



### **Building a Pop Culture Icon**

Beginning in 2007, MediaLab provided long-term multi-market media, influencer, and publicity solutions for VIZ Media, the leading publisher and licensor of manga and anime in North America.

### **MediaLab Services Provided:**

***New Product Publicity • Product Reviews • Influencer Outreach & Engagement  
Social Media Content Development • Mainstream Press Editorial • Trade Press Editorial  
Executive Interviews • Live Event & Convention Press & Influencer Management***

### **PR Performance Highlights:**

- **3,000+ Dedicated editorial features annually (2007-2020)**
- **4 Million+ Combined web impressions annually for VIZ Media editorial**
- **2 Million+ Combined views annually from VIZ Media influencers on YouTube & Instagram**
- **1,000+ Official press releases written & distributed**
- **Multi-Vertical / Tier 1 coverage – Entertainment, Pop Culture, Gaming, Publishing Trade,**

MediaLab helped to establish and maintain VIZ Media as a beloved brand and icon across North American fan communities and the expansive pop culture entertainment media landscape.

Comprehensive PR actions were designed to maximize brand visibility in top media markets and complemented product and channel marketing with extensive coverage for 100s of marquee properties such as *Naruto*, *Demon Slayer*, *Death Note*, *Bleach*, *My Hero Academia*, *Demon Slayer* and *One-Punch Man*, as well as original IP and video game, children's media, and original animated content.

Our team also engaged legions of prominent social media influencers to celebrate the VIZ brand and create content highlighting products on YouTube, Facebook, Twitter, Pinterest, Reddit, and Instagram.

**Mainstream Press** - *Entertainment Weekly, Newsweek, NY Times, Forbes, LA Times, WIRED, Washington Post, CNN, Wall Street Journal, and many more*

**Entertainment & Publishing Industry Industry Trades** – *Hollywood Reporter, Variety, Publisher's Weekly, Licensing Magazine, Total Licensing, Pop Insider, Deadline*

**Pop Culture Media** – *IGN, StarWars.com, Kotaku, AnimeNewsNetwork, Game Informer, Polygon, Nerdist, Den of Geek, Geek magazine, Silicon Era, Tech Crunch, and 100s more*

**Contact MediaLab to discuss what marketing & PR solutions we can build for your brand!**  
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