



Vydia: *music + video*

<http://vydia.rockpaperscissors.biz/>

Summary

Vydia is an Inc. 500 video technology company that empowers creators to easily manage their content and digital rights through one centralized platform. Utilized by over 160,000 musicians, influencers, and brands worldwide, the platform offers an array of monetization and distribution services accessible on both desktop and mobile applications. Vydia is a premium partner of major digital publishers like Vevo, YouTube, Facebook, and Dailymotion as well as networks like BET, MTV, and Music Choice.

PR Challenge

Vydia and CEO were securing placements in local press, but not national media. As the company was deep in an investment raise, the CEO had limited bandwidth to focus on PR. There were lots of moving parts with a team that wore many hats. How could we help them build ties to the media with such divided focus?

Our Approach

1. Express what differentiates them from others in the field in a compelling but accessible way.
2. Amplify Vydia's user features/services within the press that covers multiple relevant verticals.
3. Position CEO as a thought leader in video management and monetization.
4. Attract more press awareness through recruiting journalists on Vydia's industry panels (SXSW, Music Biz, etc.)

CLIENT TESTIMONIAL

"The rock paper scissors team was very knowledgeable and responsive to us as a client. They acquired coverage and amplified visibility for our recent funding announcement and helped open doors for us at the New York Times, Forbes Magazine, and Tubefilter, among others. They came in super clutch when asked to assist in recruiting notable panelists at industry events like SXSW. I enjoyed having them as an extension of our team."

-Jenna Gaudio
VP Project Management

Results

The campaign started off with interviews and features in the music industry, video trade press, and Martech world. We got a bump in coverage by explaining Vydia's unique feature of synchronizing video rights across social and video platforms. As the CEO got busier with fundraising we turned to other high impact approaches. We hosted the CEO at a background interview at the New York Times (piece still pending). We helped the company's marketing staff secure co-panelists and moderators from Forbes and Billboard, a strategy we like to use to create personal connections between our clients and influential journalists. Once Vydia was ready to announce their \$7 million raise, a lot of the prep work we had done with journalists came to fruition including pieces in Fortune, Billboard, and Tubefilter.

Press Releases

You can read all of the press releases we have written for Vydia on their [Online Press Kit](#). Here is a sampling of press releases we have written and pitched on their behalf.

[Vydia Raises \\$7M A Round to Advance its Leading Digital Rights Management and Monetization Platform](#)

[Video Tech Startup, Vydia Debuts on Entrepreneur 360 List, Named one of the Best Entrepreneurial Companies in America.](#)

[Social Rights and Sync: Vydia Makes Protecting Video Assets Webwide as Simple as A Few Taps](#)

Press Coverage

We landed 30 articles for Vydia. Here are just a few:

Billboard—[Content and Monetization Startup Raises \\$7M in Funding](#)

Fortune—[Term Sheet – February 20, 2018](#)

New York Business Journal—[This Week in NYC Funding News: Stash, Stoop, DailyPay, Ollie](#)

Tubefilter—[Video Management Platform Vydia Raises \\$7 Million in New Funding](#)

See more in the Press section of their OPK here:

<http://vydia.rockpaperscissors.biz>