CASE STUDY

Cega

A CoinDesk exclusive on the Vault Token Market

Genius PR · July–November 2024 · geniuspr.com

Situation

Cega was a DeFi protocol for structured investments. Its official site, as it stood in September 2024, was cega.fi. The principal public voice in this programme was co-founder Winston Zhang.

In the summer and early autumn of 2024 the company was bringing two products to market: a restaking product with Pendle and Ether.fi, and then the Vault Token Market, a secondary market for its vault tokens. Both needed to be explained in crypto media, and the second of them needed to break on a tier-one news desk.

Task

Genius PR worked the account from the Telegram group The PRG <> Cega, with Kim, jamie thorne and Sana Lalpuria, on a mix of labelled newswire distribution and an exclusive. The placements verified here run from July to September 2024, in a programme that continued into November.

The campaign focused on two primary objectives:

1. Announce the Pendle and Ether.fi restaking product, clearly labelling wire copy as such, and seek a mention in a CoinDesk round-up.
2. Secure a CoinDesk exclusive, with Zhang as a named source, for the Vault Token Market launch.

Action

On 9 July 2024, Decrypt published a labelled Chainwire release, “Cega, Pendle, and Ether.fi Build Restaking Product using Yield Token for Over 107x Points Exposure.” The Defiant’s press-release desk carried the same announcement. CoinDesk’s Protocol Village column, published 11 July, included a short 9 July item on that product.

On 24 September, CoinDesk published Omkar Godbole's "DeFi Protocol Cega Debuts Vault Token Market to Facilitate Seamless Investing," tagged as exclusive, with Zhang interviewed as co-founder. The same day, Decrypt ran a labelled Chainwire release introducing the Vault Token Market.

Results

A July product announcement that went out as labelled newswire copy was followed, in September, by a CoinDesk exclusive interview on the Vault Token Market.

- CoinDesk, 24 September 2024: Omkar Godbole, "DeFi Protocol Cega Debuts Vault Token Market to Facilitate Seamless Investing." Tagged exclusive; Zhang interviewed. Confirmed via a 9 November 2024 archive.
- CoinDesk Protocol Village, 11 July 2024: a short item, dated 9 July in the column, on the Pendle and Ether.fi restaking product. Confirmed via an 18 July 2024 archive.
- Decrypt, 9 July and 24 September 2024: labelled Chainwire press releases on the restaking product and the Vault Token Market. The Defiant's July item is also a labelled press-release desk piece.

Impact

Cega's Vault Token Market launched as a CoinDesk exclusive, with the co-founder on the record, after a summer of clearly labelled product wires. The placements are the record. They are not presented here as proof of points multipliers, yields or trading volume.

Links

Official site — cega.fi, as archived in September 2024

CoinDesk — 24 September 2024 exclusive. coindesk.com

CoinDesk Protocol Village — 11 July 2024. coindesk.com

Decrypt — 9 July 2024 Chainwire release. decrypt.co

Decrypt — 24 September 2024 Chainwire release. decrypt.co

The official site no longer resolves as a product homepage; the description and logo used here are from a 25 September 2024 archive of cega.fi. CoinDesk pages returned 429 to an unattended fetch and were confirmed via archive. The Defiant July URL redirects to a press-release desk path and returned 403. Points, yield and APY figures in the July wire are not used as Genius PR metrics. YouTube IDs recorded internally resolved to unrelated videos and are not claimed.

Summary

24 Sep CoinDesk exclusive Vault Token Market, interviewing Zhang	**11 Jul** Protocol Village Short CoinDesk item on the July product
2 Decrypt wires Labelled Chainwire releases, July and September	**Jul–Nov** Programme Product wires, then a CoinDesk exclusive, 2024

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Based on official Cega pages as archived in September 2024, the URLs above and the working Telegram chat. Fees, unpublished pipeline items and unverified commercial figures are omitted.