



Situation: Peer-to-Peer trading has steadily become one of the hot-button issues in the digital media market today. [Peerflix](#), a P2P DVD trading network, entered the market as a content sharing facilitator bent on supplementing traditional movie rental options. Voce was faced with the challenge of helping the company catapult itself into the minds and Internet browsers of DVD consumers everywhere in an effort to increase the trading network's overall number of active users. Also challenging was the fact that no comparable product or service like Peerflix existed at the time.

Strategy: The first phase in the effort to generate more visibility for the company and solicit active members involved creating a Social Media program that would facilitate direct interaction between Peerflix and its growing user base. The result was the creation and launch of the company's blog, [Peerblog](#), which was used to reach out to active users with new announcements, comments on relevant industry news, provide a forum for user feedback and questions, and create a destination for journalists interested in Peerflix and P2P trends and issues. The goal of phase two of the program was to reach a broad consumer audience via mainstream print and broadcast outlets in an effort to generate higher profile coverage of the company. PR targeted prominent business and consumer publications, as well as national broadcast personal technology reporters. Phase three focused on the announcement of expanded Peerflix services including a new social networking feature – “My Friends” – that allows to trade exclusively with their friends. The blended PR strategy of traditional and Social Media campaigns allowed Peerflix to reach out to a wide audience and influence an emerging market.

Results: The multi-faceted strategy implemented by Voce resulted in substantial media coverage. One example is a *San Jose Mercury News* story dedicated to Peerflix on page one of its business section which was ultimately picked up by Knight Ridder news service and syndicated in newspapers across the country. Additional wire stories continued to reach target users through local newspapers read daily.

Voce also secured broadcast media coverage in target user markets. An NBC San Diego affiliate profiled local users in a four-minute story while Voce simultaneously pitched NBC affiliates in Peerflix's top 10 metro markets resulting in pick-ups of the San Diego feed by local affiliates around the country. Voce continues to secure regional broadcast coverage by working closely with happy customers, and recently appeared on the NBC *Today Show* in a story on bargain gifts for the holidays.

The Social Media program has spurred two powerful grassroots campaigns. One is a message forum called [PeerflixTalk](#) and the other is a blog called [PeerflixFan](#). Both communities were created organically, without a relationship to Peerflix, to discuss Peerflix and spread the story.

There are currently more than 200,000 DVDs traded across the Peerflix network which publicly launched in September 2005 with more than 100,000 users in the U.S. and Canada.