



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

Results:

1

Delivered more than 50 pieces of editorial coverage

2

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

3

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

Media Coverage Examples Secured:



“ From idea generation to execution the team at The Jargon Group provided outstanding resource to support the launch. Our success has been significantly helped by the positive media profile generated by The Jargon Group and we’ve received significant business leads and opportunities from the media work they carried out. ”

Anthony Harcup, Director of Airline Experience, TEAGUE