

XIVE X DROFA COMMS

transforming audience perception of Bitcoin mining with a bilateral campaign

BRIEF

Xive is a Bitcoin joint mining company headquartered in Astana, Kazakhstan. The company, led by CEO Didar Bekbauov, provides easy and efficient group mining services and develops a transparent and fully automated mining web platform. In 2023, Xive partnered with Drofa Comms in preparation for its strategic expansion into the US market.

THE OBJECTIVE

Was to resume the brand's visibility in top-tier media, raise awareness about its core product-joint mining, and launch the company's involvement in significant industrial events and awards.

our approach

EXECUTIVE PR OF THE COMPANY'S CEO

PRODUCT-FOCUSED PR

Recognising the power of trust people place in individuals over faceless brands, our executive PR efforts centred on introducing the person behind a complex tech project. We showcased Didar's expert insights through op-eds, industry commentary, interviews, and engaging podcast appearances.

Going niche with expert publications is as important as leveraging media coverage. Within the realm of product PR, we prioritised Wire distribution to acquaint the US audience with the brand's offerings. Additionally, we actively engaged in industry awards not only to bolster our stakeholders' perception but also to affirm our legitimacy and recognition among a professional community.

This dual-pronged approach introduced our core product, joint mining, to the broader US audience while solidifying the brand reputation among investors and stakeholders.

challenge: reshaping the audience's perception of Bitcoin mining

The Drofa Comms team has likewise embarked on a challenging mission: reshaping the US target audience's perspective on Bitcoin mining. Our primary focus was on highlighting the sustainability aspects of mining, particularly innovative solutions related to electricity consumption and hydro-cooling technologies.

RESULTS WE ACHIEVED

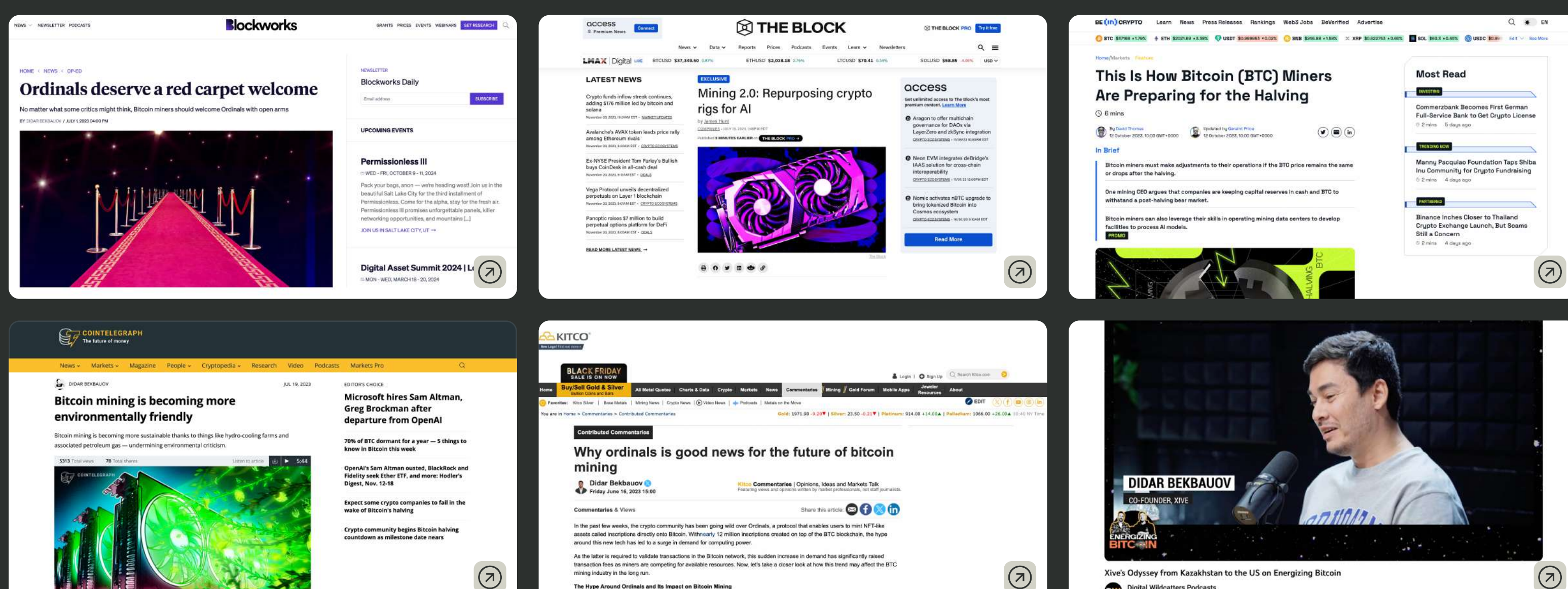
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unique top-tier publications in the first 6 months

Xive was featured in Tier-1 media, such as The Block, Benzinga, Kitco, Cointelegraph, Blockworks, Forbes Advisor, Seeking Alpha, and more.

- 15 market commentaries
- 8 op-eds
- 3 interviews
- 1 podcast

- 4 press releases
- 1500+ reprints with 950M+ audience



37x

volume of mentions growth

Xive's overall volume of mentions increased from 7 to 259 in 6 months.

8x

presence score growth

Xive's presence score increased from 2 to 16.

4

industrial awards participation

AWARDS WE ACHIEVED



gold winner in the crypto category

Merit Awards for Technology 2023 honouring companies in Europe and the US for their outstanding contributions to innovative product development.



the top-50 finalists of the WorldFestival Startup Awards

Xive earned a place among the top 50 finalists at the WorldFestival Startup Awards and had the honour of attending the awards ceremony in San Mateo, California. This award celebrates the world's most innovative startups, featuring an impressive roster of over 3,000 participants.

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