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Red Door Digital

Red Door Digital is a gaming studio creating AAA-quality Web3 video games that blend blockchain technology, play-to-earn models, and NFT interoperability. Founded in 2021, the team includes veterans from Tencent and EA, bringing high-budget, highly playable gaming experiences to the market. Alongside its own titles like *Reign of Terror* and *Dinohorse Saga*, the company is building Web3 infrastructure for other studios entering the GameFi space.



The Mission

When Red Door Digital raised its \$5 million seed round, it had only a basic game trailer and the executive team's track record to share. The challenge was to craft a compelling narrative that would position the company as a credible competitor to established names like Animoca Brands, despite having early-stage products.

Eleven International worked closely with the leadership over one month to develop a strong messaging and communications plan that showcased the studio's core competitive edge:

delivering AAA-quality Web3 games backed by robust economies, scalability, and seasoned leadership.

AAA (or Triple-A) in the context of video games refers to high-budget, high-quality titles developed and published by major companies. These games typically have large development and marketing budgets, employing large teams and aiming for top-tier production values and sales.

The Strategy

We built a targeted PR approach that combined the company's seed funding announcement with a broader industry narrative: the need for higher-quality, more playable Web3 games in a market flooded with low-grade offerings.

Key actions included:

- Crafting messaging and a press release emphasizing Red Door Digital's AAA-quality focus and leadership pedigree.
- Leveraging market trends to frame Red Door Digital as the solution to common shortcomings in the Web3 gaming space.
- Positioning the brand in Tier 1 gaming, tech, and business outlets by aligning the funding news with thought leadership opportunities.

The Results

The campaign drove Tier 1 coverage in outlets including *VentureBeat*, *CoinDesk*, *Business Insider*, *GBAtemp*, and *Bread News*, with organic pickups in *FXStreet*, *Micky*, and *Yahoo Finance*.

We also secured high-value media briefings with *The Wall Street Journal*, *Bloomberg*, *Reuters*, and *The Block*, setting the stage for ongoing thought leadership.

This visibility positioned Red Door Digital as a credible, high-quality contender in the Web3 gaming market and created momentum for its upcoming titles and infrastructure initiatives.

Let's get started on achieving your business objectives. [Send us a message](#), or an email at connect@11.international.

Featured Media Coverage:



- **CoinDesk:** [Taiwan's Red Door Digital Raises \\$5M to Build AAA-Games for Web 3](#)
- **Business Insider:** [See the pitch deck Web3 gaming studio Red Door Digital used to raise \\$5 million in seed funding](#)

- **GamesBeat:** [Red Door Digital raises \\$5M to build high-end blockchain games](#)

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Eleven International

Established in 2017, Eleven International is an award-winning cross-border communications agency for consumer tech, Web 3.0, and B2B tech brands.

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