of this campaign was a journalist from GAMESPOT heralding Parabellum on GAMESPOT TV. He said that he had 'just seen possibly the best FPS ever' - we even had him wearing the game's promotional t-shirt on-screen.

We also successfully managed campaign launching game's recent development, exclusive Q&A and screens. The game was signed to major online publisher of MMOG.

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