

roadninja™ | PRESS KIT



Sent “Road Trip Survival Kit” teaser mailing to 30 technology/travel editors at national newspapers, advertising publications, and news/technology websites to generate buzz and press coverage timed at the launch.

Included letter to the editor, press release, mini-billboard with RoadNinja creative, snacks for road trips, road trip games and RoadNinja iPhone case with promo code (so the editors had the opportunity to review the app before it hit the iTunes store)



Press Outlets included: Advertising Age, Ad Week, Appolicious, Associated Press, CNN Money Tech Tumblr, Digits (WSJ Technology Blog), Engadget, Forbes, GeekSugar, Gizmodo, Lifehacker, Macworld, Mashable, The Mobile Insider, MSNBC.com, TechCrunch, The New York Times, USA Today, VentureBeat, The Wall Street Journal and Wired.