

NRPR Group & BUTTON Wallet



NRPR Scores Massive Coverage with Creative Strategy for a Leading Messenger-based Cryptocurrency Solution

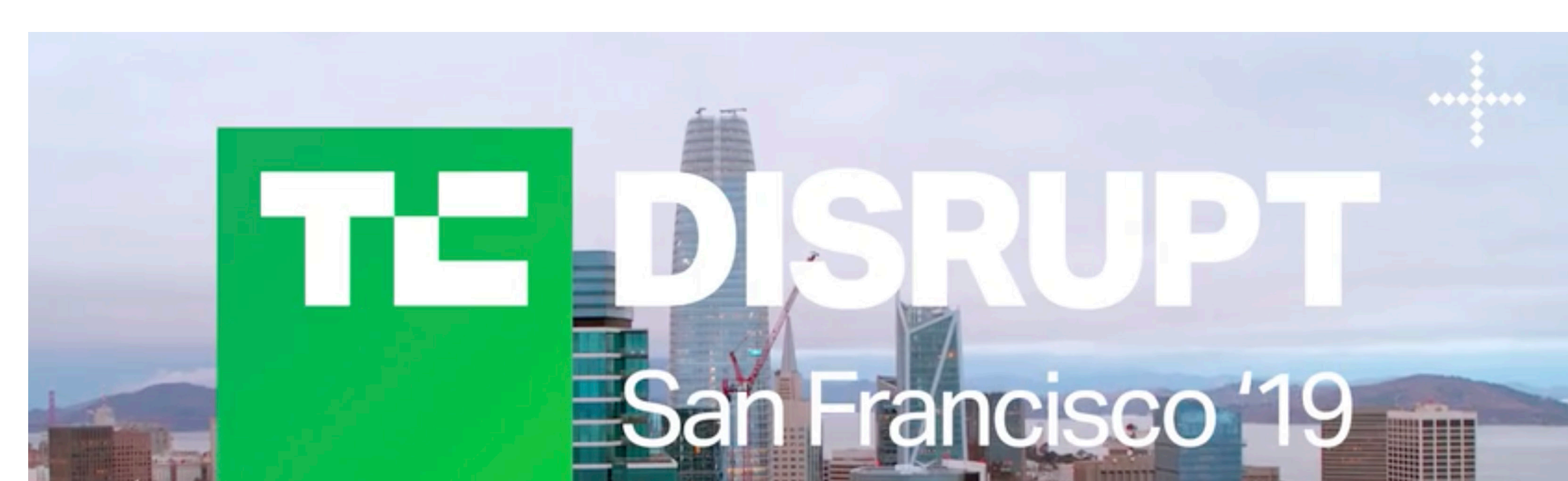
NRPR Scores 177 Total Original Pieces of Press Coverage in Just Five Months, Highlighting Company Accomplishments and Product Enhancements

SYNOPSIS

Team NRPR began working with BUTTON Wallet, a messenger-based software solution for trading and buying digital assets—understood easiest as the “Venmo” for crypto—and focused on gaining visibility for the crypto startup through targeted news releases highlighting product enhancements and company accomplishments, and thought leadership byline articles offering expert knowledge and advice from corporate executives. In total, Team NRPR secured 177 original press hits, including 5 contributed articles and excluding press release reposts, and wrote and pitched 3 press releases for BUTTON Wallet from August to December in 2019. In August alone, 71 hits went live as a result of NRPR’s outreach for the announcement of BUTTON offering the first free cryptocurrency testing playground on the Telegram Open Network (TON), with coverage in such outlets as Forbes, Cointelegraph, and Bitcoin News. NRPR also secured interest with The New York Times in a relationship-building endeavor.

PROCESS // HOW WE DID IT

NRPR hit the ground running when engaging with BUTTON as a new client. We began with a messaging call and then drafted the TON/Telegram press release and prepared the press targets and outreach strategy for pitching the news and gaining attention with the press before the release hit the Wire. NRPR leverages its industry knowledge, media relationships and in-depth attention to what resonates with the press to build the list of media targets. When between press releases, NRPR continues press outreach with contributed-article and trend pitching covering the issues that are of the most interest to end users. We worked with BUTTON on articles for Forbes and other publications on technology and business issues. Team BUTTON Wallet was recognized as a TC Top Pick and exhibited at a Start-Up Alley table at TechCrunch Disrupt in San Francisco. NRPR coordinated with BUTTON Wallet to gain access to the press list in order to secure meetings for company executives.



RESULTS

One hundred seventy-seven total hits went live for BUTTON Wallet in the first five months NRPR worked with the Company. Top-tier attention included Forbes’s coverage of BUTTON Wallet’s partnership with Telegram Open Network, including quotes from executives, giving BUTTON Wallet and its executives visibility to Forbes’s 24.4M readers, with an ad equivalency of \$45,899. Bitcoin News’ piece on Ellipal’s Titan Hardware Wallet, which included the reporter’s positive experience trading BCH and ETH on BUTTON Wallet, highlighted the positive user perspective associated with BUTTON. Their interview with TechCrunch as a TC Top Pick showcased BUTTON Wallet to its 4.8M readers. BUTTON Wallet was covered by Bitcoin News, Coindesk Cointelegraph, Forbes, Investing, Medium, TechCrunch, and Wall Street Reporter. The total ad value of the coverage exceeded \$119,000.

