



CASE STUDY



Creates mobile devices combining productivity of laptops with the portability of smartphones. Launched the Astro Slide 5G - the world's first 5G smartphone with full mechanical keyboard.



What We Did:

Built brand messaging and profile in line with brand messaging

Created PR strategies across three consumer products and secured high-profile media coverage in worldwide press

Organised and attended press briefings at industry events including Mobile World Congress and CES

Results:

1

More than £5 million in crowdfunding raised from successful PR campaigns

2

Secured more than 490 editorial PR articles to date in technology titles and national publications around the world

3

Enhanced social media presence with following increase of more than 4,000

Media Coverage Examples Secured:



“

The Jargon Group created a launch plan that helped us not only maximise our media exposure but importantly, raised our brand awareness so we could sell thousands of units worth hundreds of thousands of dollars to our company.

”

Dr Janko Mrsic-Flogel, CEO at Planet