

# Heaven Media: marketing experts in online gaming

Based at Alconbury Enterprise Campus, Heaven Media is one of the world's fastest growing marketing agencies in the online gaming industry. Specialising in promoting products and organising events in this fast-moving, highly competitive arena, Heaven Media applies its expertise, knowledge and experience to create tailored solutions that enable its clients to effectively access and engage with their target audience.



Heaven Media's core UK team is based in the Incubator and is supported by staff across eight European countries, who recreate campaigns in their native languages to ensure the client's core messages are not lost in translation.

The team immerses itself in the world of online gaming to stay on top of the latest trends and utilises a variety of marketing tools and techniques, including:

- Designing, managing and implementing campaigns across a variety of social media platforms.
- Working with influencers on YouTube and Twitch to get client's products in front of their target market with appropriate endorsements from the superstars of the gaming scene.
- Organising events to launch and promote products in the UK and throughout Europe.
- Helping clients identify sponsorship opportunities and managing the details to ensure it runs smoothly and achieves maximum return on investment.

Heaven Media moved into the Incubator in January 2015 and has seen a lot of changes to the Enterprise Campus during that time. Mark Reed, Founder of Heaven Media, said: "I've been based in a number of premises in Huntingdonshire over the past 20 years but nothing compares to the Incubator. It has a very cool and modern vibe, which fits with the Company's outlook and ethos. We are in a light, bright space with amazing views, which is really important to our staff. It also creates a positive impression with our clients, many of whom are based in London and major European cities, and it is important to have an office that fits with our brand and client expectations for where such a creative, technology driven agency would be based.

"We started off with a team of four based at the Incubator. There are now eight of us and we are looking at possibilities to expand within the Incubator if the opportunity arises. We also have staff based remotely in key European locations and recently opening an office in Texas.

"The Incubator is a great business hub and there's a real community feel with lots of communal spaces where people from different companies can meet and catch up. There are also opportunities to collaborate with other companies based there and we regularly work with C1 photography and have used Magic Mountain for filming.

"It has been fantastic to see the way the Campus has been developed. Urban&Civic essentially had a blank canvas and is creating a sustainable and nurturing environment for growing businesses. They have paid great attention to detail – such as tree planting, picnic tables, electric car charging points etc – things they didn't have to do but that make all the difference. The supporting facilities in The Club building next door – meeting rooms, The Café and The Gym – are also incredibly convenient."

To find out more, visit [heavenmedia.com](http://heavenmedia.com)



**It's great to be part of an evolving business community. We work hard and spend a fair proportion of life in the office – so it needs to be a positive and inspiring place to help keep the team happy and motivated.**

**Mark Reed** Heaven Media