



case study:

Play Ten Interactive

Background:

Background: Frazer Nash Communications worked with Play Ten Interactive - a games publisher based in Moscow, Russia - initially to raise the company profile.

The Objective:

To raise the profile of the company's new IPS 'White Gold and Precursors' with press, publishers and to raise its own profile with potential investors. The campaign included releasing screens and Q&A on both titles gaining exposure online. This was followed by trip to games developers **Deep Shadow** in Ukrainian where FNC handled the PR/media meetings.

The Results

Following the trip more than 25 pages of coverage split between UK pc gaming and 360 magazines.

Following a successful PR campaign raising the companies profile - **Play Ten Interactive** company was finally sold to Russian games publisher **Game Factory Interactive**..

Titles:

White Gold
Precursors
The Wall
Battle for Atlantis

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