

SLEEPAGOTCHI

Sleepagotchi "Dream Job"

Campaign – Case Study

Situation

In 2025, Sleepagotchi, a new gamified sleep-tracking app, was gearing up to launch its mobile platform. The app transforms healthy sleep habits into a game, rewarding users with tokens and collectibles for consistent rest. However, breaking through a crowded wellness-tech market posed a challenge. Sleepagotchi needed a buzz-worthy way to reach beyond the crypto and Web3 niche and into mainstream awareness. The goal was to get people talking about sleep, the app, and its innovative "sleep-to-earn" technology, all at once.

In short, the team faced a classic PR dilemma: how to make a new app launch compelling enough for Tier-1 media coverage and viral social sharing, without any existing brand recognition or a large marketing budget.

Task

Our task was to turn Sleepagotchi's launch into a high-impact media moment. A standard press release about a new sleep app was unlikely to grab attention, so we needed a creative hook that would instantly resonate with journalists and the public. In practical terms, this meant we aimed to: **Invent an Irresistible Story Angle:** We had to develop a campaign narrative that made building better sleep habits sound fun, newsworthy, and shareable. The idea needed to highlight Sleepagotchi's unique value (gamifying wellness) in a way anyone could understand.

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Secure Top-Tier Media Coverage

With an average outlet Domain Authority target in the 90+ range, our outreach plan focused on Tier-1 publications (tech, lifestyle, and mainstream news) that could deliver massive visibility. We set the bar high, featuring in high-authority media that would lend credibility to this startup's launch.

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Timeline

3 Months to Launch

The campaign was to be executed over roughly three months, aligning with Sleepagotchi's app release schedule. This timeline included planning, pre-pitching the story, launching the campaign, and sustaining post-launch coverage. Everything had to crescendo perfectly with the app's debut, creating sustained buzz without any paid advertising.

❑ (Notably, this was an entirely organic PR effort, no paid media or ads were used, making the creative angle and execution even more critical.)

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VentureBeat

VentureBeat is the leader in covering transformative tech. We help business leaders make smarter decisions with our industry-leading AI and gaming...

91

Domain Authority

Provided by MOZ

1.15M

Unique Visits

Provided by SimilarWeb

Events Video Special Issues Jobs

GamesBeat



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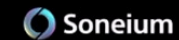
Square Enix's Symbiogenesis onchain game debuts on Sony's Soneium blockchain

Dean Takahashi

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May 8, 2025 10:31 PM

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Sony's Soneium is a home for Symbiogenesis. Image Credit: Sony

Square Enix's Symbiogenesis Web3 game was slated to be discontinued in July 2025, but Sony said the game will now expand to Sony's Soneium blockchain.

The move brings the first Web3 game from a major publisher to Sony's fledgling Soneium blockchain. Sony said that game studios and entertainment giants are choosing Soneium as a channel to collaborate, distribute,

Action

The "Dream Job" Campaign

Rather than a conventional app launch announcement, we created a "Dream Job" campaign built to capture imaginations. The concept: Sleepagotchi would pay a lucky person \$50 per hour to sleep. In other words, we opened a position for a "Professional Sleeper", someone who'd get \$50/hour for snoozing while using the Sleepagotchi app to track their sleep and play the game. This playful dream job angle had universal appeal (who doesn't want to get paid to sleep?) and perfectly tied into the app's purpose of improving sleep habits. Sleepagotchi's "Dream Job" campaign poster announced the hunt for a Professional Sleeper, offering \$50/hour to snooze using the app. This clever hook, essentially the world's easiest job, was designed for viral potential and drew widespread media attention. We crafted messaging to ensure the campaign wasn't seen as a mere gimmick, but as an invitation to engage with Sleepagotchi's technology.

The storytelling highlights of our Action phase included: **The Easiest Job on Earth:** We framed the narrative playfully, "Get paid to sleep!", which became an instant headline. By emphasizing \$50/hour for sleeping, we grabbed global eyeballs while subtly showcasing Sleepagotchi's promise (better sleep through rewards). This hook was not only attention-grabbing but also on-brand, turning the app's core idea into a human-interest story.

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Gamified Wellness Angle

The screenshot shows a Daily Mail article from June 4th, 2025. The article is titled "Forget Tamagotchi! New game requires players to SLEEP to help their digital pet grow". The author is William Hunter, and it was published on May 15, 2025. The article discusses a new game called Sleepagotchi, which is designed to help players improve their sleep quality by gamifying the process. The article mentions that the game was created by Anton Kraminkin, a former Duolingo developer, and that it offers a "dream job" by becoming a professional napper. The chosen candidate will earn £37 (\$50) an hour just to sleep while using the game as the public beta launches on March 20. The article also notes that the napper will need to do 40 hours of sleep a week and test out how different lifestyle changes affect their sleep quality.

