



case study:

Noway Studio

Background:

Background: Noway Studio (based in Poland) commissioned Frazer Nash Communications to raise awareness on their first game 'C.O.R.E' a dynamic fast paced action first-person shooter for Nintendo DS as well as arrange meetings with publishing partners.

The Objective:

This was the company's first title, so they wanted to gain as much exposure as possible to help create a 'buzz'. We initially targeted the online gaming sites with a wealth of quality and exciting videos showcasing the developer's game engine, followed by the game with the intro, single-player and then multiplayer. This was mirrored with constant updating to the developers' main game portal and Q&A.

The Results

Noway Studio has signed with **Graffiti Entertainment** in the USA, with **Conspiracy Entertainment Europe** in the UK and with **Virgin PLAY** for the rest of Europe.

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