



# Psyonix, acclaimed video-game developer, selects Nepa for Global Brand Measurement Insights

Nepa will measure brand KPIs of Rocket League® and Psyonix sponsorships on a continuous basis in five strategic markets – US, UK, Germany, France, and Spain.

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New York, NY

Nepa US Inc. announces today that they have been selected by Psyonix to provide Brand & Ad Tracking research for acclaimed video-game Rocket League and Psyonix strategic partnerships. The partnership will begin immediately with a strategic brand positioning analysis for Rocket League and key competitors. Through its Consumer Science Platform, Nepa will connect continuous measurement of key metrics such as brand awareness, ad awareness, sponsorship awareness, consideration, and Net Promoter Score with Psyonix media spend data to help Psyonix continuously optimize its marketing investments.

"We are thrilled to add Psyonix to our list of global brand tracking clients and to become a key brand strategy partner to them. This win affirms our US strategy and the value we create for clients through our ability to combine tracking research with other business data." said Ken Peterson, Managing Director, Nepa US, Inc.

## About Nepa

Headquartered in Stockholm and with local presence in Helsinki, Oslo, Copenhagen, London, Mumbai, New York, Miami and Denver, we help some of the world's most reputable brands in more than 50 countries to optimize customer experience investments and get more effect out of their marketing and sales. Nepa has been awarded DI Gasell's award for organic fast-growing companies in 6 of 7 years since 2011. The company is publicly traded at the Nasdaq First North Stockholm stock exchange since 2016. Erik Penser Bank is Nepa's Certified Adviser.

## About Psyonix

Based in San Diego, CA, Psyonix is a critically-acclaimed independent video game developer and leading experts in Unreal Engine technology. For more than 15 years, the studio has been a driving force behind some of the most successful games in the industry, including Gears of War,

Mass Effect 3, XCOM: Enemy Unknown, Bulletstorm, Unreal Tournament III, Unreal Tournament 2004, and the award-winning Sports-Action hit, Rocket League®.

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