



## CLIENT CASE STUDY

# ATARI

Rebuild brand equity for the nostalgic video games pioneer looking to make a comeback in a big way.

### Goal

Reacquaint the world with the nostalgic Atari brand and re-establish the company as a leader in today's digital games era.

### Strategy

Re-brand the iconic gaming company through its new business model – an 'interactive entertainment production company.' Build out succinct schedule of announcements to keep a steady cadence of news coverage and continue the momentum of Atari's re-emergence.

### Results,

Barokas secured several pieces of tier 1 business press and 52 total pieces of coverage on the new business model, and continues to deliver top tier results for new titles/Atari's entrance to new markets.

#### Press Articles

**The New York Times**

[Snatching Atari Back From the Grave, Again](#)

**WIRED**

[How Atari Plans to Bring Itself Back From the Dead](#)

**TIME**

[Atari Unveils Pridefest, an LGBT-Themed Social Sim Game](#)

**TC TechCrunch**

[The Next Generation of Atari](#)