



### *Team NRPR and CoinLinked Garner 150 Press Hits in Three Months*

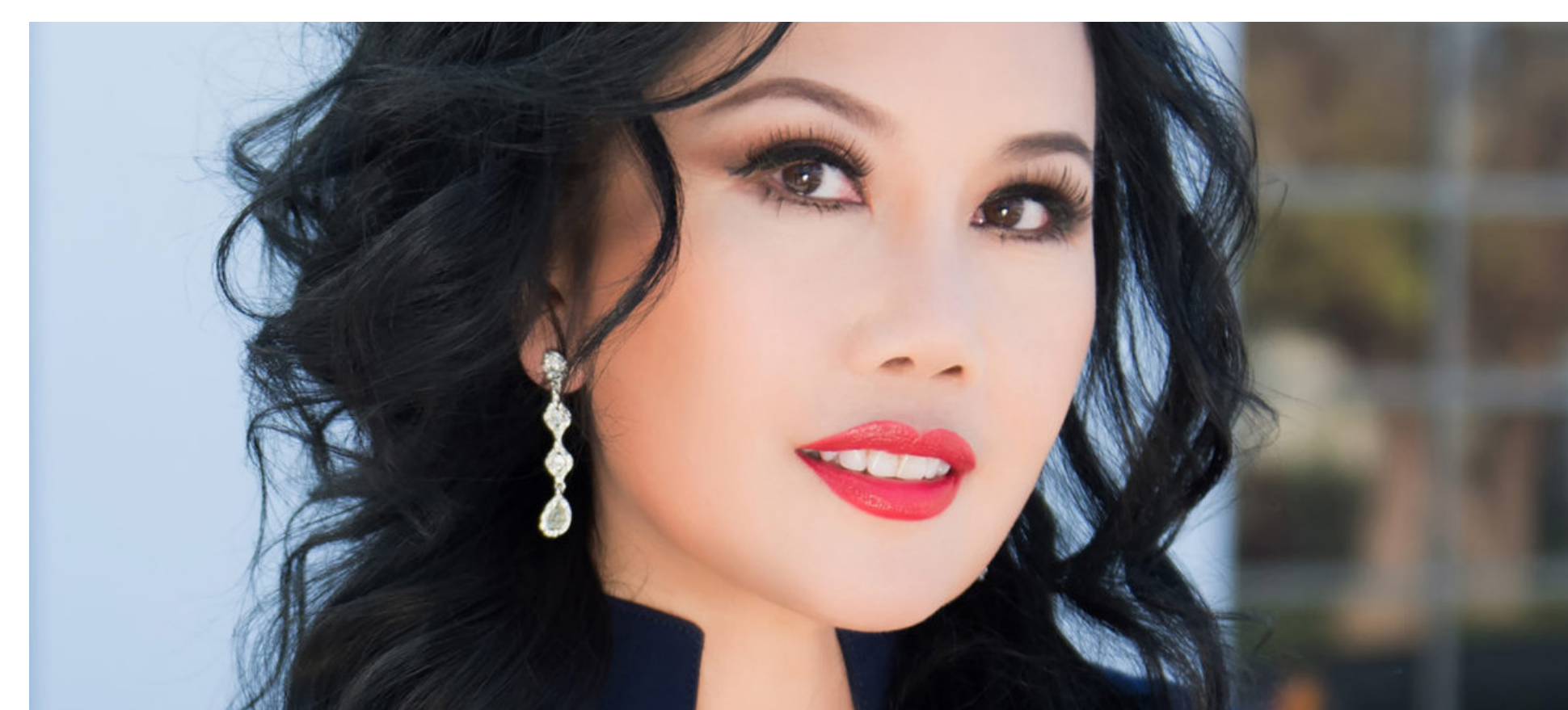
#### SYNOPSIS

Team NRPR started working with CoinLinked in April 2020 in preparation for CoinLinked's May debut. The team had a kick-off meeting to create a strategic messaging map to guide the press release and storylines for media. Based on the messaging map, NRPR drafted a press release that clearly shared CoinLinked's key features and industry-changing factors. NRPR arranged for Cointelegraph's exclusive break of this story to happen with one of the top Crypto media outlets, ahead of mass distribution. In total, more than 150 press hits for CoinLinked were published from May 2020 to June 2020. Coverage appeared in outlets including feature stories in Cointelegraph, SheKnows Finance, BeInCrypto, OC Business Journal, CryptoNinjas, CryptoTapas, Adventures in Crypto Show, Disrupt Magazine, Medium and more.



#### PROCESS // HOW WE DID IT

NRPR began our engagement with CoinLinked in April and conducted two messaging calls with CoinLinked CEO, Jenny Q. Ta. NRPR created CoinLinked's messaging map and worked on building a strategic press release. NRPR began pre-pitching the CoinLinked launch announcement in mid-April, under embargo, to give the press ample time to determine interest, conduct interviews and write their stories leading up to the announcement date. Because CoinLinked was a brand new start-up, NRPR knew that they would need to educate the press on what CoinLinked does, how its technology works, and secure coverage in top trade publications. NRPR pitched the idea of an exclusive break to Cointelegraph and the outlet agreed to break the story an hour ahead of the other media. The team media trained Jenny to prepare her for key media briefings. NRPR handled day-of-announcement pitching on the day of the launch, ensuring that media were aware of the news the day CoinLinked launched. NRPR continued to pitch and follow up with pending press after the announcement, to close all outstanding coverage and continued to get more interest in CoinLinked past the May announcement date.



#### RESULTS

More than 150 press hits were garnered for CoinLinked from May 2020 to June 2020, with more that followed after our project work together. Coverage appeared in outlets including multiple feature stories in Cointelegraph, SheKnows Finance, BeInCrypto, OC Business Journal, CryptoNinjas, CryptoTapas, Adventures in Crypto Show, Disrupt Magazine and Medium.

