

anthonyBarnum:

AI-Driven Technology Campaign Snapshot

The Client



UneeQ's intelligent experiential AI platform is the global standard in digital humans, enabling the best creative minds to design and build amazing customer experiences at scale.

The Campaign

UneeQ sought to dramatically increase its visibility to target audiences through a high cadence, ongoing Tier 1 national tech media campaign. Their initial objectives were to dramatically increase the company's Share of Voice within the emerging category of digital humans. anthonyBarnum leveraged a series of advanced thought leader and news strategies to commence the campaign.

The Results

The anthonyBarnum team led a high-velocity earned media campaign introducing UneeQ's advanced technology across multiple vertical, national, and international media targets. The complete results of the campaign include a total of **244 articles** reaching a total audience of **140 billion worldwide**.

The Placements



[One step closer to skynet: Your next help desk chat might be with a digital human](#)



[AI-driven audio cloning startup gives voice to Einstein chatbot](#)

**BUSINESS
INSIDER**

[UneeQ counts Salesforce's former head of AI as an investor.](#)

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