



NONSTOP KNIGHT

CASE STUDY



PRESS RELEASE OF NONSTOP KNIGHT



PocketWhale

OUR MISSION

PocketWhale planned and managed the Press Release of NonStop Knight by FlareGames in Europe and North America for the launch of the game on iOS and Android.

WHAT DID POCKET WHALE DO



Localization of the Press Release



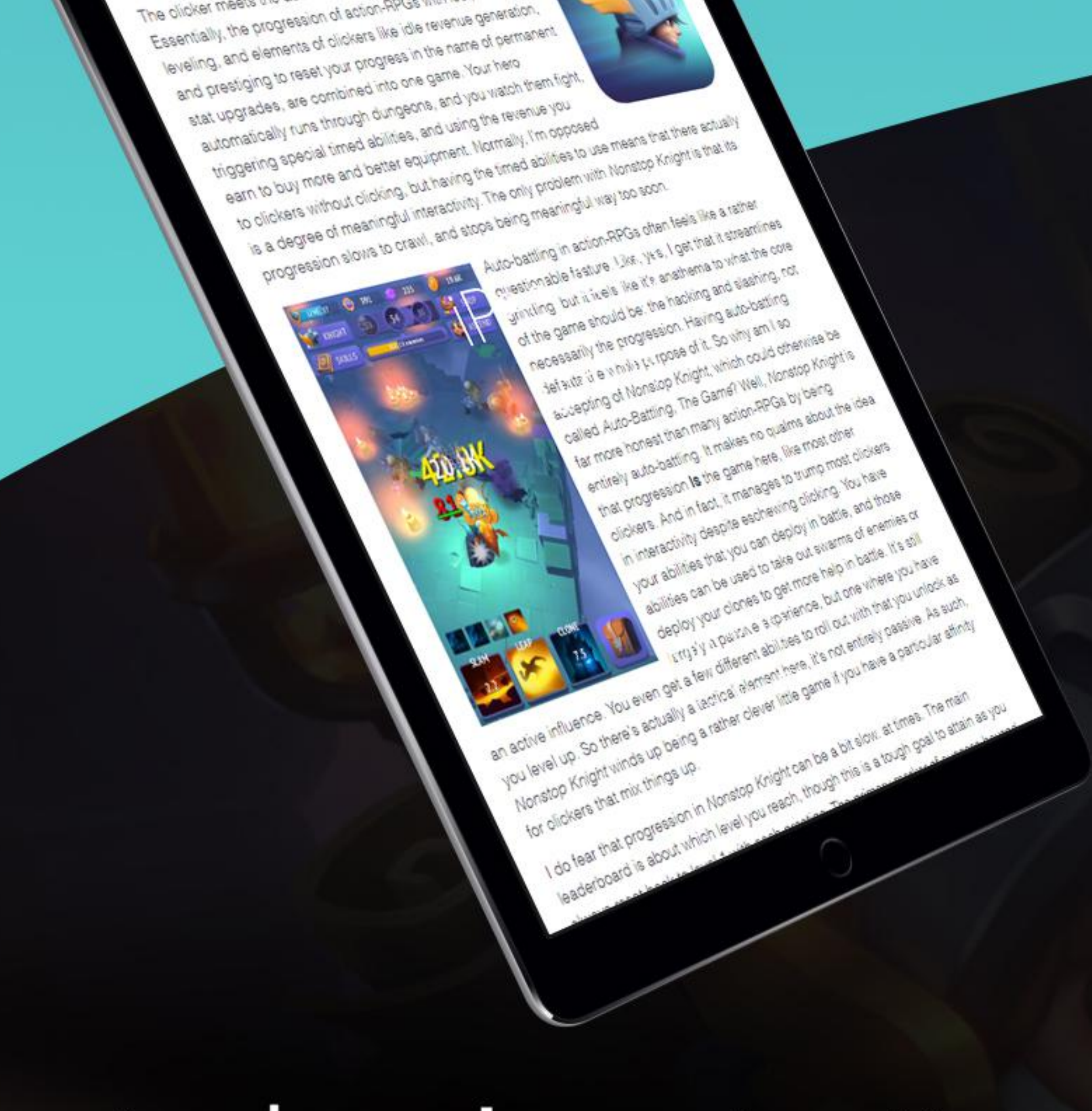
Customization of the message for each media & journalist



