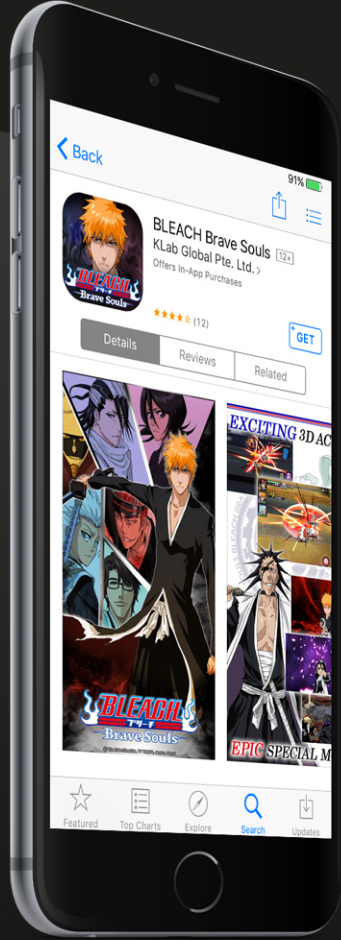




# BLEACH Brave Souls

## CASE STUDY OF A SUCCESSFUL PRESS RELEASE



### CONTEXT



Klab launched Bleach Brave Souls in January 2016 in Europe.



Apple and Google did not feature the game.



All marketing efforts were handled by PocketWhale who used nothing but its Press Release services.

### WHAT DID POCKETWHALE DO



2000+ video games journalists approached.



65 hits in specialized press covering an audience of 60 million gamers.



\$200k ad value of the advertising placements.



### HIGHLIGHTS



**N4G.COM**  
Audience : 1 800 000  
Unique visitors  
Value : \$5 400



**ANIMENEWSNETWORK.COM**  
Audience : 3 700 000  
Unique visitors  
Value : \$11 100

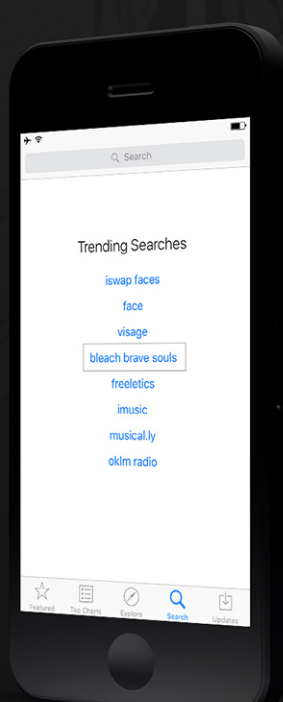
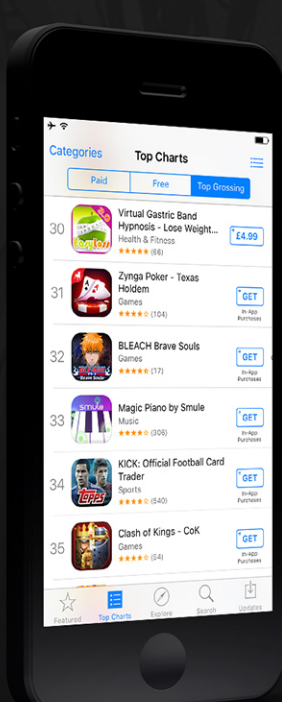


**GAMESPOT.COM**  
Audience : 25 395 000  
Unique visitors  
Value : \$76 200

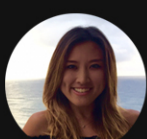
### PRESS RELEASE RESULTS



**TOP 50 grossing charts** on iOS and Google Play in several countries.



The game appeared directly in the **Top Trending searches** on iOS.



"We launched Bleach Brave Souls successfully in Europe using nothing but PocketWhale Press Release services. They reached out to 2000+ journalists resulting in numbers of positive local review articles and the game bursting in top grossing charts in several European markets."

**Mika Komatsuzaki**  
Director of BD & Marketing at KLab



**PocketWhale**  
MOBILE MARKETING AGENCY