

Frank PR Ups its Game with Bethesda Win

Award-winning Consumer PR Agency Secures Retainer from Top Video Game Publisher

Frank PR has been appointed as the Australian PR agency for Bethesda Softworks®, a ZeniMax® Media company. Bethesda, a worldwide publisher of interactive entertainment software, boasts a diverse portfolio of award winning titles including The Elder Scrolls®, Fallout®, DOOM®, QUAKE®, Wolfenstein®, Dishonored®, The Evil Within™, Prey® and RAGE®. Frank will be responsible for placing reviews, facilitating hands on sessions, liaising with media and managing a bank of influencers, as well as developing large scale consumer stunts and activations across their titles, aimed at both existing gamers and the wider public. Simon Alty, Managing Director, Bethesda Australia and New Zealand, commented: “Frank showed an unparalleled understanding for our titles and our consumers, they totally got our future vision for Bethesda; big, creative, with just the right amount of trouble making. We’re looking forward to working together and collectively smashing the gaming PR mould!” Laura Jones, Frank PR’s Joint Managing Director said: “As an agency with a long-standing gaming and tech client portfolio we are delighted to be working with Bethesda. With so many established franchises, Bethesda is already well known and well-loved with gamers. Our job is to take them beyond where they are – making them famous for creative stunts and activations that not only surprise and excite gamers but create talkability amongst the rest of us too.” The agency works with clients including 20th Century Fox Home Entertainment, Deliveroo, Royal Caribbean, TFE Hotels and Fiji Airways.

Contacts

Jodie Susskind

0282020555

mailto:

Josh Slater

0282020504

mailto:

Tori Murray

0282020555

mailto: