



data design interactive



case study:

Data Design Interactive

Background:

UK-based publisher/developer Data Design Interactive retain FNC to handle the day to running of its PR and Marketing in the UK and to raise its profile. FNC also has an involvement in the licensing negotiations.

The Objective:

- Create PR plans for all titles
- Create Marketing plans for each title
- Arrangement of advertisement campaigns for each product
- Arrangement of press tours
- Organisation of press events at trade shows that the company attends from E3 to Leipzig



The Results

The first task was to help raise the company's profile outside of its home base with the specialist PC press and console press in the UK and in North America. We arranged numerous meetings with the press to explain the company's approach to publishing as well as presenting the titles. We arranged press events at Leipzig 2006, 2007, 2008 and E3 2009. The Company now has a set distribution network in the UK for their products which include:



NinjaBread Man, Rock'n Roll Adventures, Billy The Wizard, Anubis II, Monster Trux: Arenas, Mini Desktop Racing, Offroad Extreme, Mythmakers Superkart GP, Action Girlz Racing, Myth Makers Orbs of doom, Kawasaki 4X4 Quad Bikes, Kawasaki Jet Ski, Kawasaki Snow mobiles, Kidz Sports: International football, Kidz sports Basketball, Kidz sports Ice Hockey, London Taxi: Rush Hour, Myth Makers: Trixie in Toyland, Classic British Motor Racing, Rig Racer II, Monster trux: Offroad, Hamster Heroes, Urban Extreme, Crazy Mini Golf 1 and 2.

contacts:

Please do not hesitate to contact us:

On the telephone:

Landline +44(0) 1296 712522
Mobile phone: +44(0) 7788 971 810

Via the Internet:

Skype: frazernashcommunicationsuk
email: fnc@frazer-nash-communications.co.uk

