



NRPR's Team of Superheroes Give Extra Power to L.A. Comic Con with Press Coverage, Media Registration, Coordination and Event Staffing

NRPR Team Helps Secure 700+ Press Attendees and 700+ Press Hits for LACC 2019 with Coverage from Tier 1 Outlets, Comic & Entertainment Trades, and More

SYNOPSIS

2019 was the first year NRPR started working with Comikaze Entertainment and Company X Marketing to make LA Comic Con a success! The Con was in need of a great PR partner who understood the entertainment and comic book industries to help it garner the buzz it had never received in previous years. With solid messaging and strategy for media alerts and direct press outreach, team NRPR helped make LA Comic Con the best year ever with regards to media relations and results, including 700+ press attendees and more than 700 press hits closed.

PROCESS // HOW WE DID IT

NRPR started the engagement with a messaging call with the client to ensure all details pertaining to the Con's history, programming and talent involved were taken into consideration for all press-facing materials. NRPR then created two media alerts and followed up with all media registering for the Con, one-by-one, to ensure we knew of all plans and hopes for all media so interviews could happen smoothly both before and during the Con. NRPR also handled press registration and vetted press. The team staffed the backstage VIP media and talent check in. Team NRPR managed the press room, staffed media interviews and captured photos at LACC and posted them to social media. The team facilitated media attendance of the "Zombieland 2: Double Tap" screening and the Ready Party One LACC Official Afterparty. Post-event, NRPR provided a roundup note to the LA Comic Con team summarizing coverage.



RESULTS

On top of helping secure, welcome and provide opportunities for 700+ press attendees who registered for LACC 2019, team NRPR helped secure 700+ actual press hits for LACC 2019 with coverage from Tier 1, local and trade outlets such as Forbes, Yahoo! News, CBS News, The Hollywood Reporter, NBC LA, LA Magazine, LA Weekly, AXS, Comcast/Spectacor, Spectrum News 1, The Atlantic, iHeartRadio, The Wrap, Temple of Geek, Comicbook.com, Knx1070 Radio, KTLA, LAist, IMDB, KROQ, IndieWire, The New York Post, and Yahoo! Finance. This coverage count was the most in their entire history and now NRPR is on board for years to come!