In all outreach, we underscored why Sleepagotchi was doing this. The chosen sleeper would help test how daily habits, digital rewards and a little friendly competition can improve sleep quality. Essentially demonstrating Sleepagotchi's innovative approach in real life. Media coverage therefore naturally explained the app's tech: a blend of sleep tracking and game mechanics to encourage healthy routines. This ensured that articles weren't just clickbait about a quirky job, but also talked about Sleepagotchi's new technology and mission.

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High Shareability and "Chillfluencer" Vibes



Viral Terms

We coined fun terms (like calling the hired sleeper a "chillfluencer") that made the story even more shareable on social media.



Perks & Details

Highlighted perks, a "\$50 Uber Eats card for pre-nap snacks", and exclusive merch for the winner gave journalists colorful material.



Visual Appeal

The campaign microsite and visuals featured a cute Sleepagotchi dino character with pillows, leaning into the app's game aesthetic to create a headline-worthy image.

Overall, we made it easy for people to share and talk about the campaign, fueling its viral potential.

Execution:

With the creative concept in place, we executed a tightly coordinated PR rollout to maximize impact:

Pre-Launch Seeding: We identified and pre-pitched select journalists and editors who love quirky "dream job" stories, from tech reporters to lifestyle writers. Key media targets were those at Tier-1 outlets known for covering viral contests and innovative startups. We offered early access to the story (embargoed until launch day) and lined up interviews with Sleepagotchi's founders on the importance of sleep wellness tech. This way, top outlets had time to prepare in-depth pieces (not just quick news blurbs) by the launch date.

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Launch Day Blast

When the campaign officially launched (with the application page going live), we sent out a press release and personal outreach to a broader list of media contacts. The press kit included engaging assets: the "Professional Sleeper" job description, quotes about why improving sleep habits matters, and imagery from the app. By design, the story hit multiple news circuits simultaneously, tech news, crypto gaming blogs, and general news wires, creating a wave of coverage within 24-48 hours. Several outlets ran with the irresistibly shareable headline (e.g., "This App Will Pay You to Sleep"), and importantly, most also explained Sleepagotchi's launch and how its gamified sleep tracking worked.

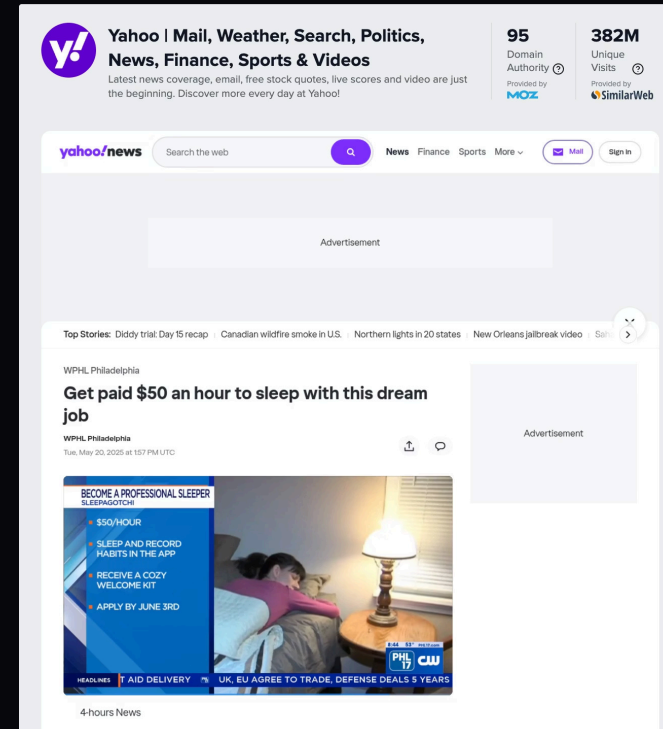
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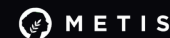
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Social Media & Community Amplification

The Sleepagotchi team amplified the campaign on social platforms, especially X (Twitter) and Discord. The official "We're hiring a sleeper!" tweet itself garnered significant engagement, with many users tagging friends and posting tongue-in-cheek "applications" to be the sleeper. This user-generated buzz reinforced media efforts, as the campaign trended in crypto gaming circles and even got casual social media users talking, journalists felt the FOMO if they hadn't covered it yet. The synergy between press coverage and social chatter helped propel the story further.



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Sustained Engagement

We kept the momentum by periodically updating media on the campaign's progress (e.g., "X thousands of applications received in first week" or "Final call before the Dream Job application closes"). This led some outlets to do follow-up mentions ("so many people want the Sleepagotchi dream job..."). Even after the "Professional Sleeper" was selected, we arranged for a couple of human-interest follow-up pieces about the winner's experience using the app, subtly continuing the promotion of Sleepagotchi post-launch. In essence, what started as a one-off stunt evolved into an ongoing narrative about how Sleepagotchi is turning sleep into the next frontier of wellness gaming.

