Genius PR [BRACKET]

CASE STUDY

Bracket Labs

A Forbes contributor feature on the Phase I launch

Genius PR · July–August 2024 · geniuspr.com

Situation

In the summer of 2024, Bracket Labs was bringing Phase I of a liquid-staked DeFi platform to market: users could stake liquid staking and restaking tokens on bracket.fi. The principal public voice in the coverage verified here is CEO Mike Wasyl, named in BeInCrypto with co-founders Jason Glazier and Pelli Wang.

The launch needed to read as a product story in crypto media, with a mix of labelled newswire copy and a business-title mention, rather than as a routine staking announcement.

Task

Genius PR worked the account from the Telegram group MKT | PR Genius x [Bracket], with jamie thorne, Sana Lalpuria and Kim. The placements verified here, and the CoverageBook that records them, fall between mid-July and early August 2024.

The campaign focused on two primary objectives:

1. Announce the Phase I launch through labelled newswire distribution, including Decrypt and Cointelegraph's press-release desk.
2. Secure a mention in a business title, and further crypto-media coverage, with the founding team on the record where possible.

Action

On 17 July 2024, Blockworks' 0xResearch newsletter, "The proof is in the verifying," discussed Bracket as a new entrant in liquid staking, describing its brktETH design. That item is the earliest clip in the CoverageBook.

On 31 July, a labelled Chainwire release, “Bracket Launches Phase I Platform For Liquid Staked DeFi,” ran on Decrypt, and Cointelegraph’s press-release desk published “Bracket rolls out phase I platform for liquid staked DeFi.” The Defiant’s press-release desk and Benzinga’s press-release wire carried the same announcement. CoinMarketCap’s community desk also ran it as a guest post by Chainwire.

On 1 August, BeInCrypto published Daria Krasnova’s “Bracket Launches Staking on Bracket.Fi Platform,” naming Wasyl as CEO and describing the Phase I liquidity programme. On 7 August, Forbes published Roomy Khan’s contributor piece “DeFi – Financial Alchemy In A Trillion-Dollar Market,” which discusses Bracket’s Liquid Staked DeFi approach and brktETH.

Results

The CoverageBook at share.coveragebook.com/b/b60effed90ddb926 records 10 pieces of coverage, 3.11 million estimated views, a combined audience of 116 million and a maximum domain authority of 94. Dated clips in the book run from 17 July to 8 August 2024; the Forbes item’s datePublished is 7 August.

- Forbes, 7 August 2024: Roomy Khan, “DeFi – Financial Alchemy In A Trillion-Dollar Market,” discussing Bracket. Labelled as a contributor piece. Confirmed via a 23 November 2025 archive.
- BeInCrypto, 1 August 2024: Daria Krasnova, on the Phase I staking launch, naming Wasyl. Confirmed via a 24 July 2025 archive. The CoverageBook lists this URL under the earlier title “Bracket Goes Live: A New Staking Experience.”
- Blockworks 0xResearch newsletter, 17 July 2024: a discussion of Bracket in “The proof is in the verifying.” Confirmed via a 3 November 2024 archive.
- Labelled press releases, 31 July 2024: Decrypt (Chainwire), Cointelegraph, The Defiant’s press-release desk and Benzinga, plus a CoinMarketCap community guest post by Chainwire.

Impact

Bracket’s Phase I launch was recorded in a CoverageBook of 10 pieces and reached a Forbes contributor essay, a BeInCrypto article and a Blockworks newsletter mention, alongside clearly labelled wires. The placements, and the book’s estimates, are the record. They are not presented here as proof of deposits, points or token performance.

Links

Official site — bracket.fi

CoverageBook — 10 pieces, 3.11M estimated views, 116M audience, max DA 94. share.coveragebook.com

Forbes — 7 August 2024 contributor piece. forbes.com

BeInCrypto — 1 August 2024. beincrypto.com

Decrypt — 31 July 2024 Chainwire release. decrypt.co

Cointelegraph — 31 July 2024 press release. cointelegraph.com

Forbes and BeInCrypto returned 403 to an unattended fetch and were confirmed via archive. The CoverageBook dates the Forbes item 8 August; datePublished is 7 August 2024. A Blockworks newsletter URL and an HFA Research Substack mention are in the book; the Substack item is not a featured link. "Binance-backed" wording appears in some outlets and is not independently audited here. The live homepage now describes institutional vault infrastructure, which is a later positioning than the 2024 Phase I launch and is not treated as a campaign result. No live geniuspr.com case study was found.

Summary

10
CoverageBook pieces
3.11M estimated views, 116M audience, max DA 94

7 Aug
Forbes
Contributor essay discussing Bracket

1 Aug
BeInCrypto
Phase I launch, naming Wasyl

Jul–Aug
Programme
Wires and features around the 2024 launch

London
30 Churchill Pl, Canary Wharf, London E14 5RE, United Kingdom

Dubai
The Offices 4, One Central, 8th and 9th Floor, Dubai

United States
2035 Sunset Lake Road, Suite B2, Newark, DE 19702

Based on official Bracket pages, the CoverageBook, the URLs above and the working Telegram chat. Fees, unpublished pipeline items and unverified commercial figures are omitted.