Genius PR

HERRING GLOBAL

CASE STUDY

Herring Global

A labelled introduction wire, then a HackerNoon interview

Genius PR · February–May 2024 · geniuspr.com

Situation

Herring Global, at herringglobal.com, is an algorithmic trading firm specialising in market making, OTC, execution and treasury. The official site was fetched live for this pack. The principal public voices are Ervin, named as chief executive and co-founder, and Clarence Lim, co-founder and head of trading, as they appear on the site and in the coverage.

The firm needed an introduction in crypto media, and later a named-executive interview on how decentralised and centralised exchanges connect.

Task

Genius PR worked the account from the Telegram group The PR Genius <> Herring Global, with Clarence Lim and Ervin, and Kim and jamie thorne. A discovery form is attested on 24 January 2024; active work in the scanned chat runs to 23 May 2024. The placements verified here run from 20 February to 17 May 2024. The client sheet lists the account as complete in May 2024.

The campaign focused on two primary objectives:

1. Announce Herring Global through labelled newswire distribution.
2. Place a named-executive interview on DEX and CEX trading.

Action

On 20 February 2024 at 19:12 UTC, Chainwire published the labelled release “Herring Global Highlights Massive Demand for Connecting DEXs and CEXs,” datelined Singapore and quoting Ervin and Lim. The same release ran the same day on Decrypt, bylined Chainwire (published 19:12 UTC; the page was later updated on 21 February).

On 21 February at 18:15 UTC, Yahoo Finance carried the same story as a labelled Accesswire item. The Yahoo page states: “This is a paid press release.”

On 17 May, HackerNoon published James King’s “Are DEXs Finally Become the Bedrock of Crypto Trading?,” an interview with Lim. No sponsored or press-release label was found on the live article.

Results

In a late-winter to late-spring window, Herring Global was introduced as labelled newswire copy and then put its co-founder and head of trading on the record in a HackerNoon interview.

- Chainwire and Decrypt, 20 February 2024: labelled release introducing the firm. Both fetched live.
- Yahoo Finance, 21 February 2024: the same story as a labelled, paid Accesswire press release. Fetched live.
- HackerNoon, 17 May 2024: James King, an interview with co-founder and head of trading Clarence Lim. Fetched live. The working dump dated the piece 19 May; the live article is dated 17 May 2024, which is used here.

Impact

Herring Global was named in a labelled introduction wire and a co-founder interview. The placements are the record. They are not presented here as proof of trading volume, venue counts or later commercial performance, including figures that appear on the live site or in the release.

Links

Official site — herringglobal.com

Decrypt — 20 February 2024 labelled Chainwire release. decrypt.co

Yahoo Finance — 21 February 2024 labelled Accesswire release. finance.yahoo.com

Chainwire — 20 February 2024 origin release. chainwire.org

HackerNoon — 17 May 2024 interview. hackernoon.com

A CoinMarketCap community guest post of 20 February 2024 carries the same Chainwire copy and is not featured as editorial. A Benzinga syndication was attested in the working dump but was not URL-verified in this pass. Informal remarks that the HackerNoon piece was "trending" are not used as Genius PR metrics. No CoverageBook and no live geniuspr.com case study were found.

Summary

20 Feb
Decrypt
Labelled Chainwire introduction

21 Feb
Yahoo Finance
Labelled paid Accesswire release

17 May
HackerNoon
Interview with Clarence Lim

Feb–May
Programme
A labelled wire, then an interview, 2024

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 Herring Global pages as they stand today, the URLs above and the working Telegram chat. Fees, later commercial negotiations and unverified figures are omitted.