



CASE STUDY

oppo

One of the top five smartphone manufacturer expanding across the globe. Before the Jargon Group Oppo required support with pan-regional messaging, PR strategy and content creation to drive impactful and consistent brand awareness of their launch across central-eastern Europe and Asia.



What We Did:

Created PR strategy and content to launch OPPO

Handled all crisis and issues management for the company

Created blueprint for product launch campaigns. Successfully launching four smartphones

Results:

1

European wide delivery of new corporate messaging and brand identity which led to market share growth in all key markets

2

Series of product launches delivered, increasing market profile by 20% launch-on-launch

3

Successful execution of OPPO CEE Media Summit, attended by more than 200 media from across Europe

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The team impressed us with their strategic counsel. They are very flexible in their approach and always ahead of the curve in terms of the constantly shifting world of technology and innovation. In critical situations, they are always available to support the project in hand

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Magda Partyka, Senior PR Manager at OPPO CEE