

CASE STUDY

Deepdub.AI



Emerging Insider
Communications

The Client

Deepdub was founded in 2020 and launched after a year of operating in stealth mode. They offer an AI-based platform to allow dubbing in any language in the actor's original voice and work with major Hollywood and international studios, producers, and distributors. www.deepdub.ai



SOLUTION

Emerging Insider helped to launch Deepdub and took them through their series A funding and massive growth in the last year and a half. Our team has helped to have them featured in the world's largest publications, niche media outlets, speakerships, award wins, and thought leadership across their executive team. Our strategy has been a month-after-month series of campaigns that have leveraged a range of corporate news, partnerships, technology stories, and insights. We have also helped to craft a range of content from videos to white papers. Deepdub operates in international regions, so our campaigns have encompassed work in North America, The UK, Israel, and Europe.

RESULTS

Startup PR can often be complex due to the fact that the organizations are unknown, have limited financial resources, and need to earn their credibility. Even given these challenges, Deepdub has seen press and communications that would leave the largest brands in the world envious. Our team achieved widespread launch press, industry partnership news, advisory board news, entertainment industry analysis, and funding news. In total we have hit over 35 tier-one publications, 30 local news outlets, and 60 niche industry publications.

- Over 40 Tier one feature articles and interviews in publications including : Wall Street Journal, TechCrunch, The Washington Post, Voice of America, Protocol, Le Monde, CNN, VentureBeat, Variety Magazine, Deadline, The Hollywood Reporter, AdWeek.
- Increased website traffic by 350% while gaining first page placements across core keywords on Google and major search engines
- Secured Interviews, Webinars and speaking engagements at top industry events.
- Worked on international campaigns with placements across France, Italy, Israel, The UK, Canada, Germany, The Netherlands, Poland, and Asia.
- Targeted and executed analyst relations across major research organizations ranging from Forrester and Gartner to IDC.

EXPERTISE PROVIDED

- Startup Launch Campaigns
- Monthly Media Relations Growth Campaigns
- Interview planning and execution across TV, Broadcast, Digital, Podcast, and Webinar
- Short and Long Form Content Creation
- Thought leadership Content Creation
- Event Production