



# Wicket Gaming enters into a collaboration agreement with a world-leading agency specialized in influencer marketing

September 02, 2021, 08:15

**Wicket Gaming AB ("Wicket Gaming" or the "Company") has signed a collaboration agreement with the influencer-oriented marketing agency Wehype in preparation for the launch of Cricket Manager.**

Wehype is a leading marketing agency that specializes in influencer marketing. Wehype has worked with several well-known clients such as Koch Media, Activision, Electronic Arts, Blizzard and Ubisoft.

**Eric de Basso, CEO of Wicket Gaming, comments:**

*"Through a strategic partnership with one of the world's most merited influencer marketing agencies, we are preparing for our upcoming launch of Cricket Manager. Wehype has a fantastic ability to identify and connect its partners with relevant influencers in order to generate downloads. Through this strategic collaboration, with cutting-edge expertise in marketing, Wicket Gaming has reached yet another milestone ahead of the upcoming launch", says Eric de Basso, CEO of Wicket Gaming AB.*

**For further information, please contact:**

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## **About Wicket Gaming**

Wicket Gaming is a Swedish game development company founded in 2015. The Company's business concept is based on developing and distributing so-called free-to-play games within the sports genre. Since its foundation, the Company has been working to develop its first title, Cricket Manager, which is a cricket manager game for mobile devices. In the game, players are enabled to create and own their own cricket club and compete against other players around the globe. The goal is to create one of the world's most popular cricket manager games for mobile devices and to utilize the existing tech-platform to broaden and scale the game portfolio to include other sport manager games.

For further information, see Wicket Gamings website [www.wicketgaming.com](http://www.wicketgaming.com).