

# anthonyBarnum: Transformative Software Campaign Snapshot

## The Client



UneeQ's intelligent experiential AI platform is the global standard in digital humans, enabling the best creative minds to design and build amazing customer experiences at scale.

## The Campaign

UneeQ sought to dramatically increase its visibility to target audiences through a high cadence, ongoing Tier 1 national tech media campaign. Their initial objectives were to dramatically increase their share of voice within the emerging category of digital humans. anthonyBarnum leveraged a series of advanced thought leader and news strategies to commence the campaign.

## The Results

Our team led a high velocity earned media campaign introducing the company's revolutionizing technology across multiple vertical and national media targets. The campaign averaged over four Tier 1 earned media placements per month over 10 months dramatically increasing the company's share of voice and outpacing competitive technology platforms.

## The Placements



[One step closer to skynet: Your next help desk chat might be with a digital human](#)



[Digital employees are on the rise: Things to know before implementation](#)

**BUSINESS  
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[UneeQ counts Salesforce's former head of AI as an investor, has a free new tool that aims to make building virtual humans](#)

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