Pitch & follow-ups to 2000+ journalists



Detailed reporting on the results of the Press Release



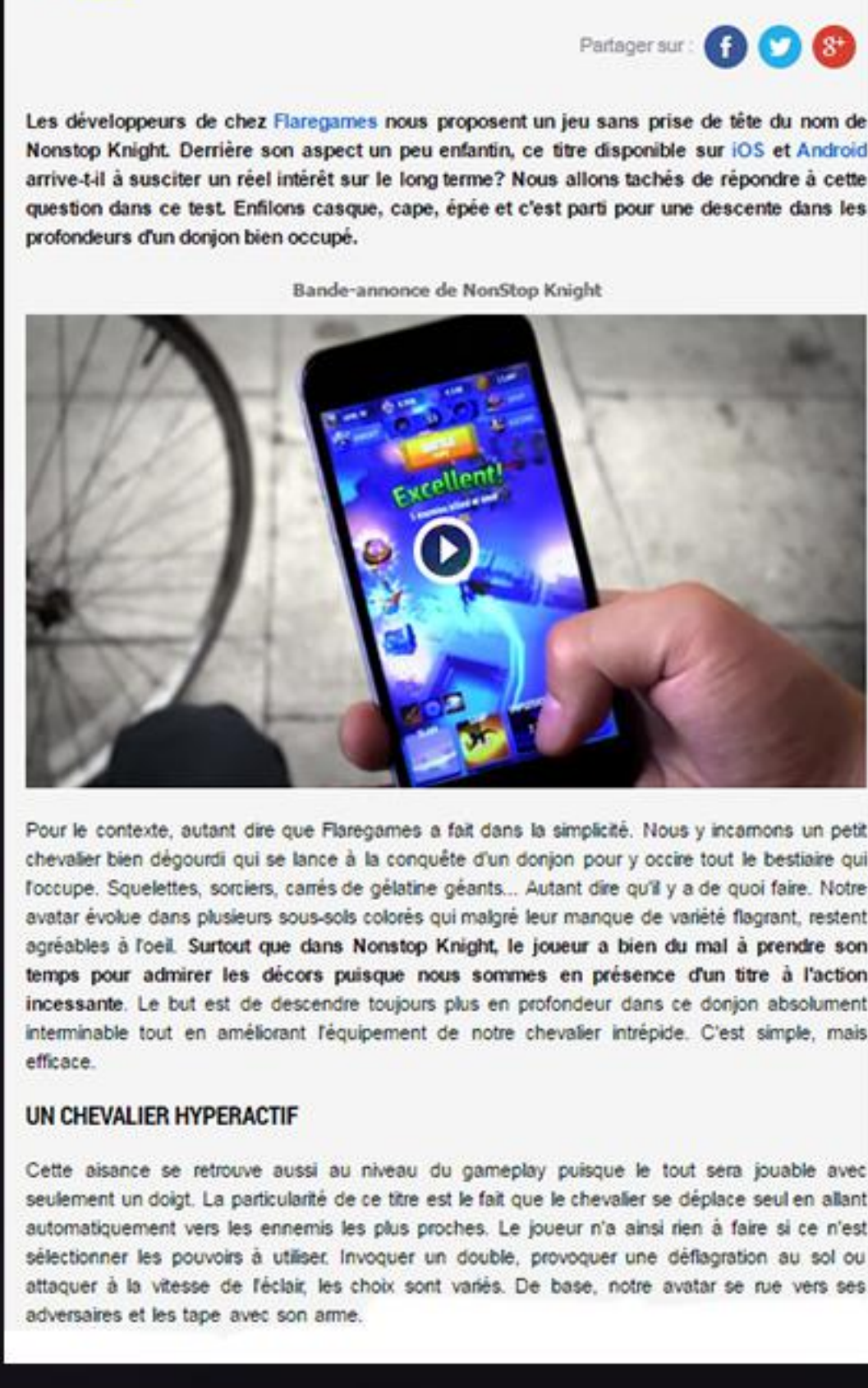
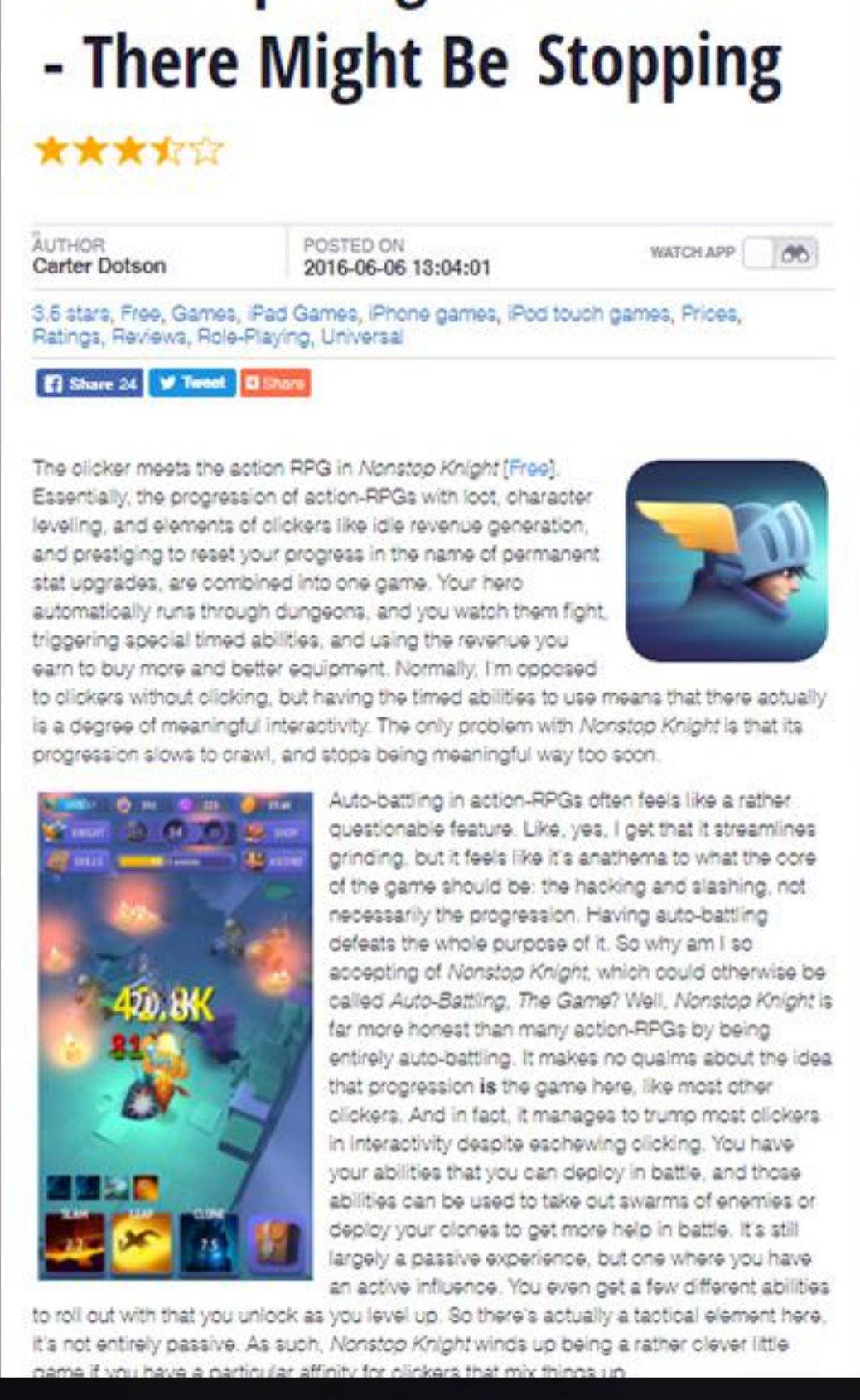
NONSTOP KNIGHT

HIGHLIGHTS

toucharcade

jeuxvideo.com

POCKET GAMER biz



RESULTS OF A SUCCESSFUL PRESS RELEASE



212 specialized articles globally



\$700,000 ad value of advertising placements



Top 50 overall in all countries on both iOS and Google Play

"The PocketWhale Press Release services played an important part in the success of the Nonstop Knight launch campaign. The team handled the PR campaign with great care and attention, with a clear understanding of the game and its relevant target audience. The quality of the coverage was achieved using their wealth of experience and strong contacts list at their disposal."

Jon Howard

Head of PR and Influencer Relations, Flaregames



PocketWhale APP MARKETING AGENCY