







CASE STUDY

TEAGUE

A global design and innovation company specialising in the development of transport interiors. In partnership with engineering firm NORDAM, Teague created Elevate – a new cabin concept for narrowbody aircraft. Teague wanted to secure high-profile global exposure for the unveiling of the Elevate concept in international consumer and industry media.



What We Did:

Developed powerful messaging narrative and PR content

Managed all global media relations activity

Provided strategic counsel on ways to maximise PR impact to achieve marketing and sales KPIs

TEAGUE



Results:

Delivered more than 50 pieces of editorial coverage

PR campaign reached more than 1.5 billion people globally and led to several award wins

Organised high-profile media interviews at AIX 2022 and generated worldwide interest in elevate from aircraft OEMs













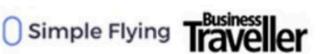












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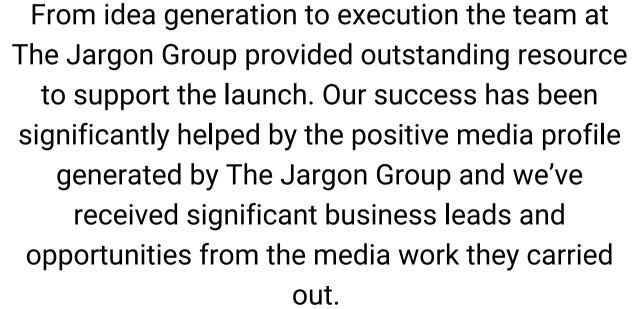






POINTS







Flight Global















Anthony Harcup, Director of Airline Experience, TEAGUE