



Driving High Profile Coverage and Conversations



GOAL

The founders of Burst, a mobile photo and video sharing solution, had spent more than a year creating a user-friendly, intuitive application that makes it seamless for families to capture and share moments in a private, secure manner. Poised to launch just as Instagram was acquired by Facebook, Burst's founders needed a communications partner that would help them differentiate the brand in a crowded, competitive and wildly popular market. Engaging Version 2.0 Communications, Burst needed a team that would drive high profile coverage and conversations about the brand to attract Burst's target users – families.

STRATEGY AND RESULTS

Version 2.0 created a multi-pronged communications strategy to promote the experience and successful track record of the executive team, introduce the product and educate the market on the need for private video sharing.

The program began with Version 2.0 developing a custom news package to help amplify the launch beyond merely a new product introduction. The first supplement was a market survey to help carve out the category and underscore that families were in need of a solution like Burst to safely and easily share memories. In addition, Version 2.0 announced Burst's first round of seed financing to help articulate the corporate story and highlight the premier investors and successful serial entrepreneurs at the helm.

Version 2.0 created a multi-pronged communications strategy to promote the experience and successful track record of the executive team, introduce the product and educate the market on the need for private video sharing.



The Boston Globe

Boston Business Journal

FASTCOMPANY

WIRED

BostInno

MHT MASS HIGH TECH
Forbes

TC TechCrunch

STREET & SMITH'S
SBJ SBD SportsBusiness
JOURNAL

KISS
108fm

Embargoed pre-briefings resulted in a flurry of business and tech media coverage including Boston Business Journal, BostInnovation, Mass High Tech, TechCrunch and more. In addition, social chatter for the news exploded with more than 700 shares of the TechCrunch feature alone.

To maintain the buzz and momentum post-launch, Version 2.0 worked with Burst to create a steady stream of partnership, product and promotional news. Leveraging the consumer and mainstream media appeal of the Summer Olympic Games in London, Version 2.0 helped Burst unveil its partnership with Olympic Fencers who would use Burst's application to share behind the scenes moments with fans at home. In addition to a successful Olympic send-off event and press conference at Boston's Prudential Center with Mayor Thomas Menino, this partnership helped the team secure additional coverage in WIRED, Fast Company, Forbes, The Boston Globe, Sports Business Journal, KISS 108 and more.

The team also managed a robust social media program for Burst. In just four months, Burst's Facebook page "likes" increased by more than 50 percent and its Pinterest following by more than 200 percent, further positioning Burst as a strong brand in the social arena.

Version 2.0's communications programs have helped establish Burst and its executive team as leaders in the family mobile video sharing space.