



CLIENT CASE STUDY

POKEMON

Barokas PR has been working with Bellevue-based The Pokémon Company International for more than a decade, placing player profiles in hyper-local media nationwide, and providing strategic counsel and on-site media support at major events.

Goal

Drive awareness, interest and involvement in the Pokémon Organized Play event series.

Strategy

Utilize players as spokespeople for Organized Play and the Pokémon brand, highlighting their success in key hyper-local print and broadcast outlets and up leveling bigger stories to the national and international stages. Host online, print and broadcast media at major events to ensure coverage of the tournament.

Results

BPR has maintained a steady cadence of coverage year-over-year in hundreds of markets throughout the US and Canada – leveraging grassroots tactics and a squeaky wheel mentality to secure 200+ articles a season. As an essential driver behind the expansion of the Championship series, Organized Play has grown from a few hundred participants to more than 400,000 a year since Pokémon has partnered with BPR.

Press Articles

[The Washington Post](#) [The Oregonian](#) [The Boston Globe](#)



[2,000 Pokémon fans swarm D.C., and this 12-year-old is having the time of his life](#)

[Forest Grove's father-son Pokémon duo win Portland City Championships](#)

[Inside the Pokémon World Championships in Boston](#)

[Local Pokémon Champ Named Top 5 in the Country](#)