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# One Bequia, Bitcoin Island

Case Study



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## Case Study

For this luxury housing development in the Caribbean we generated more than 300 pieces of coverage within 3 months.

# One Bequia, Bitcoin Island

## Brief

To announce the launch of One Bequia, a luxury property development on the island of Bequia, where properties are available in Bitcoin. We were asked to drive interest in the concept and the Bitcoin purchasing USP, promote the island and development and build credibility. The client asked for global coverage in prestige and mainstream press.

## Challenges

Bitcoin is a high risk sector and the media are rightly cautious of being seen to promote high risk investments.

To overcome this, we focused on building trust with journalists, sharing information under embargo and making CEO Storm Gonsalves available for in-depth interviews.

## Goals

We set out to achieve mainstream press coverage to build trust and credibility with the consumer audience, paired with bitcoin and crypto trade and special interest coverage to drive interest from people with the means and understanding of crypto to become customers.

## Approach

We took a 'knowledge driven' approach, positioning Storm as a key authority on why Bitcoin was an increasingly popular purchasing method and why island economies, such as Bequia relied on it. This opened the conversation up. It was no longer just about the development of One Bequia, but about Bitcoin in the context of the global economy.

# One Bequia, Bitcoin Island

## Results

We secured more than 300 pieces of media coverage, in 33 languages, across mainstream and crypto sector press.

Coverage included a 5-part interview series with The Express, articles in The Independent, The Sun, CityAM, Yahoo!, Business Insider, features



in Nasdaq.com, Investing.com and Bitcoin Magazine and an interview with The Telegraph. We even made the front page of Turkey's second largest newspaper. This coverage has already led to a number of sales enquiries.

- 344 pieces of coverage
- Coverage across 56 nations and 33 languages
- 3.05 billion in online readership
- 11.1 million estimated coverage views
- 11.8k social shares
- 23 backlinks
- 98,525 YouTube views
- 473k print circulation

## Highlights

- [The Express](#) →
- [Business Insider](#) →
- [Nasdaq](#) →
- [Euronews](#) →
- [The Sun](#) →
- [The Telegraph](#) →
- [MSN](#) →
- [Independent](#) →
- [GQ Italia](#) →
- [City AM](#) →
- [Sabah](#) →
- [Capital](#) →
- [Coin Telegraph](#) →
- [Investing.com](#) →
- [The Independent](#) →
- [Sabah](#) →

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## About us

We're an outcome-focused PR agency. Our approach is simple; talk about what you know, NOT what you do. With this approach, we help brands enhance their reputation, establish trust and win more customers.

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