

MYSTEN LABS (SUI)

OVERVIEW

Mysten Labs collaborated with Multiplied to achieve two main goals: establish the founding team as thought leaders and promote the Sui Layer 1 software development kit (SDK) to drive user adoption. Multiplied aimed to secure high-impact features for the Mysten C-suite to create a lasting industry impression.



STRATEGY

- 01 SECURED FEATURES IN TIER 1 PUBLICATIONS AND PODCAST INTERVIEWS TO ELEVATE THE C-SUITE AS THOUGHT LEADERS
- 02 EMPHASIZED THE C-SUITE'S EXPERIENCE TO POSITION SUI AS A STRONG LAYER 1 CONTENDER FOR DEFI AND WEB3 GAMING
- 03 LEVERAGED THE RESULTING GROWTH IN PERSONAL BRAND EQUITY TO ENHANCE MEDIA OUTREACH SUCCESS
- 04 USED POST-CAMPAIGN INTEREST TO BOOST EXPOSURE FOR THE SDK REVEAL

RESULTS

Mysten Labs gained substantial media attention and achieved significant growth:

392
TOTAL
MEDIA MENTIONS

130
AVERAGE MONTHLY
MENTIONS

\$2B
GROWTH IN
VALUATION

\$300M
SERIES B
INVESTMENT

NFT.NYC
SPEAKER ADDRESS

MEDIA COVERAGE



BROADCAST & PODCAST



CONCLUSION

By focusing on exclusive interviews and sustained thought leadership for the C-suite, Multiplied significantly improved media interest. Highlighting the team's backgrounds and vision amplified Mysten Labs' credibility in the Web3 space. Today, Mysten Labs is a leading brand in Web3, with Sui as one of the most trusted Layer 1 blockchains.