

Asia-Pacific Connections / PopCap Games Builds Presence in Singapore

Challenge

Whilst PopCap Games' (PCG) casual video games like Bejeweled and Plants vs. Zombies are widely popular globally, there was no company brand awareness in Singapore. In addition, the company lacked Singapore-centric news, a local office and a local spokesperson. Then in the initial stage of the PR campaign, some media and bloggers gained access to the beta product in advance of the public launch without an NDA -- resulting in social-media leaks.

Strategy and Action

First, Asia-Pacific Connections (APC) conducted a systematic assessment of the Singapore media's knowledge and perception of PCG. Next, APC began to engage the media and bloggers about PCG's holistic plans for the region/Singapore. We distributed press releases and Fast Facts about new platforms and apps for its games to traditional media and bloggers. APC also crafted creative local news including a study by a local university about cognitive improvements related to casual game play.

Results

APC established relationships with 32 key Singapore media/bloggers. We smoothed relations with those media/bloggers who leaked the pre-launch news and prevented additional leaks with a solid news-embargo programme. APC expanded PCG's brand beyond the traditional media by developing a Twitter campaign and secured 4 media interviews during a visit by PCG's PR Director. The campaign generated 68 clips valued at S\$ 200K of comparable advertising value from the mainstream print and broadcast media.

