CASE STUDY

PLAYA3ULL GAMES

A Cointelegraph feature, then a CryptoSlate podcast

Genius PR · November 2024–January 2025 · geniuspr.com

Situation

PLAYA3ULL GAMES, at playa3ull.games, describes itself as a Web3 gaming studio. The official site was fetched live for this pack and is titled “PLAYA3ULL GAMES.” The principal public voice is Jonathan Bouzanquet, co-founder and chief strategy officer, as he appears in the coverage (also known in the community as 0ld3ULL).

The company needed a named-founder feature and a podcast interview around its games, digital advertising and the founder’s public profile.

Task

Genius PR worked the account from the Telegram group The PRG <> PLAYA3ULL, with Ben Seccombe, Jonathan Bouzanquet and colleagues, and jamie thorne, Kevin Capon Goldszmidt, Kim and Emma. The scanned window runs from about September or October 2024 to 11 February 2025. The placements verified here are dated 27 November 2024 and 9 January 2025.

The campaign focused on two primary objectives:

1. Place a named-founder quote in a recognised industry feature.
2. Put Jonathan Bouzanquet on a recognised industry podcast.

Action

On 27 November 2024 at 13:30 UTC, Cointelegraph published Allen Scott’s “Blockchain protocols aim to break up digital advertising cartel.” The article is filed as editorial. It quotes Bouzanquet, co-founder of Playa3ull Games, on games and advertising, and describes the studio’s use of a shared 3ULL token across its titles. The live page was fetched for this pack. No sponsored or press-release label was found on the article itself.

On 9 January 2025 at 15:01 UTC, CryptoSlate published a SlateCast episode, “From failure to fortune: Jonathan Bouzanquet on blockchain and gaming,” with editor-in-chief Liam “Akiba” Wright and chief executive Nate Whitehill. The live episode page was fetched. Questions had been prepped in the working chat in late December; CryptoSlate also posted about the episode on X the same day. No sponsored or press-release label was found on the episode page.

Results

In a late-2024 and early-2025 window, PLAYA3ULL GAMES put its co-founder on the record in a Cointelegraph feature and a CryptoSlate podcast.

- Cointelegraph, 27 November 2024: Allen Scott, “Blockchain protocols aim to break up digital advertising cartel,” a feature that quotes Jonathan Bouzanquet. Live.
- CryptoSlate SlateCast, 9 January 2025: “From failure to fortune: Jonathan Bouzanquet on blockchain and gaming.” Live.

Impact

PLAYA3ULL GAMES was named in a Cointelegraph feature and a CryptoSlate podcast. The placements are the record. They are not presented here as proof of product adoption, player numbers or later commercial performance.

Links

Official site — playa3ull.games

Cointelegraph — 27 November 2024 feature. cointelegraph.com

CryptoSlate — 9 January 2025 SlateCast. cryptoslate.com

An ORDINEM Global Open Beta press release was drafted around 3 December 2024; no published URL was found in the working links and it is not featured. AusCryptoCon in Sydney (23–24 November 2024) was the client's own event, not a press placement. A CoverageBook link titled "Stardust," shared on 10 January 2025, was a sample of other Genius PR work, not a book for this client. An X post by CryptoSlate on 9 January 2025 is treated as promotion of the same episode, not a second placement. No CoverageBook for this client and no live geniuspr.com case study were found.

Summary

27 Nov **Cointelegraph** Feature quoting Jonathan Bouzanquet	**9 Jan** **CryptoSlate** SlateCast podcast with the co-founder
2 **Placements** A feature, then a podcast, 2024–25	**Nov–Jan** **Programme** Founder feature and podcast, 2024–25

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 PLAYA3ULL GAMES pages as they stand today, the URLs above and the working Telegram chat. Fees, unpublished materials and unverified commercial figures are omitted.