Throughout execution, a crucial element was maintaining a balance between whimsy and substance. We worked closely with journalists so that coverage not only attracted clicks with the paid-to-sleep hook, but also educated readers on Sleepagotchi's new app launch, features, and the science of habit-building. By having compelling talking points and founder quotes ready, we ensured that even the most sensational headlines carried the company's key messages.

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Results

The "Dream Job" campaign was a resounding success, transforming a small app launch into international headlines. We achieved and exceeded our objectives, as evidenced by the metrics and coverage quality:

11

Media Placements

In total, 11 separate pieces of coverage were secured. What truly mattered was where these stories landed, virtually all appeared in high-authority, Tier-1 outlets instead of minor blogs. Each placement was a full feature (not just a press release repost), indicating genuine editorial interest. Publications ranging from top tech news sites to mainstream media reported on Sleepagotchi's offer, effectively putting the brand on the map. This volume of quality coverage far surpassed the typical outcome for a startup app launch with no paid promotion.

95

Average Domain Authority

The average Domain Authority of publications covering the story was 95, an extraordinarily high figure. In practice, this means our story ran on some of the most reputable and far-reaching platforms on the web. This high DA average reflects how we successfully tapped major outlets with massive online presence. For a Web3-related app to be featured by general news media at this level is rare, a testament to the strength of the campaign narrative. In short, Sleepagotchi's launch wasn't just mentioned on niche crypto forums; it made headlines on influential sites read by millions, lending huge credibility to the brand.

4.41M

Impressions Generated

The known coverage garnered approximately 4.41 million impressions (views/readership) in total. This number, drawn from the combined estimated readership of all articles, demonstrates the substantial visibility we achieved. Millions of people encountered the Sleepagotchi story, many likely hearing of the brand for the first time, through these articles. For a startup, reaching over 4 million eyeballs via earned media is a massive win, creating awareness that would have otherwise required a large advertising spend (which we avoided entirely). The high engagement on social media, from retweets of articles to discussion threads, further amplified these impressions organically.

556M

Total Audience Reach

Including syndicated pickups and network reach, the campaign's story achieved a staggering 556 million potential audience reach. This figure accounts not only for direct readers of the original articles, but also the extended networks through which those articles were shared or republished. Thanks to inclusion in major news syndication channels (for example, features being distributed via Yahoo News, MSN and other aggregators), the Sleepagotchi story potentially touched over half a billion people worldwide. In practical terms, it means a user scrolling a news feed in London, New York, or Sydney might have seen a headline about "getting paid to sleep with Sleepagotchi." Such widespread exposure is exceedingly rare for an app debut. It propelled Sleepagotchi beyond the confines of its initial target audience and sparked global curiosity about the product.

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Coverage Highlights

Every article not only delivered the fun headline but also looped back to Sleepagotchi's core message. Tier-1 outlets introduced readers to the app's gamified sleep-tracking tech while reporting the quirky job opening, exactly the balance we aimed for. The campaign earned prominent placements on tech platforms and even general news sites, effectively blurring the line between a viral human-interest story and a tech launch announcement. For instance, crypto gaming sites hailed the campaign as an innovative community promotion, while mainstream outlets framed it as "the dream job you never knew you needed," all while mentioning Sleepagotchi's app and its features. This alignment in messaging across different outlets magnified the impact: readers didn't just chuckle at the idea of a paid nap, they also learned about Sleepagotchi and its upcoming token rewards, unique "sleep-to-earn" concept, and wellness goal.

Beyond raw numbers, the qualitative impact was significant. Sleepagotchi swiftly built brand recognition and a positive reputation as a fun, innovative player in the wellness tech space. The "Dream Job" contest itself attracted an overwhelming response (hundreds of eager applicants worldwide vying to be the Professional Sleeper), demonstrating how deeply the story resonated. The winner's journey, and their improved sleep tracked through the app, became a part of Sleepagotchi's narrative, providing authentic user-generated content for future marketing. Moreover, the campaign's success fostered strong relationships with journalists and media outlets, who now see Sleepagotchi as a source of engaging content.

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Campaign Success

In summary, Sleepagotchi's launch went from an under-the-radar beta app to a headline-grabbing story that reached global audiences and Tier-1 media, all within a three-month campaign, with **\$0 spent on ads**. The "Dream Job" campaign not only delivered immense publicity by the numbers, but also set the stage for long-term growth: a sizable interested user base pre-registered for the app, and Sleepagotchi established itself as a bold, creative brand in the eyes of both consumers and industry stakeholders.

This case underscores how a clever PR idea, executed via the STAR framework (Situation, Task, Action, Result), can turn a startup's dream of virality into reality – even when that dream involves getting paid to take a nap!

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