Ease Live

platform

Challenge

- We were getting great coverage in the TV and Sports Trades, but Ease Live really needed coverage in high-level media read by league and broadcast C-suites to increase cut through.

What we did

- Tweaked Ease Live's messaging to resonate with key media targets at Bloomberg, SBJ, Wired, The Verge, WSJ, ..,
- Deep research to find one journalist that we were confident would cover Ease Live
- Found the ideal target in a freelancer working for Wired on the sports meets technology beat
- Crafted an email pitch specifically for this journalist
- Had a couple of calls with the journalist before introducing the Ease Live CEO to the journalist
- Steered the journalist away from his preferred controversial angles back towards more "Ease Live friendly' angles

Outcomes

- Wired published an article based on Ease Live
- In the words of Ease Live CEO, Kjetil Horneland: "The phone hasn't stopped ringing since the Wired piece. It's been great to get re-acquainted with leads that I thought were cold. And better still, they're calling me!"

BEN DOWSETT GEAR MAR 11, 2025 7:00 AM

How to Turn a Live Hockey Broadcast Into a Cartoon

The NHL is using new technology to overlay animations on top of real live hockey action. It pc fans control what's on their screens.